



Cultural Attractions of Australia features in an inspiring Culture and Wine experience of Tasmania, as one of eight exciting familiarisations created by Tourism Australia and Signature Experiences of Australia leading into ATE21

Sydney, 2nd June 2021 - As a lead-in to Australian Tourism Exchange events taking place in the week ahead - 21 ATE Live June 6 - 9 and ATE Online June 10 - 17, this week Tourism Australia and its Signature Experiences of Australia, are providing the opportunity for some of this country's top travel professionals to discover, enjoy and learn more about some of the most exciting experiences Australia has to offer.

Highlights Karen Fitzgerald, General Manager, Experiences, Tourism Australia "The Signature Experiences of Australia program is a partnership between Tourism Australia and a select group of industry collectives offering an impressive portfolio of premium travel experiences. This week, we are hosting a select group of premium travel partners on a series of familiarisation trips across the country and showcasing some of our most inspiring experiences. The trips are invaluable when it comes to educating travel planners on what Australia has to offer."

The collectives that make up Signature Experiences of Australia represent the very essence of the country and include guided Aboriginal experiences, memorable walks, fishing adventures, wildlife journeys, unparalleled winery experiences, prestigious golf courses, leading cultural attractions and immersive luxury lodges. With each collective revealing a distinctive facet of Australia, Signature Experiences of Australia is a celebration of the nation's uniqueness at its finest. They offer an opportunity to be inspired and to discover the unique people and places that make Australia special.





There are eight different familiarisations taking place at present each of which is designed to showcase elements of Signature Experiences of Australia. Annabel Sullivan, Executive Officer, **Cultural Attractions of Australia** is delighted to be hosting a 5 day **Culture and Wine experience of Tasmania** with guests including Victoria Woolnough, Travel Beyond, Aaron Spriggs, Orbit World Travel, Margaret Rae, MTA Travel and Evan Petrelis, Renaissance Tours. This is taking in experiences created especially for CAO A by two of its members - cultural and dining experiences at MONA, the Museum of Old and New Art established by high profile collector and businessman David Walsh, and the Wheel of Fate tour at Port Arthur Historic Site. As well, the group is getting a taste of some of the bespoke offerings of two other collectives, **Ultimate Winery Experiences Australia** as they tour Tasmania's superb wineries such as Moorilla Wines, and **Australian Wildlife Journeys** as they view spectacular landscapes and their unique wildlife with Premier Travel Tasmania. They are also sampling some of the best accommodation Tasmania has to offer from The Islington Hotel, once a stately home, now a luxury urban lodge decorated with fine arts and antiques with delightful gardens and views of Mount Wellington, Stewarts Bay Lodge with cosily rustic log cabins and deluxe spa chalets on the shores of Stewarts Bay at Port Arthur in the surrounds of the Tasman Peninsula, and chic, contemporary Moss Hotel, housed within 1800's warehouses with its interiors featuring native greenery, timber and original stonework, a stroll from the lively Salamanca markets.

Photo: Evan Petrelis, Margaret Rae, Victoria Woolnough, Annabel Sullivan, Aaron Spriggs and Colin (Port Arthur Guide).

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