



## PRESS RELEASE:

# Cultural Attractions of Australia provides the opportunity to explore highlights of regional Queensland and Victoria

Sydney, 7th July 2021 - Whilst we have all been taking the opportunity to enjoy travelling in Australia, one of the exciting trends is that regional tourism has been flourishing in Australia.

Cultural Attractions of Australia's emphasis on providing bespoke experiences for many of this country's cultural, historic and sporting icons is encouraging visitors to venture out to atmospheric outback towns such as Longreach in Queensland. Here, you may explore aviation history at the Qantas Founders Museum. They also provide an exciting reason to make the trip to the town of Ballarat in country Victoria to visit Sovereign Hill, Australia's largest outdoor museum, which captures the excitement of the goldrush era of the 1850's.

Highlights Annabel Sullivan, Executive Officer, Cultural Attractions of Australia,

"Australian travellers are making the most of this time to explore their own backyard differently. They're looking for bespoke experiences that will provide them with more authentic interactions and leave them with lasting memories. Many of the experiences offered by the members of Cultural Attractions of Australia will do just that. They are guided by passionate experts in their field who share their special insights to help bring the people and places to life," highlights Annabel Sullivan, Executive Officer, Cultural Attractions of Australia.

Situated in central Queensland, Longreach is accessible via a 2-hour flight from Brisbane. Highlights include the Australian Stockman's Hall of Fame and Outback Heritage Centre, which showcases Australian history with an emphasis on pastoral developments. Exhibits include models of Indigenous cave paintings, early White Settlement records and a focus on past and present life in the bush. It is also fun to take a trip around town on an original Cobb & Co coach, and an afternoon cruise on the Thomson River on a paddle wheel steamer for a spectacular outback sunset. Dining options include Harry's Restaurant and Redford Bar serving hearty country fare, named after local "hero" bushranger Captain Starlight.

A Victorian period gem, Ballarat is a one and a half hour drive from Melbourne. The city has a fine architectural heritage reflected in the Town Hall and Her Majesty's Theatre - Australia's oldest intact and operating lyric theatre. You can enjoy strolling boulevards such as Sturt Street with gardens featuring bandstands, statues, monuments, memorials, lamp posts and the tree lined Avenue of Honour. The Ballarat Art Gallery features a superb collection of Australian art from colonial times, including works by Arthur Streeton, David and Arthur Boyd and Claris Beckett all housed in a Victorian heritage building. The original Eureka Stockade flag is in the Eureka Annex to the Gallery. Take in the beautiful Ballarat Botanical Gardens, featuring Prime Ministers Avenue with striking bronze busts of every Australian Prime Minister. Accommodation options include grand heritage listed Victorian era hotels including Craig's Royal Hotel or the Provincial Hotel.

Below are the experiences CAO is offering in Longreach, and in the surrounds of Ballarat.





## QANTAS FOUNDERS MUSEUM

*Longreach, Queensland*

Qantas Founders Museum is dedicated to telling the story of Australia's national airline Qantas, which began in outback Queensland in 1920.

Visitors may enjoy the interpretive displays, interactive exhibits, replica aircraft, the 1922 National Heritage Listed Qantas Hangar and an impressive collection of genuine artefacts, including some significant aeroplanes.

"The Spirit of Australia Platinum Tour incorporates all the museum has to offer including the only place in the world where participants can don harnesses and walk out onto the wings of both a Boeing 747 and 707. The experience is made even more special because it's limited to only six people at any one time providing an intimate and immersive once in a life-time experience, highlights Tony Martin, CEO Qantas Founders Museum."

The Platinum Tour highlights the new Super Constellation display, and a behind-the-scenes experience of a Wing Walk on the Boeing 747 and 707. The Museum has a fully licensed restaurant and gift store with souvenirs, clothing, accessories, books and a range of Qantas memorabilia.

### WHERE

Sir Hudson Fysh Drive  
Longreach, Queensland

### WHEN

9.00 to 5.00pm daily  
9.00 to 4.00pm during summer (November to February)  
Closed Christmas Day and Boxing Day

### GROUP SIZE

Minimum 1/Maximum 6

### *The 'Spirit of Australia' Platinum Tour*

This is our premium experience incorporating all the museum has to offer.

This features a 3.5 hour guided tour for up to six people of the Boeing 747, Boeing 707 and newly restored Super Constellation. During the tour you will see the 'black box' flight recorders, learn how to 'arm the doors', sit in the pilot's seat, inspect the cargo hold and take a walk on the wings of the Boeing 747 and 707 – the only place in the world to do it!

To finish the tour, you can enjoy the incredible views of the Airpark from our NEW 9m viewing platform.

After the tour, make the most of the rest of the day to explore the museum and enjoy a meal in McGinness' Restaurant using a meal voucher, before leaving with your personal souvenir photo. A free next day pass to the museum is also offered.

### INCLUSIONS

Exclusive guide—maximum 6 guests. Full 747 Tour plus Wing Walk. Full 707 Tour plus VIP tour including 707 Wing Walk. Tour of the Super Constellation. Montage Photo Print with Digital Photo. Access to 9m Airpark viewing platform. Meal Voucher (\$15 Value). All participants must wear enclosed shoes. Minimum age 12 years. Children 12–17 years must be accompanied by a paying adult. Two-day pass to Museum. Guided tour of the National Heritage Listed Qantas Hangar.





**WHERE**

Qantas Founders Museum  
Sir Hudson Fysh Drive  
Longreach, Queensland

**WHEN**

8.00am daily by prior arrangement. Allow a minimum 3.5 hours for the experience.

**COST**

\$195.00 per person

**GROUP SIZE**

Minimum 2/Maximum 10

<https://culturalattractionsofaustralia.com/experiences/the-spirit-of-australia-platinum-tour/>

[HIGH RES IMAGES HERE](#)

**SOVEREIGN HILL**

*Victoria*

Experience the excitement of Ballarat's goldrush days at Australia's largest outdoor museum. By day, Sovereign Hill is where history comes to life. It's just like stepping back in time – from the hustle and bustle of Main Street, to the excitement of the Red Hill Gully Diggings, where visitors can pan for real gold! Watch a spectacular \$160,000 gold pour or catch a horse-drawn coach and tour the town.

By night, be part of Sovereign Hill's new sound and light show, AURA. Explore space, delve into the Dreamtime and re-live Australia's most important rebellion – all while travelling under the night sky. Convenient on-site accommodation is available.

*A Night in the Museum*

Join us at Sovereign Hill for an exclusive after-dark experience.

Dine with some of the Goldfields' most intriguing characters, explore the Sovereign Hill township by lamplight and dress the part in traditional 1850s costume.

**INCLUSIONS**

Overnight accommodation, full buffet breakfast, two course dinner with characters and a private lamplight tour in full period costume.

**WHERE**

Bradshaw Street  
Ballarat, Victoria

**WHEN**

Daily (except Christmas Day), 5.00pm to 10.00am  
the following morning

**COST**

Single Adult: accommodation, dinner, tour and breakfast \$999. Dinner and tour only \$899.

Twin Share: accommodation, dinner, tour and breakfast \$699 per person. Dinner and tour only \$499 per person.

**GROUP SIZE**

Minimum 6/Maximum 30

<https://culturalattractionsofaustralia.com/experiences/a-night-in-the-museum/>





## Wake Up with the Animals

Wake up early and join the baby animals for their morning feeds. This experience is available exclusively for Sovereign Hill Hotel guests who will be collected from the hotel by their guide.

### INCLUSIONS

Overnight accommodation and full buffet breakfast provided.

### WHERE

Bradshaw Street  
Ballarat, Victoria

### WHEN

Daily (except Christmas Day) from 9am. Duration 1 hour.

### COST

\$300 for 2 adults and up to 3 children.  
\$140 per person, twin share

<https://culturalattractionsofaustralia.com/experiences/wake-up-with-the-animals/>

### [HIGH RES IMAGES HERE](#)

\* All Cultural Attractions of Australia experiences are subject to availability at the time of enquiry and booking.  
\* Please refer to latest government and health advice within your state regarding COVID-19 related domestic travel restrictions. [www.health.gov.au](http://www.health.gov.au)

Cultural Attractions of Australia is an industry-led collective of iconic Australian cultural venues. Each attraction has curated pre-bookable, premium experiences, ensuring unrivalled access for their guests.

CAOA celebrates the diverse ethnic, cultural, and sporting influences that have defined Australia as a nation and a world-renowned travel destination. From UNESCO World Heritage-listed sites to the heart of our democracy, and from boundary-pushing art galleries, museums and performance spaces, to hallowed sporting grounds, these are the places, people and stories that have shaped Australia.

Cultural Attractions of Australia is part of Tourism Australia's Signature Experiences program. They provide an opportunity for Australians to explore the historic, cultural and sporting gems right here on our doorstep.  
[www.culturalattractionsofaustralia.com](http://www.culturalattractionsofaustralia.com).

For more Information, contact:

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