

An underwater photograph showing a diver in the upper right corner, a large sea turtle swimming in the center, and a vibrant coral reef at the bottom. The water is clear and blue.

ONLY IN AUSTRALIA

Thought You Knew Australia?

Take another look at New Zealanders number one holiday destination to discover some of our favourite destinations best kept secrets....

Welcome to our new look Travel Today 'Only in Australia' mini features where we share with you the 'best of Australia'. Knowing how well Kiwis know and love Australia, keeping it fresh and delivering something new is always a challenge, but one that destination Australia has risen to and delivers on. Showcasing the 'best of Australia' is the focus of the newest phase of the highly successful 'There's nothing like Australia' campaign. Australia has taken on a 'world's best in Australia approach' in the belief that Kiwis have a hunger to explore more of Australia, holidays that take them to and beyond the traditional gateway cities and presents unique, exciting and inspiring experiences that for many are quite simply 'the best in the world.' Tourism Australia believes that promoting your best attributes makes perfect sense and with the amazing array and diversity of tourism experiences on offer right across this vast continent, even the most 'Aussie savvy' of travellers can expect to discover something, someone, and someplace new!

The campaign will be supported by inspirational stories in leading publications and key digital platforms throughout New Zealand. We have also invested in assisting trade with supporting material which can be accessed via the Australia.com portal and stuff.co.nz that includes short stories and vignettes to assist you in bringing to life inspiration for your clients next 'best' Australian holiday experience in some incredible locations.... Read on to see what 'best of Australia' experiences we'll be sharing over the coming months as well as some great new digital enhancements to ensure you really do have Australia covered.



Jenny Aitken
General Manager, New Zealand Region, Tourism Australia

Tourism Australia Celebrates 'Great Southern Land'

To celebrate 30 years of one of Australia's most iconic songs 'Great Southern Land,' Tourism Australia has collaborated with ICEHOUSE lead singer Iva Davies and Qantas to create a stunning online video clip that celebrates the song, the scenery and the people of Australia.

The song was penned by Iva Davies as he flew over the vast and spectacular landscapes of Australia on his way to the UK in 1981. Now, the landscapes that inspired the song can be seen in the new online clip inspiring a new generation of travellers. The video features some of Australia's most spectacular and iconic locations including Tasmania's dramatic coast, Melbourne's laneways, Uluru, Crystal Cascades in Tropical North Queensland and Kangaroo Island.

The moving tribute features everyday Australians alongside famous Australian musicians and bands including Eskimo Joe, Katie Noonan and the Sydney Philharmonia Choirs.

[Click here](#) to watch the beautiful new Great Southern Land video and see for yourself why there is nothing like Australia.



Food and Wine Heaven at the Grampians

The Grampians region of Victoria is renowned for its spectacular scenery and range of outdoor pursuits and now, this dynamic region is gaining wide spread acclaim for its impressive food and wine offerings.

Throughout the region visitors will find quirky cafes, friendly country pubs, beautiful vineyards and world-class restaurants.

For an absolutely unforgettable dining experience, foodies can't go past the [Royal Mail Hotel](#) in Dunkeld. Diners can opt for a degustation menu at the Royal Mail Restaurant where they will be awed by ten artfully prepared courses featuring only the freshest seasonal and organic produce. Alternatively The Royal Mail Bistro offers a contemporary a la carte menu and is open for both dinner and lunch.

Wine touring in the Grampians offers the opportunity to taste wine born from ideal conditions and some of the world's oldest vines. The experience also offers a fascinating insight into the rich winemaking history of this region.

Coastal – Kangaroo Island

One of the world's most incredible nature experiences, Kangaroo Island, is just a 30 minute flight or 2.5 hour drive and ferry from the dynamic gateway city of Adelaide.

The island features dramatic scenery – untouched bush, secluded beaches, striking cliffs and unusual rock formations all waiting to be explored.

Wildlife abounds at this 'zoo without fences'. The ocean is teeming with fish, penguin and sea lion colonies dot the coast and during the cooler months migrating southern right whales can be seen from the shoreline. On land, visitors can spot rare birds, wallabies, echidnas and plenty of kangaroos and koalas. Best of all, visitors get to witness these amazing animals in their natural habitat.

There is a range of accommodation available on the island but if your clients want to really treat themselves, [Southern Ocean Lodge](#) offers luxury in every sense of the word – chic accommodation, jaw dropping vistas, sumptuous food and unique touring experiences.



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Maria Island Walking Adventures

There can't be many more beautiful places in this world for walking than Tasmania's [Maria Island](#). Maria Island is easily accessed by ferry from Tasmania's east coast town of Triabunna yet the island feels remote, wild and with no shops or cars - a world away from the 21st century.

National Parkland covers the entire island presenting visitors with a number of spectacular walks, varying in distance and intensity, where they can enjoy beautiful scenery, historic ruins and rare wildlife. The island is a fantastic place for bird watching and visitors may also spot the threatened Forester kangaroo or Flinders Island wombat. While walking along the island's secluded beaches and rugged cliff tops walkers can look out for seals, dolphins, whales and sea eagles. On the fascinating Fossil Cliffs walk, visitors can even enjoy a prolific array of shellfish fossils.

Because the island is a National Park, accommodation is basic but alternatively your clients can opt to stay on the mainland of Tasmania in either Hobart or Triabunna and visit the island on a day-trip.

The Kimberley – a Final Frontier

With stunning gorges, pristine beaches, cascading waterfalls and expansive plains – the beautiful [Kimberley region](#) of Western Australia is THE place to experience nature at its finest and without the crowds.

After flying into Broome, visitors can enjoy one of the world's most beautiful beaches - Cable Beach, and with 22 kilometres of it, it's not hard to find a secluded spot to while away the day or enjoy a sunset over the Indian Ocean.

From Broome, visitors can then set off on their own wilderness adventure. The Kimberley is one of the world's most exciting destinations for four wheel driving with routes that give access to stunning gorges and beautiful forest.

For a truly unique and quintessentially Australian experience, your clients will love [El Questro Wilderness Park](#) – a million acre working cattle station. The park provides guests with unrivalled access to the far reaches of the Kimberley to enjoy unforgettable activities like barramundi fishing, horse treks, or jaw dropping scenic helicopter flights.



Great Golf Courses of Australia

Readers of New Zealand's leading golfing magazine, The Cut, recently shared some insights into where they like to holiday with Australia emerging as the firm favourite for a golfing holiday. Ideal for couples and groups of friends who want to combine the best of both worlds, a holiday and indulge in their favourite pastime with a round or four of golf in some great locations. Knowing how much holidaymakers love to combine a game of golf, there is now a new resource to help you turn your clients dream golfing holiday into a reality – and a booking!

www.greatgolfaustralia.com.au is a great starting point for the ultimate Australian golfing holiday and includes the country's six 'world top 100 courses.'

One of these is Tasmania's spectacular Barnbougle Dunes and Barnbougle Lost Farm courses. Lying alongside one of the regions most acclaimed coastlines, Barnbougle is a spectacular amalgamation of the natural wilderness and beauty that Tasmania is renowned for. Barnbougle is a scenic 80 minute drive from Launceston and is quite simply the 'best in its class' for a luxury stay and superb golfing.

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Uniquely Australian Events and Festivals

As Australia's weather heats up so does its extensive events calendar. With increasing numbers of enviable events and fabulous festivals to entertain your clients in Australia this summer there really is something for everybody.

Continuing on with our 'best of' theme, this month we share two of Australia's most highly anticipated events – Tasmania's alternative MONA FOMA and the fun-filled Sydney Festival. Both of these events take place in January 2013 so be sure to secure your clients accommodation and tickets now so they can be part of the action.

Australia.com offers a comprehensive database of events that will help elevate your client's holiday from excellent to extraordinary. The database can be searched by state, month or event type making it easy to find the perfect event to suit your clients' interests and holiday plans. As of next month, the Events and Festivals pages will be updated with a new look and exciting new content – so make sure you keep dropping by!



Sydney Festival 5-27 January 2013

Sydney will be abuzz this January with a rich programme of events for the annual [Sydney Festival](#). The festival will showcase about 100 events across more than 20 venues in Sydney. The programme comprises of ticketed and free events including free concerts every Saturday in January in The Domain or Parramatta. There will also be AU\$25 on-the-day tickets for many shows.

Highlights of the festival which have been announced thus far include high-voltage Colombian circus troupe Circolumbia performing *Urban* – a contemporary show set against the backdrop of Colombian city Cali and *Semele Walk* – a modern adaptation of Handel's *Semele* opera featuring the Sydney Philharmonia Choirs and spectacular couture costuming by Vivienne Westwood. Tickets for these shows are on sale now and are likely to sell out so make sure your clients get in quick!

The full programme of events will be available from October 23.

MONA FOMA 16-20 January 2013

Tickets go on sale next week (October 8th) for the fifth annual [MONA FOMA](#) festival in Hobart, Tasmania. Billed as Australia's largest contemporary music festival, MONA FOMA offers festival goers a unique music experience alongside an eclectic program of visual and performing arts.

The 2013 MONA FOMA festival will be headlined by former Talking Heads frontman David Byrne and St. Vincent who have recently released the highly acclaimed album 'Love This Giant'. The remaining line-up will be announced tomorrow.

The unique festival takes place at the incredible Museum of Old and New Art (MONA). The three level subterranean art space is built into a sandstone cliff face and houses a private art collection worth US \$88.8 million.

The site also has a number of other attractions including exclusive boutique accommodation, a vineyard, restaurant and micro-brewery.



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