



Media Release
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Australia's Cultural Attractions to Take Centre-Stage in New Global Tourism Initiative

Cultural Attractions of Australia is an Australian first - an industry-led collective of iconic Australian cultural tourism attractions and museums that have joined forces to present the best of Australia's cultural offering to the world.

Launching at the Australian Tourism Exchange in Perth in April this year, Cultural Attractions of Australia will provide a single point of contact for travellers, trade partners and media to access premium, behind-the-scenes cultural experiences in iconic locations. As a collective, its strength lies in the diversity and iconic nature of the sites and collections represented, as well as the direct connection they hold with the people and cultures of Australia.

The founding members of Cultural Attractions of Australia are Adelaide Oval, Arts Centre Melbourne, Australian War Memorial, WA Maritime Museum, Fremantle Prison, Melbourne Cricket Ground, MONA, National Gallery of Australia, National Gallery of Victoria, Opera Australia, Parliament House, Port Arthur Historic Site, Qantas Founders Museum Longreach, Sovereign Hill and Sydney Opera House.

Each of these institutions has developed one or more rare, premium experiences, ensuring unrivalled access and attention for their guests who can expect the unexpected, as they:

- channel their inner diva at the Sydney Opera House with an Opera Australia in-costume, walk-on role
- step out onto the hallowed turf of the Melbourne Cricket Ground or climb to the very top of Adelaide Oval and take in the city views
- explore the Sovereign Hill township by lamplight, dine with some of the Goldfields' most intriguing characters and dress the part in traditional 1850s costume
- venture into the National Gallery of Victoria (NGV) in Melbourne after-hours for a bespoke tour and fine dining in front of a masterpiece
- get exclusive access to the Australian Performing Arts Collection Store, go backstage and be guided through the Australian Music Vault at Arts Centre Melbourne.

... with more to be announced at the launch in April.

Tourism Australia has confirmed that Cultural Attractions of Australia will become the latest segment to join the ranks of its Signature Experiences of Australia program. A partnership between Tourism Australia and industry, developed to package and promote Australia's outstanding tourism experiences within a variety of niche areas and special interest categories. These tourism products are located in destinations with high international appeal, offering diversity, transformation and engagement, to leave lasting impressions.

"Australia is one of the most desirable destinations on earth with a combination of world-class natural beauty and wildlife, exceptional food and wine, and a cultural heritage that cannot be found anywhere else. The opportunity for international visitors to experience Australia's cultural attractions through a range of unique and interesting experiences as part of the new Cultural Attractions of Australia collective will only further enhance the visitor experience for international travellers and create memories to last a lifetime" said John O'Sullivan, Managing Director, Tourism Australia.

Jennifer Ganske, Chair of Cultural Attractions of Australia says "we look forward to promoting an unparalleled suite of premium cultural experiences that fuse the thrill of discovery with learning and participation, providing visitors with memorable insights into what it means to be Australian, through the lens of both our history and our contemporary life."

For more information and to subscribe to Cultural Attractions of Australia's e-newsletters go to: culturalattractionsofaustralia.com

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