

Amazing Australia

There's nothing
like Australia 



The colours of Australia's North West	p2
Reconnecting with nature at Eco Beach Resort	p3
From Pearls to Pindan, discovering Broome, gateway to the Kimberley	p4
Experience the authentic outback at Cape Leveque	p5
Tourism WA's Broome agent famil	p6

Amazing Australia — Discovering WA's North West

Drawn In To The Real Australia



Kicking the red dirt off our shoes and looking out to the milky turquoise sea—it's the colours of the Kimberly Coast in North Western WA that first draw you in.

This is the 'real' Australia, but one so many Kiwis are yet to explore for themselves.

True, it sounds clichéd, but Tourism Australia New Zealand manager Jenny Aitken was floored by the contrasting colours and her overwhelming sense of pride. "The colours are just so vibrant and so different from what we have in New Zealand. This is truly an authentic Australian experience," she said looking across Broome's Roebuck Bay. "This is a great example of

the unique Australia we need to get agents and their clients to experience."

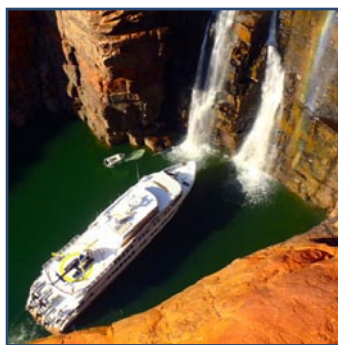
Kiwi arrivals to Australia continue to climb and dispersal rates are up—but Aitken says it's often travelling a little further to taste quintessential Australian experiences that is key. "It's what will continue to bring Kiwis back to explore Australia, and it's where a big opportunity lies for those in the trade who want to capture some of the repeat business and increase yield on selling Australia."

For more on Broome and its surrounds see the Amazing Australia pages in this week's issue.

Exploring The Remote Kimberley By Boat

Due to the very nature of the Kimberley's rugged landscape many areas in the region are only accessible by boat or air. Cruising through the gorges, past waterfalls and along expansive panoramas is a truly memorable way to experience remote areas of the Kimberley—with the bonus of only unpacking once. North Star Cruises says it has continued to attract a consistent number of Kiwis on its cruises, but it's a market general manager Peter Trembath believes has opportunity. "New Zealand travellers have a long affinity with cruising and I believe that there is potential to introduce more New Zealanders to the unique nature of an adventure-cruise on the True North," he says.

North Star Cruises offers a wide range of itineraries through the region late Mar-mid Sep onboard its purpose-built vessel



True North.

Guest numbers are limited to 36, and due to the size of the ship (it has a 2m draw), the company says its one- or two-week cruises can get into many wilderness areas the bigger ships can't access.

Billed as a high end experience, the True North has a full-time helicopter for shore excursions (for an additional fee) and numerous expedition boats and a host of activities on offer.

The Wildflowers

From the turquoise waters of the Indian Ocean to the red 'pindan' earth the vibrant colours of the North West are a striking highlight. From Jul to Sep the Pilbara Region south of Broome blooms into a carpet of wildflowers adding to the natural kaleidoscope of colours. The Pilbara Trail highlights the best spots to visit, and some wildflowers can also be seen around the Kimberley. For a WA Wildflower e-guide see westernaustralia.com

Shoulder Season Travel

Due to high local demand clients will need to book well in advance for the Jun-Sep peak. But Tourism WA's Louise Frend suggests visiting the region in the shoulder seasons. "There's huge local demand during the peak, in the shoulder seasons there's less demand, it's often cheaper and you still get great weather," she says.

The region's tropical climate means it's dryer and cooler in the winter months (Jun-Sep) with temperatures ranging 20° to 30° with clear skies. It can be chilly first and last thing but is generally warm. Summer, temperatures range from 25 to around 40° C.



Kimberley Gateway

The Kimberley is described as one of the world's last great wilderness areas with its jagged typography, deep gorges and covering over 420,000km². It's the 'real' outback.

While tours through the region continue to be popular for some Kiwis, Tourism WA has reported an increased consumer interest for Kiwis looking to self-drive through the region.

Again there are options to suit all tastes, from the largely sealed Savannah Way highway from Broome to Kununurra (which continues on through the NT) to four-wheel driving along the legendary Gibb River Road—660km of unsealed road through flood plains, remote national parks and rugged gorges. For details see savannahway.com.au or australiasnorthwest.com



Arriving In Style At WA's Eco Beach Resort

The Kimberley region is home to many 'once in a lifetime experiences'. Flying by helicopter (over the turtles) across Roebuck Bay and landing on the sand at Eco Beach was one such adventure for a trade group visiting the region. Tourism Australia's Jenny Aitken and Tourism WA's Louise Frend are pictured celebrating their 'extraordinary' arrival.



australia.com

There's nothing like Australia



Amazing Australia — Eco Beach, WA

Reconnecting With Nature In Western Australia



Let's face it, smearing sulphur-infused mud over your face on an isolated beach before sipping bubbly is probably not at the top of most Kiwi's travel 'to do list'.

However, such unique (and possibly bizarre) experiences create engaging travel memories and are capturing the attention of Kiwis—and it's getting them to take a closer look at Australia. Eco Beach Resort in Western Australia, home to the aforementioned 'mud' experience, has perfected the art of combining an incredible coastal location with a wide range of nature-based activities that connect visitors to the area through tours, interaction with the environment and story telling. Located around a 90 min drive south of Broome (or 15 mins by helicopter) Eco Beach Resort is an environmentally friendly resort set on an isolated and pristine beach overlooking the Indian Ocean.

But environmentally friendly certainly does not mean no frills and the resort offers a range of accommodation up to deluxe ocean-front villas to suit differing tastes and budgets.

... Glamping WA Style

Eco Beach takes so-called glamorous camping, or glamping, seriously with its patented Eco Tents which are now being used in environmentally friendly resorts around the state and globe. Designed to withstand cyclones the 30 tents offer partial ocean views over the Kimberley

bushland. The safari-style tents are fitted with ensuite (complete with flushing loos) and are all just a short walk along the boardwalk to the beach—and they come highly recommended. "There's just something about being in a canvas tent, albeit with a king-sized bed and flushing toilet, that makes it a great experience, I think it's a must do," says House of Travel's Julia Paley, pictured below on the left with Infinity's Jenny Wallis. "Yes Kiwis can camp at home, but the environment is very different from New Zealand. We zipped the top of our window down so we could watch the stars at night and wake up as the sun rose the next morning. For clients suited to this product it's a great experience." The tents sleep up to three people (king size bed and roll away) and there's an in-tent chilly bin to keep things cold as well as a shared self-catering tent with a fridge and cooking facilities.

A Little Mud With That?

The Mud and Bubbles activity combines a stunning location with a quirky yet therapeutic twist that Tourism Australia New Zealand manager Jenny Aitken has called one of her most memorable travel adventures.

We strolled down the deserted beach before a quick dip in the picturesque Indian Ocean quickly followed by a water's edge sand exfoliation. Post exfoliation, it's time for the star of the show—a bucket of mud collected from the mangroves at nearby Jack's Creek, which we're told has therapeutic properties.

Then the fun begins. Plastering the cool, stinky mud all over your body and, for the friendly, the person next to you then waiting for it to dry—glass of ice cold bubbly in hand. To add to the experience we then indulged in a little beach yoga with instructor Emma (no we're not showing you those pics) and of course, a little more bubbly. The result, soft skin and the world takes on a lovely glow. We're not sure if that glow is from the yoga or the bubbly—but either way Aitken is converted. "I wasn't really sure what to expect, but I loved it. It's one of those things that you'll remember forever and a must-do experience to connect with this unique natural location."



Download this new, free app from Tourism Australia

Extending the story of Tourism Australia's short campaign film, the There's Nothing Like Australia app has inspiring multi-media content and functionality. View the short film and download the app from australia.com

Broome Famil In Sep

Tourism Western Australia is continuing to work with Kiwi agents on trade training including its WA Holiday Specialist on-line training programme. The STO is urging agents to complete the training modules through to advanced to be eligible for consideration for its upcoming Broome famil in Sep. See waholidayspecialist.co.nz

Home Away From Home

For clients looking for something more traditional, Eco Beach also offers 25 self-contained luxury Eco Villas which each sleep up to four people. Designed to minimise the impact on the environment the one-bedroom elevated villas allow visitors to experience the coastal and bushland surrounds with all the comforts from home. They are air conditioned and offer some self-catering facilities. Private decks allow visitors to soak up the surrounds in the sun and the over-sized couches are perfect for relaxing with a book or curled up for an afternoon snooze. For larger groups, there are also two, two-bedroom beach houses set right on the beachfront. See ecobeach.com.au

Amazing Australia — Eco Beach, WA

Where The Tropics Meet The Desert



Breathing in through my nose and out through my nose, trying to adopt an internal singing yoga voice—there was no

arguing—the spectacular view and the ensuing yoga zen made it worth the early rise.

Eco Beach Resort offers free early morning yoga classes daily, with possibly the most picturesque yoga studio view on earth. The relaxation classes cater for all levels including first timers and are a great way to start the day. Located in the property's peaceful Dragonfly Sanctuary the resort provides everything clients will need for the class. Massages are also available at the sanctuary. See ecobeach.com.au



A wallaby with her joey at sunset on 'Eco Beach'

Meeting The Locals

The abundant wildlife is a highlight of a visit to Eco Beach. In addition to a vast array of birdlife, the resort offers boat trips for the whale watching season, generally Jun-Sep. The migrating humpback whales can often be spotted from the shore, or on an early morning walk visitors can sometimes see dolphins jumping and Manta rays swimming in the shallows. During the wet season it's said there's even the odd passing crocodile. Alternatively, the flat-back turtle nesting season is Oct-Dec and resort guests can join Conservation Volunteers Australia researchers on their turtle patrols.

Seriously Sustainable

The resort takes sustainability seriously, from the boardwalks made of recycled materials through to its own gardens and power supply. The Kimberley sun generates most of the power at the resort. While there's all the comforts of home, including hot showers, there are some restrictions in terms of power usage. The tents are limited to two amps of power, enough to charge a phone or camera. For items requiring more power, like hairdryers, there's a 'power tent' where campers can use appliances like hairdryers. The villas have power, but only enough for one electrical appliance at a time.

Do Little, Or A Lot at Eco Beach

Swinging in a hammock on the beach, or curling up with a book on the deck may be the activity of choice for some clients. But for those looking for something a little more the resort has a number of tours and activities on offer.

"I think that's one of the key attractions," says Infinity Holidays' Jenny Wallis. "Clients can do as little or as much as they like.

And while there's an eco focus at the resort I don't think clients need to be environmentalists to enjoy it. It's a stunning location, and a fantastic

experience, but with many of the comforts from home." Along with land-based or charter fishing trips there's sea kayaks, stand-up paddle boards, fishing rods and snorkelling gear all available for hire. Guided or unguided beach walks to notable local spots such as the so-called mini-bungle bungle formations and nearby beach caves or the picturesque Jack's Creek are a highlight.



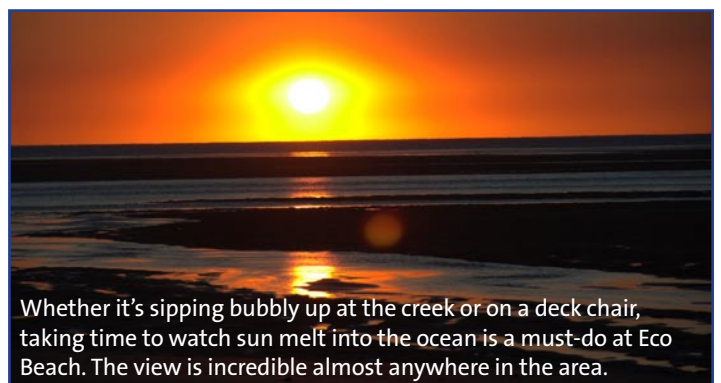
An Indigenous Wilderness Experience

Further North, Kooljaman at Cape Leveque offers Kiwis an authentic indigenous outback experience.

The remote retreat, located 220km north of Broome, is Aboriginal-owned and offers a wide range of accommodation from high-end safari tents right through to palm frond camping shelters. Famed for its nature-based activities including snorkelling, a glass bottom boat tour and mud crabbing, the wilderness retreat

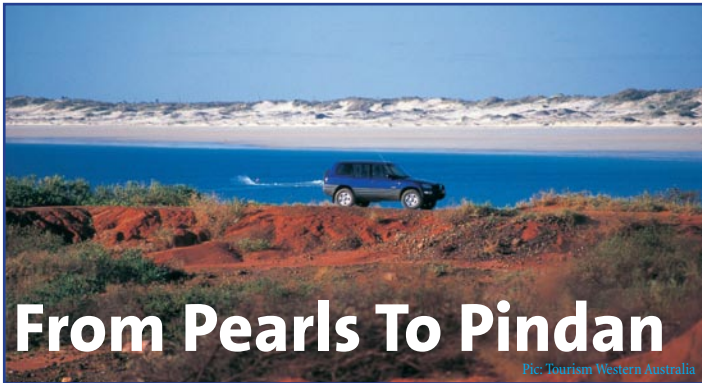


also offer many tours incorporating an authentic indigenous element including the bush tucker and bush medicine tours and learning to fish the traditional Bardi way. See kooljaman.com.au or to see a short clip of the retreat, [click here](#)



Whether it's sipping bubbly up at the creek or on a deck chair, taking time to watch sun melt into the ocean is a must-do at Eco Beach. The view is incredible almost anywhere in the area.

Amazing Australia — Broome, WA



From Pearls To Pindan

Home to a rich, multi-cultural history borne from the town's pearling past, picturesque Broome is a colourful destination with a lot of character.

It's a relaxed place where every turn presents a photo opportunity. There's no escaping the vibrant colours of Broome—the Pindan (red earth), the white-sand beaches and the turquoise Indian Ocean. Camels trek along the iconic 22km stretch of sand that is

Cable Beach, and locals laze on their beach chairs or at one of the many restaurants. In town visitors buzz around the high-end pearl shops and the eclectic area of Chinatown.

Broome is known as the southern gateway to the remote Kimberley region, and agents with clients heading to the region should urge them to spend a few days as there's plenty of Broome holiday options to complement a trip into the Kimberley.

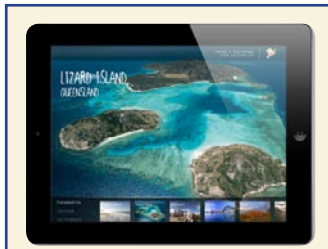
Broome Famil In Sep

Tourism Western Australia is hosting a travel agent fam to Broome in Sep and is urging agents to complete the training modules through to advanced to be eligible for consideration. See waholidayspecialist.co.nz



Staircase to the Moon

Broome's sunsets along Cable Beach are legendary, but from Mar to Oct around at Town Beach visitors can witness the incredible Staircase to The Moon. The regularly-occurring natural phenomenon creates an illusion of stairs up to the moon as the moon reflects on the mudflats at low tide. Clients can make a night of it and take in the Town Beach night markets (including food stalls) which are staged the first two days of the 'staircase days'. For upcoming staircase dates see australiansnorthwest.com



Download this new, free app from **Tourism Australia**

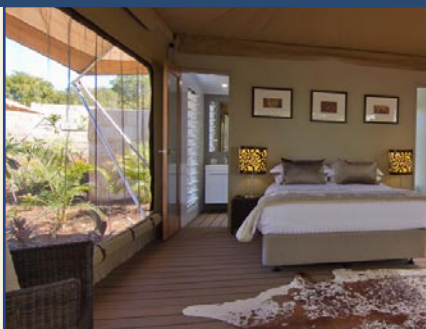
Extending the story of Tourism Australia's short campaign film, the There's Nothing Like Australia app has inspiring multi-media content and functionality. View the short film and download the app from australia.com

Outback Glamping In Broome

A new boutique property in Broome's Cable Beach offers something very special for Broome-bound Kiwis—accessible glamping.

The Billi has just added four luxury safari-inspired Eco Tents which include a canvas main room and an attached en suite complete with a bath and all the creature comforts of home. And it's a concept some Kiwi wholesaler product managers believe will sell well in the Kiwi market.

"I think it's a fantastic product, at an affordable price," says House of Travel's Julia Paley. "It allows Kiwis who are pre- and post-ing in Broome to begin their wilderness experience the minute they arrive in



Broome in a gorgeous setting." The property opened last Oct and both the one- and two-bedroom holiday villas and the Eco Tents are of a high luxury standard. The tents are set under a canopy of trees, and accessed via raised timber walkways—and the family tent sleeps up to six people. The Billi has a welcoming and tranquil feel, a pool and several spots to relax. Wholesalers have details, or see thebilli.com.au

Amazing Not Astronomical Australia

WA's North West region is known for many quintessential Australian experiences—but Tourism Australia New Zealand general manager Jenny Aitken says that doesn't necessarily mean the most expensive.

"One of the things I love about Broome is, like so many other places in Australia, that some of the best experiences are on your doorstep," she says. "Watching the sunset with a cocktail in hand at the Cable Beach Club's Sunset Bar is incredible, but people can also watch the same sunset sitting on the grass out front for an equally memorable experience." Other notable mentions,



Tourism Australia's Jenny Aitken and Jenny Wallis from Infinity Holidays enjoy a sunset cocktail at Cable Beach Club's Sunset Bar.

says Aitken, is a camel safari along Cable Beach (amazing at sunset, but cheaper pre-sunset); taking in an outdoor movie with a picnic hamper at Sun Pictures or witnessing the Staircase to the Moon at Town Beach.



Amazing Australia — Broome, WA

Exploring Broome Like A Local



From shopping at the weekly markets or watching an outdoor movie, Broome has local's experiences as well as a wide range of attractions, says former Broome resident and local Tourism WA rep Louise Frend. Visitors can delve into the area's pearling history at the Pearl Luggar Museum and Japanese Cemetery, or buy a memorable souvenir at one of the pearl shops. The many attractions close to Broome include Malcolm Douglas' crocodile park and the Broome Bird Observatory and the area is known for

outstanding fishing. Other notable mentions include scenic flights over the Buccaneer archipelago and the Horizontal Waterfalls; or exploring sights such as Gantheaume Point by hovercraft to find fossilised dinosaur prints and the wrecks of the Catalina flying boats.

... Further Afield

There's also a host of National parks in the Kimberley and Pilbara area, and as the southern gateway to the Kimberley wilderness region, many tours depart ex Broome. "The Kimberley is best explored by 4WD, cruising the coast or coach touring with AAT Kings, APT and local operators," says Frend. An easy drive from Broome is the Dampier Peninsula and Cape Leveque (Frend recommends at least a couple of days to allow clients to make the most of the natural environment).

Broome Races

There are numerous events on the Broome calendar, and among the highlights is the Broome Racing Season Jun-Aug. The locals embrace the opportunity to dress up for the race meets—but clients can go as glam or casual as they like.

Agent Broome Famil

To be in the running to experience Broome agents need to complete Tourism Wa's on-line training modules. The STO is hosting a Broome famil in Sep. See waholidayspecialist.co.nz

Matso's & Mango Beer

No trip to Broome is complete without a visit to Matso's microbrewery and restaurant—and it's a great way to relax in the sun. Offering a mix of standard brews, such as the Pearlers Pale Ale, Matso's is famed for its alcoholic ginger beer and popular mango beer. Other favourites are its chilli out beer (which packs a punch) and Matso's also experiments with new brews such as the lychee beer (yum and not as sweet as the Mango beer) and new cider blends. The restaurant is open for breakfast, lunch and dinner, diners can combine beer tasting flights with sharing platters. See matsos.com.au



Pearls Dharling

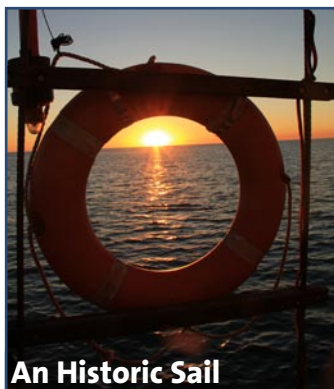
Some of the finest pearls of the world can be found in Broome—and perhaps some of the most expensive. Members of the Kiwi contingent are pictured wearing pearls worth a combined hundreds of thousands of dollars (and that's AUD!). Julia Paley from HoT, left, wears a strand worth over AUD130,000 alongside Tourism Australia's Jenny Aitken and Jenny Wallis from Infinity, both in their expensive pearls.

The Chahoya Spa

A tranquil oasis in the heart of Broome, the Cable Beach Club's Chahoya Spa is an ideal way for clients to indulge. The spa uses Aveda products and offers a relaxing experience including pre- and post treatment refreshments which come highly recommended. In fact Tourism WA's Louise Frend rated her massage at the spa one of her best spa treatments ever.

Beach Club Agent Deal

The iconic Cable Beach Club Resort and Spa is the only resort set on the beachfront and offers a full range of accommodation options and facilities including two pools, three restaurants and a spa. The resort has a low season agent rate of AUD129 with breakfast, subject to availability. See cablebeachclub.com



An Historic Sail

Combining relaxation with a little history, a sunset cruise aboard the restored pearl luggar Intombi is a fantastic way to end the day. The cruise sails along Broome's Cable Beach, there's plenty of photo opportunities (as pictured) and Broome's great climate is ideal. Cruises include some antipasto platters and coach pick-up. For more, see broomeluggar.com



Sun Pictures: Movies Under The Stars

For something a little different urge clients to BYO food and beverages and head to the world's oldest outdoor cinema, Sun Pictures. The quaint establishment offers deck chair or grass seating and screens a mix of the latest movies and some classics. The Kiwi crew, from left Tourism WA's Louise Frend, Julia Paley from HoT, Infinity's Jenny Wallis and Jenny Aitken from Tourism Australia, fell in love with the place. See broomemovies.com.au