

destinations **AUSTRALIA**

THE ULTIMATE RESOURCE FOR EVERY KIND OF TRAVELLER 2017/18 EDITION



WITH PARTIAL
CHINESE
TRANSLATION

MEDIA GUIDE 2017/18





FROM DESTINATIONS AUSTRALIA

SYDNEY INSIDER
Kylie Kwong

Born into a fourth-generation Chinese-Australian family, Kylie Kwong worked at some of Sydney's finest restaurants before venturing for work, her spirit and inventive DNA flourished.

Lead the charge of the new Chinese dining scene in Sydney, Kylie Kwong has been a pioneer in the industry for over 20 years. Her restaurant, Kylie Kwong Dining, is a testament to her passion for food and her commitment to showcasing the best of Chinese cuisine.

Her approach to food is a blend of traditional Chinese techniques and modern Western influences. She has been instrumental in elevating the status of Chinese food in Australia, making it a sought-after dining experience for locals and tourists alike.

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WHERE WE LOVE TO eat & drink

South Australia is home to unforgettable dining experiences, from classic comfort food to world-class wineries.

WINE
The wine industry in South Australia is thriving, with a focus on quality and innovation. From the Barossa Valley to the McLaren Vale, there are endless options for wine lovers.

RESTAURANTS
South Australia offers a diverse range of dining options, from casual cafes to fine dining establishments. The state's rich culinary heritage is reflected in its food and drink.

COFFEE
The coffee scene in South Australia is growing, with a focus on local roasters and high-quality beans. From the Blue Mountains to the coastal towns, there are many great coffee spots to visit.

BEACHES
South Australia has some of the most beautiful beaches in the world. From the pristine shores of the Fleurieu Peninsula to the vibrant coastal towns of the South Coast, there are endless options for beach lovers.

WILDLIFE
South Australia is home to a wide variety of wildlife, from kangaroos and wallabies to koalas and emus. The state's diverse landscapes provide a natural habitat for these unique animals.

Rise & shine

Brisbane combines enviable weather with tantalising attractions, a thriving smart apartment scene and a down-to-earth vibe, making it irresistible to tourists.

BRISBANE WEEKENDER

DAY 1
Start your Brisbane weekend in the heart of the city. Visit the Queen Street Mall, the Brisbane City Hall, and the Queensland Museum. Enjoy a walk along the Brisbane River and take in the views of the city.

DAY 2
Head to the Gold Coast for a day of sun, sand, and surf. Visit the Gold Coast beaches, the Sea World, and the Dreamworld. Enjoy a day of relaxation and fun in the sun.

BRISBANE WEEKENDER

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About Destinations AUSTRALIA

FAST FACTS

PUBLICATION DATE: May 2017
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- Qantas domestic and international lounges (Australia and overseas)
- Available at selected newsagents or order online via magnation.com
- Digital platforms including Issuu.com or download the Destinations Australia Series App

SPECIAL FEATURES:

- Partial simplified Chinese translation
- Luxury Guide

*Distributing 20,000 copies x 365 days = 7,300 million x 1.5 (average) guests per night = 10,950 x 75% room occupancy = 8.2 million potential readers

Featured in the guest rooms of four and five star hotels nationwide, as well as airport lounges locally and overseas, *Destinations Australia* is a stylish annual magazine encapsulating the very best the country has to offer in lifestyle, dining, shopping, fashion, arts and entertainment, and weekend getaways.

Our readers appreciate the finer things in life, along with epic regional adventures, and

Destinations Australia delivers with widespread coverage of incredible products, experiences and attractions. It is the essential guide for travellers to Australia's rich and varied delights, and the ideal opportunity to showcase your products and services to millions of potential customers.

Important tourist information – including special features, shopping and our exclusive *Luxury Guide* – are translated into Chinese, ensuring we speak directly to this all important tourism market.

