

Qantas partners with Watermark for special edition amenity kit



The special edition amenity kits contain eye masks, socks, earplugs and Lit'ya skincare products

[Qantas](#), in collaboration with [Tourism Western Australia](#) and [Watermark](#), has launched limited-edition amenity kits for Business Class passengers travelling on international flights to Perth from Singapore, London, and Rome.

“We are committed to bringing more travellers to experience Western Australia. The city and regional areas have so much to offer and we’re proud to showcase its nature and culture through a talented artist,” said Qantas Group Chief Customer Officer Markus Svensson, in an April 26 press release.

“Along with inflight pyjamas, amenity kits are an important part of the Qantas international Business experience. Many of our customers repurpose them as wallets, or for storing make-up or keys, so we’re pleased to provide an opportunity for our customers to take home a special piece of artwork by a local Indigenous artist,” he added.

The amenity kits, launched in celebration of Western Australia’s new global tourism brand “Walking On A Dream,” showcase the artwork of Wongi artist Kevin Wilson. They feature various Western Australian landscapes from Ningaloo Reef to the Margaret River Region and contain a range of travel essentials such as eye masks, socks, earplugs and Lit'ya skincare products.

Wilson said, in the same press release, his artwork explores the interconnectedness of culture and history, while also being vibrant and expansive. “Within my artwork I’ve aimed to capture the story of wondering, exploring and discovery — showing this through the abstractness of my work. I’ve also

represented our ancient song lines, waterways and animals of the landscapes.”

Carolyn Turnbull, Managing Director of Tourism WA, said the launch of the amenity kits help showcase the wondrous and unparalleled landscapes of Western Australia. She said, “While relaxing on flights, we hope this artwork helps to inspire Qantas passengers ahead of their dream stay in Western Australia.”