



**PRESS RELEASE**

November 2025

**iFLY Gold Coast is challenging Sydneysiders to rethink Christmas gifting. Less landfill, more lasting memories.**

*This festive season, iFLY Indoor Skydiving Gold coast invites locals to give memories that last. Not more clutter destined for the bin.*

**Sydney, Australia:** Australians spend billions every December, yet in a <sup>1</sup>recent poll estimated that 1 billion worth of gifts go unused or unwanted each year. And with one in four people expecting to receive something they'll never wear or use, Australians are rethinking what matters most at Christmas. Experiences that become lasting memories.

"As sustainability and sentiment take centre stage, we're seeing Australians rethink what matters most," says Holly Jaadla, Entertainment Marketing Manager at iFLY. "People are realising that experiences outlast anything you can unwrap."

With more Australians embracing experience-based gifts, iFLY is proving that the best presents don't come wrapped. They take flight.

At iFLY Gold Coast, families, couples and friends are sharing the laughter and exhilaration of floating on air. It's an experience that connects generations, creates stories and leaves lasting memories long after the decorations come down.

Indoor skydiving is safe, accessible and suitable for almost anyone aged three and up. Using a powerful vertical wind tunnel, iFLY recreates the sensation of freefall, allowing participants to float on air in a completely controlled environment.

"Watching someone experience flight for the first time is magical," adds Holly. "It's joy, surprise and pure exhilaration all in one. That's why it's such a meaningful gift. It's about creating a memory, not just giving a thing."

**This Christmas, get double the flight time with the iFLY Value, now on sale when you buy two or more. Gift vouchers can be purchased online in seconds or picked up in-store at iFLY Gold Coast.**

Give memories, not things — and let your loved ones soar this Christmas.  
Find out more at [ifly.com.au/christmas](https://ifly.com.au/christmas).

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<sup>1</sup> <https://australiainstitute.org.au/report/polling-christmas-waste-2024/>



**Media Contact:**

For further information on iFLY Gold Coast's inclusive offerings or to learn more about the inspiring stories of our all-ability flyers, please contact:

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