



PRESS RELEASE

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iFLY Downunder is challenging Sydneysiders to rethink Christmas gifting. Less landfill, more lasting memories.

This festive season, iFLY Downunder (Penrith) invites Sydneysiders to give memories that last. Not more clutter destined for the bin.

Sydney, Australia: Australians spend billions every December, yet in a ¹recent 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 so many Australians embracing experience-based gifts, iFLY is proving that the best presents don't come wrapped. They take flight.

At iFLY Downunder, families, friends and couples are discovering a shared sense of joy that feels more like connection than consumption. Whether it's the laughter between generations or the thrill of trying something new together, it's the kind of experience that becomes a story retold long after Christmas.

Indoor skydiving is safe, inclusive and suitable for almost anyone aged three and up. Using a vertical wind tunnel, iFLY recreates the sensation of freefall, allowing participants to float on air in a completely controlled environment. No planes or parachutes required.

"Seeing someone conquer gravity for the first time is unforgettable," adds Holly. "That's what makes it such a special gift. It's about joy that lasts far beyond Christmas Day."

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 Downunder, Penrith.

Give memories, not things, and let your loved ones soar this Christmas.

Find out more at ifly.com.au/christmas.

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



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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:

Amanda Kuhn, Missy Mischief PR & Creative | amanda@missymischief.com | 0410 570 993
Media Kit [HERE](#)