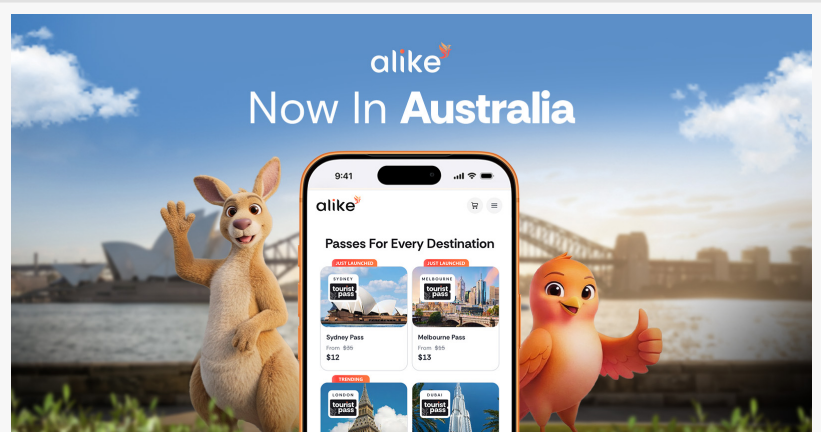


Alike Launches Build-Your-Own Tourist Passes for Sydney and Melbourne

Alike expands into Australia with build-your-own passes for Sydney and Melbourne, letting travellers pick only the attractions they want.

MELBOURNE, AUSTRALIA, September 15, 2026 /EINPresswire.com/ -- Alike, the AI-powered social travel marketplace, has launched its [Sydney Tourist Pass](#) and [Melbourne Tourist Pass](#), bringing a more flexible way to explore two of Australia's most visited cities.



Alike Arrives in Australia

Because no two travellers experience a city in quite the same way.

That shift is increasingly reflected in how people are choosing to travel. Booking.com's 2026 Travel Predictions, based on research among 29,733 travellers across 33 countries and territories, found that travellers are moving beyond one-size-fits-all itineraries and towards journeys shaped around their individual interests, passions and personalities. The research included more than 1,000 Australian travellers.

Alike is bringing that same thinking to the way travellers explore cities.

Instead of asking travellers to buy a pre-set bundle of attractions, Alike's Build Your Own Pass (BYOP) lets them choose only the experiences they actually want to visit. In Sydney, travellers can build a pass from 11 attractions, including the Sydney Opera House, [Taronga Zoo](#) Sydney, SEA LIFE Sydney Aquarium and Sydney Tower Eye. In Melbourne, the choice extends across 17 attractions, including Melbourne Zoo, Melbourne Museum, Peninsula Hot Springs and Melbourne SkyDeck.

The idea is simple: pick what you love, skip what you don't, and save more as you explore.

"Travel has become far more personal, but much of the way cities are sold to travellers hasn't

caught up,” said Ashish Sidhra, Co-founder of Alike. “People don't necessarily want a pre-decided list of things to do. They want to choose what matters to them, leave room for discovery, and build a trip that feels like theirs. That's what we're bringing to Sydney and Melbourne.”

The launch marks Alike's expansion into Australia and extends a city-pass model already operating across London, Singapore, Paris, Dubai and Abu Dhabi. Sydney and Melbourne become Alike's latest city-pass markets, bringing its build-your-own approach to two of Australia's major travel hubs.

The two Australian passes have been designed around the character of each city. Sydney takes a bucket-list-led approach, with the Opera House and Taronga Zoo Sydney at its centre, alongside experiences spanning wildlife, sightseeing, cruises and the Blue Mountains. Melbourne takes a broader family and wildlife-led approach, with Melbourne Zoo at its centre and experiences ranging from museums and hot springs to Phillip Island and Melbourne SkyDeck.

The passes also sit within Alike's broader connected travel experience. Travellers can discover experiences, build their pass and purchase in one place, while Eia, Alike's AI travel twin, carries the journey beyond the pass, helping travellers get inspired, plan their holiday, book what they need, and stay supported through the trip and beyond. The result is a more connected journey, rather than another standalone booking.

The model builds on Alike's experience working with tourism organisations and destination partners. Its Official Abu Dhabi Pass, developed with Abu Dhabi's Department of Culture and Tourism (DCT) on Alike's proprietary Infinity platform, was deployed in eight weeks, compared with an industry norm of 18–24 months.

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