ABOUT TOURISM WESTERN AUSTRALIA

Tourism Western Australia (Tourism WA) is responsible for promoting Western Australia (WA) as an extraordinary holiday destination.

Tourism WA is a State Government statutory authority and part of the broader economic development portfolio of Jobs, Tourism, Science and Innovation.

The agency works in partnership with industry, private sector and government to develop and promote WA’s iconic tourism experiences, to attract events to the State and to help the tourism industry thrive.

Tourism WA has three core functions:

1. **Marketing the State.** The agency is responsible for delivering innovative marketing campaigns to raise local, national and international awareness of WA’s extraordinary destinations and experiences.

2. **Developing, attracting and promoting events.** We seek to attract and support a broad range of sports, arts, cultural, culinary and business events which bring visitors to our State.

   Major events supported by Tourism WA for example include the *Hopman Cup* mixed tennis tournament; *World Super 6 Perth* fast-format golf; and the *Ord Valley Muster* outback experience. With the opening of the new 60,000-seat Optus Stadium, we can now expand our range of events for overseas and interstate visitors.

3. **Facilitating the development of key tourism destinations.** Tourism WA works closely with government and industry partners to improve destinations in terms of access, accommodation, attractions and amenities for visitors. We also seek to ensure the State’s policies and regulations support tourism development.

For more information on Tourism WA, visit [tourism.wa.gov.au](http://tourism.wa.gov.au).
WESTERN AUSTRALIA AND ITS VISITOR EXPERIENCES

It’s big, beautiful and billions of years old.

WA is around the size of Western Europe and accounts for one-third of the Australian continent. It boasts 20,000 kilometres of mainland and island coastline, the world’s oldest minerals and a host of natural wonders found nowhere else on Earth.
Extraordinary experiences await you in every region of this vast and diverse State, while the varied climate – Mediterranean conditions in the south through to the northern tropics – means you’ll always find summer somewhere in WA.

You’ll see the beauty and grandeur of WA’s ancient landscape at pristine beaches, rugged gorges, unique rock formations, towering forests, secluded waterfalls and the world’s largest wildflower collection. Other unique Western Australian experiences await in the cosmopolitan city of Perth, with unforgettable cultural and wildlife encounters, vibrant events, exquisite wine and food, and more.

Regional tourism organisations (RTOs) work with Tourism WA and tourism operators to market extraordinary destinations, experiences and events in WA’s five tourism regions: Experience Perth, Australia’s Coral Coast, Australia’s South West, Australia’s Golden Outback and Australia’s North West.

Of the State’s population of 2.6 million people, around three-quarters live in the Perth region. WA’s Aboriginal history dates back more than 40,000 years – making it one of the world’s oldest living cultures. Almost a third of Western Australians are born overseas and 15 per cent of the population speaks a language other than English at home.

WA regions and key visitor experiences

Experience Perth

Australia’s sunniest capital, Perth, is consistently rated as one of the world’s most liveable cities. The city’s spectacular natural surroundings are rivalled only by its vibrant city life, particularly following a major transformation that continues to deliver new hotels, bars, restaurants and public spaces.

Check out:

- **Perth’s transformation.** An array of new public spaces have activated Perth and its surrounding cultural hubs, including the vibrant waterfront precinct of Elizabeth Quay, 60,000 seat Optus Stadium, and Yagan Square, which opened to the public in March 2018. Home to a digital tower and digital canopy, native gardens, public art and a market hall, Yagan Square is a celebration of WA’s Indigenous heritage. Perth also offers some of the best value hotel and short-stay accommodation in Australia following the raft of new and refurbished properties that have opened in the CBD and surrounding urban and coastal areas.
• **Kings Park and Botanic Garden.** At 400 hectares, Kings Park is one of the world’s largest inner-city parks. After a short walk or bus ride from the central business district, you’ll be rewarded with superb views, rich Aboriginal and European history, more than 3,000 species of WA’s unique flora, restaurants and picturesque playgrounds and picnic spots.

• **Cuisine, culture and couture.** Head into Perth city and its urban hubs of Mount Lawley, Leederville, Northbridge, Victoria Park and Subiaco for an ever-expanding range of dining, shopping and entertainment options. World-class art and museum exhibitions, theatre, ballet, music and sporting events are on in Perth year-round, while fashionistas can check out international and home-grown style throughout the city and surrounds. On the outskirts of the central business district is The Perth Mint, where you can watch a live gold pour and see the world’s largest-ever coin, made from one tonne of pure gold.

• **Day trips.** Where to begin? Within an hour of Perth’s central business district you could be taking a quokka selfie on pristine Rottnest Island, tantalising your tastebuds in the Swan Valley or Perth Hills wine regions, swimming with dolphins at Rockingham, cruising canals in Mandurah, or discovering maritime history, a World Heritage listed prison and a bohemian lifestyle in the eclectic port city of Fremantle.

• **Beach sunsets.** With 19 pristine metropolitan beaches to choose from, it’s easy to find your own piece of paradise to enjoy one of WA’s famous coastal sunsets.

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**Australia’s Coral Coast**

Home to awesome marine life, endless white sandy beaches and the warm, turquoise Indian Ocean, this region boasts two World Heritage listed sites; the Ningaloo coast and Shark Bay.

**Check out:**

• **Snorkelling at Ningaloo Reef.** If you’re visiting Exmouth, Coral Bay or the ocean-side pastoral stations north of Carnarvon, this is an absolute must do. The World Heritage-listed Ningaloo Reef is regarded as one of the last great ocean paradises on Earth, and you can access this watery wonderland by simply stepping off the beach and into the world’s largest fringing reef.

• **Swimming with gentle giants.** Join a whale shark tour from Exmouth or Coral Bay for the ultimate wildlife encounter – swimming with the world’s largest fish. Whale sharks visit Ningaloo Reef from mid-March to the end of July. Also at Ningaloo, you can swim with humpback whales from August to November, with tours returning in 2018 after successful trials in 2016 and 2017. You can also swim with giant manta rays while keeping an eye out for sea turtles, dugongs and game fish.
• **Friendly dolphins at Monkey Mia.** One of the world’s most reliable places for wild dolphin encounters, Monkey Mia’s curious bottlenose dolphins have been swimming to shore to interact with humans for more than 40 years. While in the World Heritage-listed Shark Bay area, you can also spot sea turtles and dugongs, admire the world’s oldest and largest living fossils – Hamelin Pool’s stromatolites – and fish, snorkel and dive.

• **Wildflowers and pink waters.** Head inland to explore some of WA’s most magnificent wildflower country, particularly during July and November when blooms are at their breathtaking best. While spotting some of WA’s 12,000 wildflower species, check out other amazing colours at Hutt Lagoon near Port Gregory, where waters could be red, bubble-gum pink or lilac depending on the conditions. The lagoon is located between other Coral Coast highlights – the seaside city of Geraldton and its diving drawcard, the Abrolhos Islands; and Kalbarri, where soaring river gorges meet the sea.

• **Extraordinary rock formations.** Acres of incredible limestone spires rise eerily from the sand at the Pinnacles near the coastal town of Cervantes, a little over two hours north of Perth on the Indian Ocean Drive. You can get up close to one of Australia’s most unique landscapes on scenic drives, walk trails and lookouts in Nambung National Park.

**Australia’s South West**

Here you’ll find world-class food and wine, beautiful beaches, surfing, cave systems, tall tree forests, whale-watching, wildflowers and the famous wine region of Margaret River. As one of only 36 bio-diversity hotspots on Earth, the South West has thousands of plant species found nowhere else in the world.

**Check out:**

• **Surfing, swimming, snorkelling.** The South West is world famous for its spectacular coastline and magnificent surf and swimming beaches. At Prevelly, you can follow in the footsteps of the world’s best surfers who flock to the perfectly named Surfers Point for the annual Margaret River Pro championship. For more tranquil conditions, you’ll find some of Australia’s top swimming spots at Dunsborough, Denmark and Albany. Witness the wonders beneath the water through shipwreck diving, or you can stay dry at the Busselton Jetty Underwater Observatory.

• **World-class wine and fresh local produce.** Home to six distinct wine regions including world-famous Margaret River, the South West also serves up some of Australia’s best ‘paddock to plate’ fresh produce. Enjoy fresh marron, trout, venison, chocolates, cheeses, cherries, boutique beers and crisp ciders as well as the rare black truffle – more of them are produced in Manjimup than anywhere else in Australia. An exciting events calendar celebrates local food and wine including Margaret River Gourmet Escape (November), Taste Great Southern (March) and Truffle Kerfuffle (June).

• **Culture, arts and history.** Learn more about the customs and history of the Noongar people – the South West’s first inhabitants – through Aboriginal centres and tours across the region. You’ll also find exceptional South West artistic talent including painters, sculptors, furniture makers, jewellery designers and hand-blown glass artists. Head to the south coast city of Albany and the multi award-winning National Anzac Centre for a deeply personal connection with Australia’s ANZAC history.
• **Tall timbers.** You’ll get a bird’s eye view of towering tingle trees in the Valley of the Giants, between Denmark and Walpole, where the world-first Tree Top Walk is suspended 40 metres above the forest floor. The South West is also home to giant jarrah, karri, marri and tuart trees. Near Pemberton you can climb a trio of karri trees, up to 75m high, using climbing pegs to reach lookout towers.

• **Adventure.** Get hiking along the spectacular coastal Cape to Cape Track, the bushland Bibbulmun Track, or out to the Porongurup Range’s Granite Skywalk. Take off on two wheels along the Munda Biddi off-road cycling experience and other world-class mountain biking paths, or head underground at Ngilgi, Mammoth, Lake and Jewel caves to explore mesmerising labyrinths decorated with limestone crystal formations. From January to April, take an orca tour from Bremer Bay to see the southern hemisphere’s largest killer whale pod in a deep-sea canyon 60 kilometres offshore.

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**Australia’s Golden Outback**

Discover historic townships, spectacular desert wilderness, quirky outback charm, gold-rush history and the Southern Ocean’s perfect white beaches.

**Check out:**

• **White beaches and pink lakes.** Home to Australia’s whitest beach at Lucky Bay, Cape Le Grand National Park, just out of Esperance, is so relaxed even the kangaroos sunbathe on the sand. For the full outdoor experience, follow the coastal walk trails or set up at some of Australia’s most picturesque campsites. Back in town, be wowed around every corner along the 40-kilometre Great Ocean Drive. Catching the eye of photographers around the world is the bright pink Lake Hillier on Middle Island – where you’ll witness an astounding medley of colour, either from the air or by cruise (in season).

• **World’s largest outdoor gallery.** The striking salt flats of Lake Ballard form the backdrop of *Inside Australia*, a truly unique installation of 51 life-sized steel statues by acclaimed sculptor Antony Gormley, inspired by residents of the nearby town of Menzies. Which statue do you most resemble?

• **Golden Quest Discovery Trail.** This 965-kilometre journey from Coolgardie to Laverton travels deep into gold-rush territory. Highlights include legendary country pubs, the fascinating Gwalia ghost town, the former home of 31st US President Herbert Hoover and Kalgoorlie’s famous Super Pit, one of the world’s biggest open-cut mines, which has harvested more than 50 million ounces of gold. The region has lots to celebrate this year, with 2018 marking 125 years since the gold discovery that sparked the Kalgoorlie-Boulder gold rush.

• **Wildflowers and wave walking.** You can try to surf it… Wave Rock, near Hyden, is a remarkable 110 metre, multi-coloured granite cliff that resembles a huge wave about to crash into the bush. There’s also Hippo’s Yawn (funnily enough, it resembles a hippo yawning), and the Humps, and Mulk’a’s Cave with its collection of Aboriginal rock art. In spring, you’ll be surrounded by beautiful blankets of wildflowers in full bloom, with 60 per cent of the species unique to WA.
The unexpected. Experience a touching tribute to man’s best friend at the Corrigin Dog Cemetery, country quirkiness along the Tin Horse Highway – a collection of 70 equine artworks in and around Kulin – and the world’s longest golf course: the 1,365 kilometre Nullarbor Links.

Australia’s North West

A billion years in the making, the North West is one of the world’s last true wilderness areas. Here you’ll find ancient gorges, remote stretches of coastal paradise and rich culture and history. The region is primed for a spectacular 2018 tourism season with thundering waterfalls and lush landscapes from record summer rainfalls.

Check out:

- **Camels on Cable Beach.** There’s no better way to experience the 22 kilometres of Broome’s iconic Cable Beach than on a late-afternoon camel ride while basking in the orange glow of a west Kimberley sunset. The town also has a fascinating pearling and wartime history, unique melting pot of cultures, dinosaur footprints and the ‘Staircase to the Moon’ effect over Roebuck Bay on certain evenings between March and October.

- **Aboriginal experiences.** Meet the locals and discover traditional lands, food and cultural practices via Aboriginal tourism experiences throughout the region. On the Dampier Peninsula, north of Broome, you can stay with the Lombadina Aboriginal Corporation or award-winning wilderness camp Kooljaman at Cape Leveque. The North West is also home to Australia’s first ‘Camping with Custodians’ sites, offering self-drive visitors the chance to interact with local communities while staying at campsites run by Aboriginal people on Aboriginal lands.

- **Best kept secrets.** Get off the beaten path at two of WA’s most spectacular national parks. At Karijini National Park, in the Pilbara region, ancient rocks have been shaped into massive mountains and escarpments, breathtaking gorges and tree-lined watercourses. Stay in the heart of the park at Karijini Eco Retreat’s luxury tents. The World Heritage-listed Purnululu National Park in the East Kimberley is home to one of WA’s most striking geological features, the Bungle Bungle Range. The striped, beehive-like mounds are breathtaking from the air, or camp nearby to explore hidden gorges and pools.

- **Horizontal Falls.** Talbot Bay in the Kimberley is home to some of the world’s only horizontal waterfalls, created when massive tidal movements squeeze water through narrow cliff passages. Aerial tours from Broome and Derby enable you to circle the phenomenon from above, alongside other scenic wonders of the Buccaneer Archipelago, where turquoise blue water contrasts with rugged red cliffs. You can also land and see the falls up close by boat, with the option of staying overnight on a houseboat.

- **Remote luxury resorts.** Chris Hemsworth is one of many celebrities to enjoy truly getting away from it all at one of the North West’s remote luxury resorts. The Berkeley River Lodge can only be reached by boat or seaplane, Kimberley Coastal Camp is accessible only by helicopter, El Questro Homestead is cantilevered atop Chamberlain Gorge, and – true to its name – Faraway Bay is so remote you won’t even find it on a map.

Zebedee Springs, El Questro Wilderness Park

Cable Beach, Broome

MEDIA KIT 2018-19 9
Visitors can experience WA’s natural beauty, state-of-the-art venues and diverse culture in unique and unforgettable ways through an incredible range of world-class cultural, arts, sporting and culinary events.

Tourism WA works closely with the private sector, event partners and the community to strengthen WA’s place as a leading international event destination. This includes extensive marketing activity to promote our robust events calendar to local, national and international audiences to boost awareness and attendance.

Perth’s new state-of-the-art 60,000-seat Optus Stadium opened to applause in January 2018 and has already hosted sell-out crowds. The stadium offers world-leading technology and facilities, and will host a line-up of exclusive events in the coming years, including a Chelsea Football Club match, game two of the State of Origin series, Bledisloe Cup 2019 and the Taylor Swift concert.

For a full list of WA events visit westernaustralia.com/events.
Key Events

Mastercard Hopman Cup
Tennis – Perth – January
As the International Tennis Federation’s official mixed-team competition, the Hopman Cup’s unique format brings together some of the world’s top male and female players who represent their countries in singles and mixed doubles. Held at the state-of-the-art Perth Arena, the tournament has welcomed some of the sport’s biggest names to Perth for 30 years. Roger Federer made a much-heralded return to tennis at the 2018 tournament, following recent appearances by other high-calibre players such as Serena Williams, Andy Murray and Novak Djokovic.

hopmancup.com

Perth Festival
Culture – Perth – February-March
The hugely popular Perth Festival brings some of the best art and cultural acts in the world to WA for three weeks of ground-breaking and energetic music, film, theatre, visual arts and free community events. Originating in 1953, it’s the oldest multi-arts festival in the southern hemisphere and continues to attract world attention through events such as 2016’s The Giants, in which 1.4 million people were thrilled by huge marionettes walking through Perth’s city centre; 2017’s Boorna Waanginy: The Trees Speak, which illuminated Kings Park with breathtaking multi-media projections; and 2018’s Siren Song, which heard female voices descend from the sky signalling the arrival and departure of the light each day.

perthfestival.com.au

FRINGE World Festival
Culture – Perth – January-February
Expect the unexpected when the world’s third-largest fringe festival delivers a weird and wonderful program of comedy, circus, family fun, theatre, visual arts, music, dance and cabaret. Local artists mingle with international performers at Fringe World venues in Northbridge, Elizabeth Quay and other Perth metropolitan locations. Box office sales in 2017 topped a staggering $10 million from an attendance of 750,000 people over the month-long extravaganza.

fringeworld.com.au

World Super6 Perth
Golf – Perth – February
Golfing history was made in Perth in 2017 when the picturesque Lake Karrinyup Country Club hosted a world-first faster format tournament, ISPS HANDA World Super 6 Perth. Some of the sport’s biggest names joined fans, media and one or two kangaroos on the course at the tri-sanctioned tournament. The successful format involves 54 holes of traditional stroke play followed by an exciting knock-out format in the final round, with the option of a purpose-built shootout hole.

worldsuper6perth.com
Sculpture by the Sea, Cottesloe
Culture – Perth – March
For a fortnight each year, Perth’s Cottesloe Beach transforms into a giant outdoor gallery to host the immensely popular Sculpture by the Sea exhibition. The free event showcases around 70 massive and magnificent installations by top local and international artists, set against the backdrop of one of the city’s most iconic beaches.
[link]

Margaret River Pro
Surfing – South West – April
With more than 75 major surfing breaks, Margaret River’s reputation as one of the world’s most consistent big wave destinations comes to life at the Margaret River Pro in WA’s South West. One of only 11 events on the World Championship Tour, the Pro attracts surfing’s top 36 male and top 18 female ranked competitors – plus thousands of spectators – to the beautiful coastline each year.
[link]

Argyle Diamonds Ord Valley Muster
Culture, music, food – Kimberley – May
The Argyle Diamonds Ord Valley Muster celebrates the culture and extraordinary natural landscapes of the East Kimberley region in WA’s North West. The festival prides itself on embracing the local community to present an impressive line-up of events including comedy nights, a street party and the Waringarri Corroboree. The muster’s major drawcard, the Kimberley Moon Experience, is held on the banks of the Ord River and provides an idyllic setting to enjoy a stellar line-up of national and local musical acts under an immense Kimberley night sky.
[link]

Shinju Matsuri
Festival – Kimberley – September
Japanese for ‘festival of the pearl’, Broome’s annual Shinju Matsuri is a vibrant celebration of the town’s unique multicultural and pearling history. Since the late 1800s, Broome’s prized South Sea pearls have brought together local Aboriginal people with Japanese, Chinese, Malay, Koepanger, Filipino and European workers. This cultural fusion continues to flourish in present-day Broome, where Shinju Matsuri’s 10-day whirlwind of colour, sound, taste and smell showcase the region’s natural beauty and unique history.
[link]

Margaret River Gourmet Escape
Food and wine – South West – November
Nigella Lawson, Heston Blumenthal, Curtis Stone, Rick Stein, Alex Atala, Marco Pierre White and Rene Redzepi are some of the international names who have appeared at the Margaret River Gourmet Escape, in the famed South West wine region. The ultimate culinary adventure brings together the world’s best food and wine experts for a weekend of satellite and fringe events including beach barbecues, long-table lunches, sundowners and Q&A sessions. At the Gourmet Village festival hub, in the beautiful surrounds of Leeuwin Estate, consumers can indulge in local produce, wines, cooking demonstrations and master classes with some of the visiting stars.
[link]
MARKETING UPDATE

Tourism WA’s State tourism brand platform, Experience Extraordinary, communicates one undeniable truth – that WA is an unspoiled, wide-open destination that’s naturally full of extraordinary experiences.

The brand also celebrates WA’s easygoing attitude, which means you’ll feel relaxed and welcomed while experiencing extraordinary in every part of our incredible State.

Here, you can swim with the world’s largest fish – the whale shark; walk on the whitest sand in Australia at Lucky Bay; bask in the sunniest capital city in Australia – Perth; or explore the Bungle Bungle Range, thought to be more than 350 million years old.

The Experience Extraordinary brand platform is built on the insight that we know it takes time, money and effort to visit WA. But the investment is worth it, because you’ll be rewarded with an enriching and life-enhancing experience that will last well beyond your trip.

For an extraordinary holiday, come to an extraordinary place – Western Australia.
Just Another Day in WA campaign – the evolution of Experience Extraordinary

The Just Another Day in WA campaign, launched in June 2016, marks a new expression of Experience Extraordinary.

Developed by Tourism WA and its strategic marketing agency Cummins&Partners, Just Another Day in WA showcases a range of personal experiences you can have in various regions throughout WA. Because the brand platform is Experience Extraordinary, not ‘exhibit extraordinary’, the campaign captures lesser-known everyday gems ready to be discovered, as well as the more famous attractions.

The aim is to show that these unforgettable moments aren’t a rarity in WA – they’re a daily occurrence. In fact, locals are so spoilt for choice that while an experience may be extraordinary for you, it really is just another day in WA.

A new brand platform for Perth

The Perth brand has been created to establish a unified identity for the city of Perth and surrounds.

Developed by four key West Australian government bodies - Tourism WA, Study Perth, Experience Perth and the Perth Convention Bureau - the singular Perth brand aims to effectively promote the city and its recent public and private investments.

The brand highlights how Perth is a vibrant city nestled in nature, and is unique in offering a relaxed, laid-back lifestyle that offers the perfect balance of urban experiences amongst natural settings.

The logo for Perth represents the best of these worlds. The unmistakable blues of Perth’s waters, combined with the strong shapes that make up its striking skyline.

Organisations and businesses involved in promoting Perth as a leisure, business and education destination are encouraged to use the Perth brand in their marketing and communications.

Domestic marketing

The domestic market is WA’s largest source of visitors, comprising people from WA (intrastate) as well as the remainder of Australia (interstate).

To promote WA in the domestic market, we focus on brand, events and cooperative marketing.

Our campaigns target ‘Dedicated Discovers’ (those who want to discover something new) and ‘Aspirational Achievers’ (those who view travel and holidays as a reward for their hard work and success in life) aged between 35 and 64 years in the core markets of Sydney, Melbourne, Brisbane and Perth. These consumers are generally curious-minded, value experiences and want to get off the beaten track.
International marketing

Tourism WA continues to focus its marketing efforts in 10 key international markets:

• United Kingdom
• Germany and Switzerland
• New Zealand
• Singapore
• Malaysia
• Indonesia
• United States of America
• China
• Japan
• Hong Kong

Internationally, we implement innovative marketing programs that promote WA as an extraordinary holiday destination and aim to drive increased visitation, spend, length of stay and regional dispersal.

We also develop and promote a world-class calendar of events to raise overseas awareness of WA’s extraordinary destinations and experiences overseas, and work with key international trade partners to attract visitors, particularly to regional WA.

Digital marketing

Tourism WA’s digital marketing activities focus on providing information for consumers across the spectrum of owned, earned and paid channels.

Through our social marketing activities, we look to attract new audiences and inspire them to consider visiting WA. Our email marketing seeks to nurture our audiences, while our consumer website – westernaustralia.com – endeavours to address visitors’ information needs across the planning, booking and anticipation stages of their decision-making journey.

Our digital channels are also a great resource for media and trade to discover more about WA.

Social media

To connect with Tourism WA on social media:

Facebook: facebook.com/extraordinarywesternaustralia @Extraordinary Western Australia

Twitter: twitter.com/westaustralia @WestAustralia

YouTube: youtube.com/westernaustralia @WesternAustralia

Instagram: Instagram.com/westernaustralia @WesternAustralia

Our primary hashtags are:

#JustAnotherDayInWA #westernaustralia

Don’t forget to @mention us and use #JustAnotherDayinWA in your Instagram photos, or post them to our Facebook wall when sharing your photos and stories of WA.

Web

westernaustralia.com

Tourism WA’s consumer website is available in English, German, simple and traditional Chinese as well as Japanese, Korean and Indonesian. It is a source of travel information and inspiration, including itineraries, destinations, experiences, accommodations, tours, events and more. Westernaustralia.com is also mobile friendly, making it easy for users to research and plan while on the go.

Mobile app

The Experience Western Australia mobile app acts as a personalised travel companion, delivering locally relevant and personalised content in an easy, digestible and useful way. Download it from iTunes and Google Play.

Email marketing

Tourism WA’s consumer email newsletter, The Westerly, is sent to a growing global database. As a source of inspiration to travel to WA, each edition features a selection of extraordinary destinations, experiences and events, as well as holiday packages and deals. Join our database by subscribing at westernaustralia.com.
In 2017, 4.4 million international passengers passed through Perth Airport – representing a 0.5% increase compared to 2016.

In January 2018 there were 232 international flights to Western Australia per week (a 2.2% increase on January 2017), offering 58,294 seats.

**International services**

Perth Airport’s international carriers provide direct, point-to-point services across the United Kingdom, Asia-Pacific, Asia, Africa and the Middle East. Likewise, Perth has excellent links to key long-haul destinations in Europe and the Americas with several carriers including Singapore Airlines, Cathay Pacific, China Southern Airlines, Malaysia Airlines and all three Middle Eastern carriers – Qatar Airways, Etihad Airways and Emirates – operating one-stop flights to multiple destinations.
### INTERNATIONAL SERVICES

International non-stop frequency levels per week into Perth by route are as follows:

<table>
<thead>
<tr>
<th>Airline</th>
<th>Origin</th>
<th>Operations per week (April 2018)</th>
<th>Seats per week (April 2018)</th>
<th>Additional Information</th>
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<tr>
<td>Air Mauritius</td>
<td>Mauritius</td>
<td>3</td>
<td>825</td>
<td>2-4 x weekly (dependent on seasonality)</td>
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<td>Air New Zealand</td>
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<td>3,020</td>
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<td>2 x weekly (Operate December – April)</td>
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<td>AirAsia X</td>
<td>Kuala Lumpur</td>
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<td>Batik Air Indonesia</td>
<td>Denpasar</td>
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<td>2,562</td>
<td>2 x daily (commenced 22 June 2017)</td>
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<td>Cathay Pacific</td>
<td>Hong Kong</td>
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<td>7</td>
<td>2,506</td>
<td>1 x daily</td>
</tr>
<tr>
<td>Scoot</td>
<td>Singapore</td>
<td>7</td>
<td>2,355</td>
<td>6-7 x weekly</td>
</tr>
<tr>
<td>Singapore Airlines</td>
<td>Singapore</td>
<td>28</td>
<td>7,651</td>
<td>4 x daily</td>
</tr>
<tr>
<td>South African Airways</td>
<td>Johannesburg</td>
<td>7</td>
<td>1,771</td>
<td>1 x daily</td>
</tr>
<tr>
<td>Thai Airways</td>
<td>Bangkok</td>
<td>7</td>
<td>1,792</td>
<td>1 x daily</td>
</tr>
</tbody>
</table>

**TOTAL** 222 54,023

2. Data provided by Perth Airport Pty. Ltd.
3. IATA Airport Intelligence Services, SRS Analyser, Weekly Summary, December 2017
International capacity achievement

- In March 2018, Qantas will commence non-stop daily flights between Perth and London – the world’s first direct regular passenger service between Australia and Europe. Using B787-9 aircraft with a capacity of 236 passengers, the 14,500km journey takes around 17 hours.
- From May 2018, Singapore Airlines will commence operating a B787-10 Dreamliner on one of its four daily Singapore – Perth flights. The 787-10 will operate on SQ215/216 service from 8 May 2018, replacing an A330-300.
- Qatar will up gauge its daily Doha – Perth route to an A380 (517 seats) from 1 May 2018. The A380 will replace the current B777-300ER (358 seats), adding 115,752 seats to the route per year and increasing route capacity by over 44%.
- Garuda Indonesia will increase frequency on their Jakarta-Perth route from four to five times weekly from 4 May 2018. The introduction of the five service will add 16,848 seats to the route per year, a 25 per cent increase in total capacity. Tourism WA, in partnership with Perth Airport, played a pivotal role in attracting the additional frequency.
- Cathay Pacific commenced operating Perth’s first Airbus A350 for its daily Perth-Hong Kong service (CX170/171) in October 2017, while its three-times-weekly Perth-Hong Kong CX136/137 service continues to use the A330-300. The introduction of the A350 provides more than 17,000 seats per year between Perth and Hong Kong, an 8.1% increase in total capacity.
- Batik Air introduced their first service to Australia, operating two daily flights Perth-Denpasar as of June 2017. The new service provides an additional 5,040 seats per week on the route.

Domestic services

Perth is well connected to other Australian states and territories as the four national airlines – Qantas, Virgin Australia, Tigerair Australia and Jetstar – operate multiple flights each day between major ports such as Sydney, Melbourne, Brisbane and Adelaide. Daily non-stop flights also link Perth with Darwin and Canberra, while other cities such as Cairns and the Gold Coast are served by multiple flights each week.

WA’s vastness means regional aviation is vital for connecting the State’s non-metropolitan areas with Perth and wider Australia. Regional airlines include Qantas, Qantas Link, Aimorth, Virgin Australia, Skippers Aviation and Regional Express (REX).

Broome, the State’s second largest airport, is connected to Perth by multiple flights per day through Qantas and Virgin Australia, and to northern Australia (including Darwin) through alternative regional services. Qantas also operates direct flights to Broome from Brisbane, Melbourne and Sydney on a seasonal basis.

Other regional intrastate, and some interstate services, operate to multiple destinations around the State including Albany, Broome, Carnarvon, Esperance, Exmouth, Geraldton, Kalgoorlie, Karratha, Kununurra, and Monkey Mia. Popular tourist destinations such as Albany, Esperance, and Carnarvon/Monkey Mia operate as regulated Regular Public Transport (RPT) routes, in which the State Government grants exclusive operation to a single airline to help maintain services to certain regional and remote areas.

A $70 million upgrade of the Busselton-Margaret River Airport is expected to be completed by late-2018, with the aim of securing interstate flights from Sydney and Melbourne to the South West. Works include lengthening, strengthening and widening the runway to enable Code 4C aircraft (A320, B737) to land. Discussions with airlines and tourism marketing groups are continuing to maximise use of the new airport.
DIRECT FLIGHTS TO PERTH

INTERNATIONAL ROUTE MAP

DOMESTIC ROUTE MAP

** Route maps provided by Perth Airport
CRUISE SHIPPING IN WESTERN AUSTRALIA

With some 12,500 kilometres of mainland coastline, WA is an extraordinary year-round cruise shipping destination. Each of its 10 ports - Fremantle, Albany, Augusta, Broome, Bunbury, Busselton, Esperance, Exmouth, Geraldton and Port Hedland - offers distinct and diverse tourism experiences.

In 2016-17, cruise shipping contributed $387.4 million to the State economy and supported 1,448 jobs. This result was achieved from 141 cruise ship visits across nine port destinations - an 18 per cent increase from 121 calls in 2015-16.

Highlights for the 2018-19 season and forthcoming visits include:

• The Fremantle Passenger Terminal will undergo a $3 million refresh, including substantial internal and external improvements. Expected to be completed in time for the 2018-19 cruise season, the upgrades will see a new central canopy, repainted façade, updated signage and new flagpoles and banners.

• Funding has been granted to the Kimberley Ports Authority to purchase an all-tide gangway system for the Port of Broome, allowing passengers to disembark more efficiently. In addition, the Kimberley Ports Authority is also working on a solution to improve access to the destination.

• In September 2018, Broome will host the 2018 Australian Cruise Association Annual Conference. The conference is expected to attract 120 delegates to Australia’s pearling capital, including leading national and international cruise executives, shore excursion operators, port authorities, providores, shipping agents and tour businesses.

• Options are being investigated to make the Exmouth Gulf a more reliable anchor and tender destination. Providing reliability for cruise ships to visit Exmouth and the World Heritage listed Ningaloo Reef has been described as ‘a game changer’ for cruise shipping in WA.

• In 2017, Tourism WA established a new accredited training program for tour guides. Developed by Tour Guides WA, the program will be delivered State-wide to community members interested in becoming an accredited WA Shorex Guide.

• The Royal Caribbean’s 4,600 passenger vessel Ovation of the Seas is scheduled to visit Fremantle for a third time in December 2018.

• Fremantle will welcome Cruise & Maritime Voyages Astor for a sixth home ported season in 2018-19.

• The Sun Princess will be based in Fremantle for a burst of cruise itineraries in October and November 2018, including visits to Albany, Busselton, Geraldton, Exmouth and Broome.

• The Queen Elizabeth will visit WA in February 2019, taking in the South West port of Busselton, followed by Esperance. Guests aboard cruise ships visiting Busselton are able to participate in shore excursions to the Margaret River region.

The growth in cruise shipping opens up opportunities to grow pre and post-cruise visitation to Perth and regional WA. A mix of loyal and new cruise passengers are joining cruises from Australia’s eastern states and overseas, along with regional WA residents who appreciate the opportunity to join cruise ship itineraries from Fremantle.
TOURISM IMPACT AND EMPLOYMENT IN WESTERN AUSTRALIA

• Globally, the travel and tourism industry is one of the world’s largest, directly and indirectly supporting 292 million jobs worldwide in 2016, or approximately one in 10 of all jobs.¹

• Western Australia’s tourism industry directly employs 72,000 people (5.3% of the State’s workforce). Indirectly, tourism contributes another 37,000 jobs, which makes 109,000 jobs in total in WA.²

• During 2017, visitors to and within WA spent $9.6 billion in the State.³ This total figure comprises:
  • 19.3 million intrastate day-trippers who spent $2.0 billion in WA.³
  • 10.6 million overnight visitors, who spent $7.5 billion in WA.³
  • Of the overnight visitors, 946,100 were international visitors to WA who spent $2.2 billion in the State.³

• Encouraging visitors to travel outside of the ‘Experience Perth’ area into other WA regions is a key focus for the tourism industry. In 2017, one in four (28%) of international visitors travelled to regional WA.³ Along with the 62% of domestic overnight visitors who visited the regions, these overall visits generate employment, help to stabilise country populations and, indirectly, enable services such as schools and banks to be maintained.³

CURRENT GLOBAL CONDITIONS AND INTERNATIONAL ARRIVALS

• The United Nations World Tourism Organization (UNWTO) has estimated that international tourist arrivals (overnight visitors) worldwide increased by 7% in 2017. UNWTO reports this is well above the sustained and consistent trend of 4% or higher growth since 2010 and represents the strongest results in seven years.⁴

• Tourism Research Australia has forecasted that over the next two years international visitor numbers to Australia are expected to increase to 9.2 million in 2017-18 (+6.9%), and 9.7 million in 2018-19 (+5.9%).⁵

• In 2017, international visitors to Australia increased by (+) 6.5%, while international visitation to WA remained relatively stable, with a slight decline of (-) 0.8% to 946,100 visitors (compared to 2016).³

¹World Travel and Tourism Council – Travel & Tourism Global Economic Impact & Issues 2017
²Tourism Research Australia, State Tourism Satellite Accounts 2015-16
³Tourism Research Australia – International and National Visitor Surveys (YE December 2017)
⁴United Nations World Tourism Organisation – (UNWTO) – PR 18003 15/01/18 2017, International Tourism Results: the highest in seven years
⁵Perth Airport Pty Ltd - Perth Airport Annual Report 2016/2017
VISITOR AND MARKET SNAPSHOT

INTERNATIONAL VISITORS TO WESTERN AUSTRALIA, 2017\(^3\)

<table>
<thead>
<tr>
<th></th>
<th>Western Australia</th>
<th>2016</th>
<th>2017</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spend ($ Millions)</td>
<td>2,367</td>
<td>2,237</td>
<td></td>
<td>-5.5%</td>
</tr>
<tr>
<td>Visitors</td>
<td>954,000</td>
<td>946,100</td>
<td></td>
<td>-0.8%</td>
</tr>
<tr>
<td>Visitor Nights</td>
<td>28,647,500</td>
<td>26,447,200</td>
<td></td>
<td>-7.7%</td>
</tr>
</tbody>
</table>

VISITORS (‘000) TO WITHIN WESTERN AUSTRALIA BY SOURCE MARKET, YEAR ENDING DECEMBER 2017\(^3\)

- **Intrastate Overnight**: 8,235
- **Intrastate Daytrip**: 19,309
- **Interstate Overnight**: 1,369
- **International**: 946

\(^3\) Tourism Research Australia – International and National Visitor Surveys (YE December 2017)
### TOP 20 INTERNATIONAL MARKETS TO WESTERN AUSTRALIA
#### YEAR ENDING DECEMBER 2017 (RANKED BY NUMBER OF VISITORS)³

<table>
<thead>
<tr>
<th>Rank</th>
<th>Market</th>
<th>Estimated Visitors</th>
<th>Visitor Nights</th>
<th>Average Length of Stay (Nights)</th>
<th>Estimated Visitor Spend ($m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>UK</td>
<td>146,400</td>
<td>3,840,000</td>
<td>26</td>
<td>265</td>
</tr>
<tr>
<td>2</td>
<td>Malaysia</td>
<td>111,400</td>
<td>1,989,000</td>
<td>18</td>
<td>247</td>
</tr>
<tr>
<td>3</td>
<td>Singapore</td>
<td>102,000</td>
<td>1,260,600</td>
<td>12</td>
<td>220</td>
</tr>
<tr>
<td>4</td>
<td>USA</td>
<td>78,700</td>
<td>1,608,700</td>
<td>20</td>
<td>147</td>
</tr>
<tr>
<td>5</td>
<td>NZ</td>
<td>68,900</td>
<td>1,079,600</td>
<td>16</td>
<td>88</td>
</tr>
<tr>
<td>6</td>
<td>China</td>
<td>58,600</td>
<td>2,752,000</td>
<td>47</td>
<td>291</td>
</tr>
<tr>
<td>7</td>
<td>Germany</td>
<td>32,900</td>
<td>877,000</td>
<td>27</td>
<td>58</td>
</tr>
<tr>
<td>8</td>
<td>Indonesia</td>
<td>30,200</td>
<td>842,000</td>
<td>28</td>
<td>59</td>
</tr>
<tr>
<td>9</td>
<td>India</td>
<td>27,600</td>
<td>1,552,300</td>
<td>56</td>
<td>67</td>
</tr>
<tr>
<td>10</td>
<td>Japan</td>
<td>27,400</td>
<td>856,400</td>
<td>31</td>
<td>56</td>
</tr>
<tr>
<td>11</td>
<td>Hong Kong</td>
<td>24,000</td>
<td>592,000</td>
<td>25</td>
<td>83</td>
</tr>
<tr>
<td>12</td>
<td>France</td>
<td>18,700</td>
<td>810,700</td>
<td>43</td>
<td>44</td>
</tr>
<tr>
<td>13</td>
<td>Canada</td>
<td>17,500</td>
<td>405,400</td>
<td>23</td>
<td>29</td>
</tr>
<tr>
<td>14</td>
<td>Scandinavia</td>
<td>15,300</td>
<td>406,700</td>
<td>27</td>
<td>37</td>
</tr>
<tr>
<td>15</td>
<td>South Africa</td>
<td>15,200</td>
<td>317,300</td>
<td>21</td>
<td>29</td>
</tr>
<tr>
<td>16</td>
<td>Philippines</td>
<td>12,900</td>
<td>758,000</td>
<td>59</td>
<td>39</td>
</tr>
<tr>
<td>17</td>
<td>Thailand</td>
<td>12,000</td>
<td>422,700</td>
<td>35</td>
<td>27</td>
</tr>
<tr>
<td>18</td>
<td>Ireland</td>
<td>11,800</td>
<td>412,500</td>
<td>35</td>
<td>25</td>
</tr>
<tr>
<td>19</td>
<td>Italy</td>
<td>11,700</td>
<td>627,200</td>
<td>54</td>
<td>38</td>
</tr>
<tr>
<td>20</td>
<td>Switzerland</td>
<td>11,300</td>
<td>274,700</td>
<td>24</td>
<td>31</td>
</tr>
</tbody>
</table>

**PLEASE NOTE:** The estimates of visitor numbers and nights in this report are based on information obtained from the International Visitor Survey - a sample of 5,824 international visitors coming to Western Australia. While every endeavour is made to provide reliable results, as with all surveys, the estimates are subject to sampling variability. This means that the survey results may vary from the results that would have been produced if all visitors had been interviewed in a census. The average length of stay is calculated by dividing estimated number of nights by estimated number of visitors. The estimates are based on all visitors (working holiday makers, those visiting for education etc.), not just those visiting for holiday.
HOTEL UPDATE

Perth now offers some of the best value hotel and short-stay accommodation in Australia following the raft of new and refurbished properties that have opened in the CBD and surrounding urban and coastal areas. Not only are visitors enjoying more choice in accommodation with a broad selection of boutique, big name and luxury accommodation options, Perth hoteliers are also offering up some great deals.

Since 2012, 25 new or redeveloped hotels have opened in and around Perth, adding more than 2,600 new rooms to the local market with names such as COMO The Treasury, Crown Towers, Alex Hotel, Intercontinental, Aloft and Tribe among the mix.

By 2020, a further 14 new or redeveloped hotels will come online, adding another 2,600 new rooms. Among the names still to come are The Westin (April 2018), QT, Doubletree by Hilton and the Ritz-Carlton, which will be its first Australian property in 10 years.
### COMPLETED PROPERTIES

<table>
<thead>
<tr>
<th>HOTEL</th>
<th>LOCATION</th>
<th>DATE OPENED</th>
<th>ROOMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Lights</td>
<td>Northbridge</td>
<td>April 2015</td>
<td>46</td>
</tr>
<tr>
<td>Alex Hotel</td>
<td>Northbridge</td>
<td>May 2015</td>
<td>74</td>
</tr>
<tr>
<td>The Nest on Newcastle</td>
<td>Northbridge</td>
<td>May 2015</td>
<td>20</td>
</tr>
<tr>
<td>COMO The Treasury</td>
<td>Perth city</td>
<td>September 2015</td>
<td>48</td>
</tr>
<tr>
<td>Attika Hotel</td>
<td>Northbridge</td>
<td>December 2015</td>
<td>22</td>
</tr>
<tr>
<td>Quest West Perth</td>
<td>West Perth</td>
<td>January 2016</td>
<td>72</td>
</tr>
<tr>
<td>Seashells</td>
<td>Fremantle</td>
<td>June 2016</td>
<td>24</td>
</tr>
<tr>
<td>Quest Mounts Bay Rd</td>
<td>Perth city</td>
<td>August 2016</td>
<td>71</td>
</tr>
<tr>
<td>Sage Hotel</td>
<td>West Perth</td>
<td>August 2016</td>
<td>101</td>
</tr>
<tr>
<td>Quest East Perth</td>
<td>East Perth</td>
<td>November 2016</td>
<td>130</td>
</tr>
<tr>
<td>Peppers Kings Square</td>
<td>Perth city</td>
<td>November 2016</td>
<td>120</td>
</tr>
<tr>
<td>Crown Towers</td>
<td>Burswood</td>
<td>December 2016</td>
<td>500</td>
</tr>
<tr>
<td>Quest Fremantle</td>
<td>Fremantle</td>
<td>December 2016</td>
<td>121</td>
</tr>
<tr>
<td>Tribe Hotel</td>
<td>West Perth</td>
<td>May 2017</td>
<td>126</td>
</tr>
<tr>
<td>Aloft Perth</td>
<td>Rivervale</td>
<td>May 2017</td>
<td>224</td>
</tr>
<tr>
<td>InterContinental Perth City Centre</td>
<td>Perth city</td>
<td>October 2017</td>
<td>240</td>
</tr>
<tr>
<td>The Melbourne Hotel (redevelopment)</td>
<td>Perth city</td>
<td>April 2017</td>
<td>73</td>
</tr>
</tbody>
</table>

### FORTHCOMING PROPERTIES

<table>
<thead>
<tr>
<th>HOTEL</th>
<th>LOCATION</th>
<th>DUE TO OPEN</th>
<th>ROOMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>DoubleTree by Hilton</td>
<td>Northbridge</td>
<td>Mid-2018</td>
<td>205</td>
</tr>
<tr>
<td>Be.Fremantle</td>
<td>Fremantle</td>
<td>Mid-2018</td>
<td>24</td>
</tr>
<tr>
<td>Quest Midland</td>
<td>Midland</td>
<td>Mid-2018</td>
<td>102</td>
</tr>
<tr>
<td>QT Hotel</td>
<td>Perth city</td>
<td>2018</td>
<td>184</td>
</tr>
<tr>
<td>Westin, Perth</td>
<td>Perth city</td>
<td>April 2018</td>
<td>368</td>
</tr>
<tr>
<td>Quest Innaloo</td>
<td>Innaloo</td>
<td>2018</td>
<td>80</td>
</tr>
<tr>
<td>Park Regis</td>
<td>Subiaco</td>
<td>2018</td>
<td>168</td>
</tr>
<tr>
<td>Ritz-Carlton</td>
<td>Elizabeth Quay</td>
<td>2019</td>
<td>204</td>
</tr>
<tr>
<td>DoubleTree by Hilton Perth Waterfront</td>
<td>Elizabeth Quay</td>
<td>2019</td>
<td>229</td>
</tr>
<tr>
<td>EQ West</td>
<td>Elizabeth Quay</td>
<td>2019</td>
<td>190</td>
</tr>
<tr>
<td>Dorsett Hotel</td>
<td>Perth city</td>
<td>2020</td>
<td>250</td>
</tr>
<tr>
<td>EQ West</td>
<td>Elizabeth Quay</td>
<td>2019</td>
<td>370</td>
</tr>
<tr>
<td>Dorsett Hotel</td>
<td>Perth city</td>
<td>2020</td>
<td>250</td>
</tr>
</tbody>
</table>
 Perth – what’s new and what’s to come

The capital of cool

New attractions, accommodation, wining and dining offerings, cultural and entertainment precincts are continuing to change the face of Perth.

So what’s new, and what’s to come?
NEW CITY PRECINCTS

- **Connecting the Swan River and city** – the vibrant waterfront precinct of Elizabeth Quay opened in 2016, connecting Perth’s central business district to the Swan River. It’s quickly become a focal point for visitors and locals, with an ever-expanding range of attractions. Look out for the Isle of Voyage restaurant inside a heritage pavilion, kids frolicking in the water playground, GoCultural’s Indigenous walking tours, and new river cruises departing from the Quay and neighbouring Barrack Square. Multiple development projects are taking shape, including the Ritz-Carlton’s first WA property in a prime riverfront location.

- **Connecting the CBD and Northbridge** – as part of the Perth City Link project, two new public precincts have been unveiled. Kings Square is a short walk from Perth Arena, Northbridge and the Perth Cultural Centre where visitors can have a bite to eat or relax in the gardens; while Yagan Square is the flagship public space, which opened in March 2018 (more on page 37).

- **Contemporary influence** – formerly disused heritage buildings and laneways are now home to bustling bars and street art. Through independent non-profit group FORM, more than 80 walls across Perth and surrounding suburbs have become a canvas for local, interstate and international artists.

- **Reviving Perth’s heritage** – opening at the end of 2015, the State Buildings have become one of Perth’s most popular wining and dining precincts. Situated in the centre of Perth city, the former government buildings have been reinvented and as well as being home to luxury boutique hotel COMO The Treasury, visitors will find David Thompson’s Long Chim, celebrated Perth chocolatier Sue Lewis, Rohan Jewellery, COMO Shambala, Widlfower restaurant – whose menu revolves around the six Indigenous seasons, and much more. And just opened, is Hibernian Place – which will be home to the 368-room, five-star Westin Perth as well as Guy Grossi’s Garum restaurant (his first foray out of Melbourne), much-loved WA wellness spa Bodhi J, a coffee roaster, rooftop bar and new eateries (more on page 38).
Perth’s brand new state-of-the-art 60,000 seat Optus Stadium opened to applause in January 2018, and has already hosted sell-out crowds including the biggest sporting match in WA history, with the One Day International between Australia and England. With two 340sqm super screens – the largest stadium screens in the Southern Hemisphere – fans won’t miss a beat of the on-ground action, and after dark, fans will be entertained by the largest sports-lighting installation in the world. Situated next to Perth’s iconic Swan River, and surrounded by parkland, nature playgrounds, and public art, visitors to Perth will also be able to have a ‘behind the scenes’ experience, with public tours of the stadium and surrounding precinct available. The precinct is also home to The Camfield – Perth’s biggest pub – with room for up to 4,000 patrons, it’ll feature a microbrewery, six bars, and unsurpassed views of the Perth CBD and the river. Events to come at Optus Stadium include:

- **Australian Rules Football – February to August/September** – the season kicked off with a record breaking match between the Fremantle and Collingwood women’s teams - the biggest standalone women’s sporting event ever to be held in Australia. The men’s AFL runs from March to August.

- **Chelsea Football Club – July 23** – in an Australian exclusive, Premier League powerhouse Chelsea Football Club will head to Perth to take on local heroes Perth Glory. The match will be the first international soccer club appearance at Optus Stadium.

- **Live music performances – Taylor Swift (October 19)**

- **Bledisloe Cup – August 2019** – it will be the only time the Australian Wallabies and New Zealand All Blacks team will play on Australian soil in 2019 in the lead up to the Rugby World Cup.

- **Rugby League State of Origin – 2019** – one Australia’s biggest annual sporting events, the Rugby League State of Origin between the New South Wales Blues and the Queensland Maroons is set to attract thousands of visitors, particularly from interstate.

- **International Cricket Council (ICC) World T20 matches – 2020** – the stadium will also host six matches in 2020, the first time the World T20 will be played in Australia.
Perth now offers some of the best value hotel and short-stay accommodation in Australia following the raft of new and refurbished properties that have opened in the CBD and surrounding urban and coastal areas. Not only are visitors enjoying more choice in accommodation with a broad selection of boutique, big name and luxury accommodation options, Perth hoteliers are also offering up some great deals. Read more on page 26 and see the full list of what’s planned in the hotel space.
• **Fremantle** was included in *Lonely Planet’s 2016 Best in Travel* guide for good reason. With more than $1 billion dollars of redevelopment in the planning pipeline, look out for new venues such as Seashells and the Sweetwater rooftop bar in the Richmond Quarter, COAST at Port Beach, Segway and self-guided walking tours, a range of cruises and a thriving craft beer scene.

• **Scarborough Beach** is on its way to becoming one of Australia’s best beachfronts. A $100 million foreshore redevelopment saw its first milestone in early 2018 with the opening of an eight-lane, 50 metre beach pool. The centerpiece of the redevelopment is the popular Scarborough Beach Pool, which includes Chocolat Café and alfresco Italian restaurant La Capannina. The new public precinct also includes Sunset Hill – which offers scenic views over the ocean and nature-based activities spaces, a Beach Hub with a mix of recreational and retail spaces, including the new Scarborough Surf Life Saving Club, and an Intergenerational Plaza. The plaza is a multi-use space for activities and events with a climbing wall, half-court basketball area, children’s playground, and the feature attraction, the Snake Pit skate park bowl.

• Slightly further south, popular **City Beach** is home to lush lawns, white sand and an expanding range of waterfront dining options including the chilled-out deck at newly opened Odyssea Beach Café and watching sunsets from Clancy’s Fish Bar.

• Visitors to **Rottnest Island** will see upgrades to the golf course and walk trails, as well as a new marina. Luxury refurbishments are complete at the Hotel Rottnest while an upmarket ‘glamping’ experience is expected to open at Pinky’s Beach in 2018-19.
History was made when Qantas’ daily direct Perth to London flights launched in March 2018, becoming the first regular passenger services directly linking Australia and Europe.

Many visitors from Europe are expected to kick-start their Australian experience with a stay in Perth, while people from Australia’s eastern states will fly domestically to Perth and stay before connecting to the non-stop London service – the world’s third-longest passenger flight.

Qantas has mobilised its Boeing 787-9 Dreamliner fleet for the 14,500 kilometre each-way journey. Enhanced cabin design, improved air quality, and technology to reduce noise and turbulence are all designed to make the long-haul journey more comfortable for up to 236 passengers across business, premium economy and economy. The journey takes approximately 17 hours, in contrast to Qantas’ historic Kangaroo Route in 1947 which took four days and nine stops.

Cementing Perth’s position as the western gateway to Australia, the new direct flights have potential to inject up to $36 million a year in visitor spend into the local economy. There’s never been a better time for international and interstate passengers to visit Perth following the raft of new major developments that have opened in the city, including new hotels, public precincts, restaurants and bars.
Visitors to Perth can get a taste of Aboriginal heritage and history at newly opened Yagan Square.

Directly connecting the CBD to Northbridge, the $73.5 million precinct is more than just a transit area for the thousands of workers and residents connecting with public transport or walking between the CBD and Northbridge – Yagan Square is a place to have fun, meet, play, eat and shop from a showcase of WA produce.

In collaboration with the Whadjuk Working Party, the Square is a multi-sensory destination that strengthens the local and international understanding of Aboriginal culture. It recognises and celebrates the WA’s heritage, produce and environment by way of new event spaces, a fresh food market, children’s playscape, native gardens, water feature, interactive public art and a digital tower and canopy.

A group of local traders have been carefully selected to reflect the best of WA culture and cuisine. Situated at the precinct’s Market Hall, the vendors include street food from around the globe, handcrafted gelato, Italian bomboloni donuts, artisan chocolate fused with native ingredients, fusion style dumplings, gourmet toasties and much more.

The precinct’s impressive 45m digital tower is programmed day and night to showcase an extensive library of local, national and international content, as well as promoting events and other visitor information.

Prior to the construction of the railway line and Horseshoe Bridge in the early 1900s, the site where Yagan Square now sits, was a place of significance to Noongar people.

The area holds great historical and cultural significance and the name Yagan was chosen to reflect this, with warrior and leader greatly respected among his people. In the early 1800s, Yagan played an important role in attempting to bring Aboriginal leaders and European settlers together.

Yagan Square is a key part of the Perth City Link project, which aims to make Perth a more connected and accessible city by removing the barrier between the CBD and Northbridge for the first time in 100 years.
Hibernian Place is the latest destination to open in the Perth CBD, located in the city’s East End. It’s home to Perth’s latest accommodation offering, the Westin with the 368-room luxury hotel featuring locally owned and operated Bodhi J Wellness Spa, a large-scale fitness centre, outdoor infinity swimming pool, meetings spaces and an 800sqm ballroom.

Celebrated restaurateur Guy Grossi has chosen Perth to open Garum – the restaurant brand’s first foray outside of Melbourne. It is the flagship hospitality venue for Hibernian Place, situated on the terrace of the Westin. Garum showcases Roman food and dining culture, and features rustic dishes inspired by the Italian region using local WA produce. The large venue combines an outdoor dining area, private dining room and separate bar.

Hibernian Place also features a thoughtfully curated mix of hospitality operators including Offshoot coffee roastery by Mary Street Bakery, Arthur & Co. by Graham Arthur, Huxtaburger from Melbourne and rooftop bar Hadiqa by Andy Freeman.

Purpose built for the general public, Hibernian Place offers visitors a place to relax night and day, with a rooftop garden, water feature, mature trees, manicured lawns, Wi-Fi hotspots and comfortable timber and stone furniture.

The new space will also play host to a calendar of activities and installations throughout the year and has capacity for a broad range of events. One of Australia’s most recognisable street artists, Rone, has added his touch to the precinct – with a larger-than-life freehand piece of a female face gracing Hibernian Place’s 22 metre-high wall.

Fronting Murray Street and Hay Street, Hibernian Place is a 10 minute walk from Elizabeth Quay, a two minute walk to Perth’s main shopping malls, a 900m walk from the Art Gallery of Western Australia and a 25 minute walk to the state-of-the-art Optus Stadium.
Seaplane adventures, Aboriginal culture, food and wine and unique places to stay are just some of WA’s award winning tourism experiences recognised at the Qantas Australian Tourism Awards, which was held at the new Optus Stadium in February 2018.

Taking home a record 14 awards, WA tourism businesses won eight gold, four silver and two bronze medals from the 25 categories – the highest number of WA winners on record.

The awards, which have been operating for more than 30 years, recognise and celebrate Australia’s best tourism businesses that have demonstrated a commitment to excellence.

The WA gold medal winners include:
- Horizontal Falls Seaplane Adventures – Adventure Tourism
- Horizontal Falls Seaplane Adventures, Horizontal Hotel – Unique Accommodation
- Swan River Seaplanes – New Tourism Business
- Sandalford Wines – Tourism Wineries, Distilleries and Breweries
- Fremantle Prison – Cultural Tourism
- Beach House at Bayside – Hosted Accommodation
- Swan Valley Visitor Centre – Visitor Information Services
- Australia’s North West – Destination Marketing
FIELD OF LIGHTS TO HONOUR THE SPIRIT OF THE ANZACS

An immersive art installation will light up Albany in WA’s Great Southern to honour the sacrifice of the Anzacs, 100 years since the end of World War One.

Field of Light: Avenue of Honour by UK artist Bruce Munro, will see 13,000 shining glass spheres on slender stems installed in Albany Heritage Park and the Desert Mounted Corps Memorial, creating a glowing landscape of whites, yellows and golds; the colours of the national flowers of Australia and New Zealand, the wattle and kowhai.

Commissioned by independent, non-profit cultural organisation FORM, the art installation will coincide with the region’s peak wildflower season and the conclusion of the Anzac Centenary commemorations, exhibiting from October 2018 to Anzac Day in April 2019.

The installation’s thousands of glass spheres will be ‘planted’ by scores of local volunteers, illuminating the tree-lined path with an artwork blooming at night like wildflowers after rain.

Incorporating Munro’s motif use of light on an environmental scale to create an emotional response for the viewer, Field of Light: Avenue of Honour will symbolise wild beauty, sacrifice, courage and honour – representative of the Anzac spirit.

Highlighting the Great Southern’s unique sense of place and identity in sophisticated, contemporary ways, Field of Light: Avenue of Honour is expected to attract more than 28,500 people, including 8,500 visitors from outside the Great Southern region.

Today, visitors can follow the extraordinary stories of Anzac troops through the National Anzac Centre’s state-of-the-art interactive displays. The centre, which opened in November 2014 (100 years since the start of WWI), is Australia’s foremost museum honouring the Anzac legend. Set within Albany Heritage Park, the National Anzac Centre offers visitors a deeply personal connection with the Anzac experience.

The coastal city of Albany can be reached in a 4.5 hour drive south of Perth, or via a one hour flight.

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WA will again have its chance to shine on the big screen in 2018, with the release of *Breath*, which was shot in the State’s South West around the picturesque town of Denmark. Based on the award-winning novel by celebrated WA author Tim Winton, *Breath* is the directorial feature film debut from Hollywood actor Simon Baker (*The Mentalist, The Devil Wears Prada*), who also stars in the film.

Simon Baker said: “*Breath* is a story that resonates with me, not only as a surfer and a parent but ultimately as a child reared on the magnificent Australian coastline. I’m excited to show the trailer to audiences here and to bring Tim Winton’s classic story to the big screen.”

*Breath* is produced by Emmy-winning United States producer Mark Johnson (*Breaking Bad, The Notebook, Rain Man*), and Australian producer Jamie Hilton of See Pictures (*The Little Death, The Waiting City, Backtrack*).

*Breath* releases in Australian cinemas in May, 2018. The release of *Breath* follows a raft of films and documentaries shot in WA including Ben Elton’s Three Summers which was filmed around the Peel region south of Perth, Jasper Jones with Toni Collette and Hugo Weaving (Pemberton in WA’s South), *Red Dog* and *Red Dog: True Blue* (the Pilbara region in WA’s North), *Bran Nue Dae* (Broome in WA’s North), surfing film *Drift* starring Sam Worthington (Margaret River), *Son of a Gun* with Ewan McGregor (Perth, Fremantle, Kalgoorlie), and Baz Luhrmann’s *Australia* with Hugh Jackman and Nicole Kidman (the Kimberley in WA’s North).
EXPLORING THE FAMED MARGARET RIVER REGION

By Virginia Willcock, Vasse Felix chief winemaker

Virginia is one of the most awarded female winemakers in Australia, having been named 'Gourmet Traveller WINE Australian Winemaker of the Year' in 2012 (she was also a finalist in 2010). A respected authority on Margaret River winemaking, Virginia has completed almost 25 vintages in Margaret River, and worked international vintages in Albania, Northern Italy, Sicily, Abruzzo and New Zealand.

For anyone thinking about visiting the Margaret River region for five days (or more) – and if you’re not, you should be – here are some places you shouldn’t miss.

The Margaret River region offers an exciting mix of adventurous and indulgent experiences.

The selection of beaches here really is phenomenal – no matter what conditions are like on the day, one of them will be just perfect. I wish I could name all the ones you should visit – every beach is beautiful, but some of them are more mind-blowing than others.

My favourite thing to do is to spend the night enjoying our region’s amazing wines and then go for a swim in the morning. There is no fresher, cleaner, more beautiful ocean in the world – it makes you feel five years younger the moment you dive in.

Yallingup

Land in Perth, grab a hire car and head south – it’s an easy three-hour drive. For your first couple of nights, for a bit of luxury, you could stop off at the award-winning Cape Lodge country estate or Injidup Spa Retreat, which are around half an hour north of Margaret River town close to Yallingup.

Spend a couple of days visiting the local wineries around Cowaramup and treating yourself to decadent wine lunches.

You also have to go to Smiths Beach for a swim, because it’s just… there’s no way to describe it. It’s ridiculous how lovely it is.

Margaret River town

Next, head into Margaret River town. The great thing about Margaret River town is that it is halfway from the top and bottom of the Margaret River Cape (Cape Naturaliste at the top near Dunsborough or Cape Leeuwin in the south). It is about 30 minutes to reach either cape from town. In town itself, everything is central so you can walk around the boutiques, studios and eateries.

It’s best to book accommodation close to Margaret River town if you are wanting to be out-and-about at night as most of the evening entertainment and dining is located there.

You must go to the Settlers Tavern for great beers, wine and casual food. If you’re looking for a high-end dining experience, book into Miki’s – it’s a small place with a great atmosphere and awesome Japanese food. At cocktail hour, you can’t go past Morries.

You can also hire a mountain bike from the Hairy Marron on Bussell Highway, just outside Margaret River town, and go for a ride through the beautiful natural forest – there are so many tracks you can choose from. It’s a great way to get some exercise between the amazing eating and drinking you’ll do while you’re here. You can also book a guided action tour through Dirty Detours, or go for a short bushwalk to the viewing platform.
Cape to Cape Track
If you’re looking for adventure, bring your camping gear and walk the Cape to Cape Track. Guided tours are available with Cape to Cape Tours, who offer both luxury and camping options. With the luxury version you stop for fancy lunches and dinners and stay in fancy hotels. No matter which option you choose, you’ll see gorgeous coastlines from the north of the cape to the south.

If you don’t have five days to spend on an extended tour, you can still book a half or full-day tour. There’s also a Cape to Vine tour offered at Vasse Felix so you can get the most of nature, wine and food in a full-day tour and learn about the wonderful diversity of our coastal area.

Surfers Point
You can’t beat the Surfers point in Prevelly at sunset. Depending on the surf conditions, there will be kite surfers, windsurfers or just plain amazing surfers out there on one of the most stunning breaks in the world. It’s a beautiful place to enjoy a drink and watch some world-class sport for free. First thing in the morning is pretty good, too, if you’re an early bird.

Boranup Forest and Caves
The area is also home to some amazing caves. Drive down Caves Road through the breathtaking Boranup Forest for a cave tour. Ngilgi Cave, Lake Cave, Jewel Cave and Mammoth Cave are all exquisite and ancient natural wonders. Each one is well worth exploring.

EATING AND DRINKING
Of course, most people come to Margaret River for the wine, so you’ll want to dedicate a full day to a tasting tour. (Either make your own or visit the Visitor Centre for recommendations). There are very few places in the world where you have local wineries of incredibly high quality that will give you a taste of everything they produce. The wine here really is of a world-class standard.

Don’t miss a chance to dine at Vasse Felix – and I’m not just saying that because I work there. It’s one of Australia’s top-100 restaurants, and serves up stunning, local Margaret River produce in a delicate but complex way that goes so beautifully with our wines.

Everywhere you go in Margaret River you’re surrounded by natural beauty. People come down here and I’ve often heard them wondering aloud if there could really be anywhere in the world this beautiful.

If you don’t believe me, you’ll just have to come and check it out for yourself.
Discover historic townships, spectacular desert wilderness, quirky outback charm, gold-rush history and the Southern Ocean’s perfect white beaches.

Here are some of top Golden Outback moments:

**Seeing Australia’s biggest rock surrounded by carpets of wildflower colour**
After good winter rains, it’s possible to see the world’s largest rock monolith, Mount Augustus, surrounded by a sea of purple as the largest collection of wildflowers on Earth begins to bloom and transform the vast outback plains with a plethora of colours.

**Taking a detour to snap some of the quirkiest roadside art**
Many Kulin locals have expressed their creativity in their own paddocks with a series of kooky horse sculptures. Known locally as the ‘Tin Horse Highway’ their eclectic collection of art stretches along 12 kilometres of road, and makes a fun detour on the way to Wave Rock or Esperance.

**Seeing in the solstice as the celtic druids did at Esperance’s own Stonehenge**
See all the wonder of a winter or summer solstice shining through a stone altar as it would have in 1950 BC. These gigantic stones of Esperance Pink Granite create the only full size replica of the original Stonehenge.

**Seeing the gold rush ghost towns and imagining yourself as an early pioneer, seeking your fortune in the Goldfields**
Walking through the restored precinct of miners’ cottages, huts and shops, the Gwalia Museum and the historic Sons of Gwalia gold mine, it’s easy to picture what life may have been like if you’d landed in Western Australia’s Goldfields during the gold rush of the late 1800s.

**Pose on the rock face and surf a 15-metre-high solid granite wave**
The remarkable Wave Rock crests above the vast outback plain, and has been over 2,700 million years in the making. Visit after the winter rains, and you’ll see the wave surrounded by a sea of colourful wildflowers.
Finding your own ‘caveman room with a view’ looking out over 110 untouched islands
Climbing Frenchman’s Peak, 35 minutes from Esperance, rewards you with incredible views of Cape Le Grand’s stunning seascape. From the mouth of the cave at the summit, imagine the scene over 40 million years ago, when the sea was at least 300 metres above the current level, and the peak was an island.

Saying hi to the resident kangaroos of Australia’s whitest beach at Lucky Bay
There aren’t too many places in Australia where you’ll find kangaroos just hanging out at the beach, but it’s part of their daily ritual at Lucky Bay in Cape Le Grand National Park. And they’re quite happy to come up and say hi, especially the more curious youngsters.

Taking an aerial tour over the brightest bubble-gum pink lake on Earth
No filters are required on a scenic flight over the pristine wilderness of Esperance’s Recherche Archipelago. The spectacle of Lake Hillier’s strawberry milkshake-coloured waters creates the most striking contrast against the deep blues of the Southern Ocean surrounding Middle Island.

Taking a moment to feel the Earth turn, surrounded by a billion stars
Make the half-hour drive from Esperance in the late afternoon to reach Cape Le Grand National Park as the sun sets over the Recherche Archipelago, and watch the stars and constellations stretch across the vast outback sky.

Finding the one that looks like you in one of the world’s largest outdoor galleries
In the early morning or late afternoon, as the shadows stretch across the vast white salt plain at Lake Ballard, it’s the perfect time to explore and photograph the Inside Australia exhibit – 51 individually cast steel sculptures stretching across 10 square kilometres by Antony Gormley.
I’ve had a very strong connection to Ningaloo Reef and the Coral Coast since I was tiny. We used to come here for family holidays. My grandfather’s got some pretty amazing stories. 50 years ago they’d bring all the kids, towing a boat, and go fishing at Ningaloo.

When friends visit, we head straight to Vlamingh Head Lighthouse at the northern end of Ningaloo Reef, just 17 kilometres from Exmouth. It’s a great vantage point. You can see all the way down the reef. It surprises a lot of people to learn that Ningaloo is the world’s largest fringing coral reef, so you can get to it straight from the beach.

From the lighthouse you get a good idea of the weather, the swell and the best sites to visit that day. It’s also one of the few places in Australia where you can watch the sun come up and set over the water; it comes up in the Exmouth Gulf and sets over the Indian Ocean. It’s pretty special.

Cape Range National Park

Next we usually head down into the Cape Range National Park, to the iconic snorkelling spots like Oyster Stacks and Turquoise Bay. You can put your mask and snorkel on and go in straight off the beach, then just drift over the coral. Experienced free divers can also find places to challenge themselves. There’s a real mix.

If you want to relax, just pick your own stretch of sand, set up your esky and beach brolly, and take your favourite book. The colour of the water is enough to set your mind at ease, and you’ll have the whole place to yourself. The only interruption might be a couple of turtles poking their heads up and checking you out.

Sleep under the stars

You really have to go camping for a couple of nights at Ningaloo, Gnaraloo or Quobba stations. You can have your own stretch of pristine, white sand and crystal-clear water with some of the best snorkelling in the world, all right in front of you. We take the dinghy and go snorkelling, surfing and kitesurfing, catch some fish for dinner, and just hang out on the beach. It’s beautiful.

If you prefer to glamp it, Sal Salis gives you a good taste of camping, but you’ll be doing it in luxury.
More than whale sharks

People come to Ningaloo Reef to swim with the whale sharks. But in just one day, we might also see a huge variety of whales – humpbacks, minkes, blue whales, orcas. As well as dolphins, manta rays, turtles, dugongs, reef sharks and thousands of tiny blue neon fish. You never know what the reef is going to throw at you. It’s like a real-life David Attenborough documentary, but you’re in it.

This year we’ve been licensed to trial visitor interactions in the water with humpback whales. There have been some incredible experiences. We’ve had people so overwhelmed that they were in tears. I’d certainly recommend that for an adventurous visitor.

Surf the reef

If you’re into surfing, there are heaps of breaks all the way down the Ningaloo Reef. Dunes Surf Beach is fantastic. It’s only about 15 minutes from Exmouth and there are four or five different waves. It caters from beginners right through to experienced surfers, and it’s really easy to get to.

Local favourites

We love the Muiron Islands – nine nautical miles from Vlamingh Head. The best time to go is when the baby turtles are hatching. Another highlight is Yardie Creek, a freshwater system which flows between the cliffs of Yardie Creek Gorge, just over the peninsula from Exmouth. I like to take a stand-up paddleboard and paddle up the gorge. The red cliffs are a great contrast to the colours of Ningaloo.

There’s definitely something for everyone here. I think that’s one of the best things about Ningaloo.
CHARACTERS OF WA

Extraordinary experiences await on any given day, all over WA – and those working in tourism are at the front line when the magic happens. Whether it’s swimming with whale sharks, boating through the horizontal waterfalls, lazing with kangaroos on the beach, or grazing through Perth and Margaret River’s fantastic food, here’s a sample of what some of the State’s top guides enjoy every day.

“The most difficult decision to make is where we’ll have morning tea. The whitest sand, turquoise water as well as the beach kangaroos – the iconic Lucky Bay seems to win each day!”
Mark Adamson
Esperance Eco Discovery Tours

“Even after 27 years, I never get tired of swimming with these guys!”
Terry Howson
Rockingham Wild Encounters

“As a chef, I feel blessed to be in Margaret River with access to some of WA’s best seasonal produce to use in our dishes.”
Tony Howell
Margaret River Hospitality Group

“My daily job usually involves taking a very excited group of guests out to the back of Ningaloo Reef and finding a safe spot to jump into the big blue and swim with the biggest fish in the ocean, the whale shark!”
Sarah Ellis
Ningaloo Discovery

“The shouts of joy and excitement when you take people out on a 90 minute thrill ride around Rottnest, introducing them to humpback whales, dolphins, osprey eagles, New Zealand fur seals – it’s a pretty nice way to spend a day.”
Oliver Merritt
Eco Express skipper - Rottnest Island

“The face of Perth has changed so much since we took our first tour 10 years ago. Walking through the city on any given day – there’s always something new to uncover and share.”
Ryan Zaknich
Two Feet & A Heartbeat – Perth

“I love sharing the experiences that most visitors tend to miss. Tranquil, stunning, no traffic lights and country quiet. The real Margaret River.”
Sean Blocksidge
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Terry Howson
Rockingham Wild Encounters
“I love being on the water along the magnificent Kimberley coast, watching guests’ reactions as they witness natural phenomena like Waterfall Reef for the first time. It reminds me why I do what I do!”
Jamie Hornblow
Cygnet Bay Pearl Farm – Kimberley

“My average day involves me sharing the cultural values and history of Kennedy Hill and Roebuck Bay. I welcome guests to learn about our traditional hunting and gathering methods, modern-day culture, language and so much more.”
Bart Pigram
Narlijia Cultural Tours – Broome

“Taking guests to my favourite spots in the Kimberley is as much fun for me as it is for them. Seeing their faces light up, followed by silence as they take in the moment; is why I do what I do!”
Scotty Connell
Kimberley Spirit Tour Guide

“It’s my privilege to share the stories of my people and our beautiful home with visitors from all over the world. Many guests have told me it’s an experience they’ll never forget – for my people, it’s our every day.”
Brian Lee
Tagalong Tours – Pilbara

“Yurlburrunha, aka Python Pool, is a very special and sacred place for my people. I enjoy bringing people to this spot for a swim and relaxation, but also to teach them the story of this place.”
Clinton Walker
Ngurrangga Tours – Pilbara

“We have an adventure every single day. We are lucky to do what we do and show off our Kimberley backyard to guests from all over the world.”
Kylie Bartle
The Great Escape Charter Company – Kimberley

“I love being on the water along the magnificent Kimberley coast, watching guests’ reactions as they witness natural phenomena like Waterfall Reef for the first time. It reminds me why this part of the world is so special!”
Jamie Hornblow
Cygnet Bay Pearl Farm – Kimberley

“I love teaching new friends the stories of my land, in the world’s best classroom.”
Neville Poelina
Uptuyu Tours – Kimberley
COASTAL AND AQUATIC ADVENTURES

The waters off WA’s 12,000 kilometre coastline and islands are some of the most pristine in the world – and home to a myriad of marine life. Here’s our W ‘A’ list of coastal and aquatic adventures:

• **Unforgettable encounters – swim with gentle giants.** Exhilarating marine experiences await at World Heritage-listed Ningaloo Reef – one of only a handful of places on Earth where you can swim with the world’s biggest fish, the whale shark, and the majestic humpback whale. Whale sharks, measuring up to 18 metres, visit Ningaloo each year around March to July. Tours from Exmouth or Coral Bay will take you into the reef’s turquoise waters for an unforgettable encounter with the gentle giants. In 2018, the chance to swim with humpback whales returns to Ningaloo from August to November, following a successful trial of these tours in 2016 and 2017. Up-close tours with another big and beautiful Ningaloo local, the manta ray, operate year-round.

• **Make some waves – surfing.** Take the word of the world’s top surfers who flock to WA’s shores for some of the best waves on Earth. The famed Margaret River region, in the State’s South West, is home to more than 40 surf spots ranging from powerful reef breaks to fun beach surf. See the sport’s top men and women in action at the annual Margaret River Pro, in April, or learn to hang ten with surf schools that operate around the State. Other WA surfing hotspots include Ningaloo Reef, Esperance, Kalbarri and Rottnest Island. If you’re into different types of boards, an easy 90-minute drive north of Perth takes you to the windsurfing mecca of Lancelin – which hosts the Lancelin Ocean Classic international water sport competition each summer – where you can also try out sandboarding on the white dunes.

• **Perth’s paradise – Rottnest Island.** The ferry crossing to Rottnest Island (or ‘Rotto’, as the locals call it) takes as little as 30 minutes from Fremantle, or you can embark from Perth’s city centre or Hillarys Boat Harbour in the northern suburbs. Other forms of transport to the island include a seaplane or chopper flight. You’ll soon have the pleasant dilemma of choosing from Rotto’s 63 beaches and 20 secluded bays or being enchanted by the island’s unique marsupial resident, the quokka – made famous worldwide for the #QUOKKASELFIE phenomenon. The car-free island is 11 kilometres long and 4.5 kilometres wide, so it’s easy to explore by hire bike, tours, Segway, bus or on foot – or head into the water to see fish, coral and shipwrecks at some of the best snorkelling or diving sites this close to a capital city.
• Get up close – wild dolphins. Two day-trip options from Perth – Rockingham Wild Encounters (45 minutes by car) and Bunbury’s Dolphin Discovery Centre (two hours by car) – offer the chance to swim with wild bottlenose dolphins. The playful and curious animals may choose to approach the boat and swimmers, providing a unique, up-close encounter. Monkey Mia (850 kilometres north of Perth) is famous for a pod of friendly bottlenose dolphins that regularly visit the shore, while further north in Broome, new boat tours enable visitors to see Australia’s largest known population of snubnose dolphins.

• No fluke! – whale watching. WA is home to the ‘humpback highway’ as 35,000 gentle giants move up and down the west coast during the southern hemisphere’s largest whale migration. WA has one of the world’s longest whale-watching seasons – from May to December – and a range of lookouts and tours will help you spot humpbacks, southern right and even blue whales. September to December is the prime time for whale tours off Perth (Fremantle, Hillarys and Rottnest Island), while other hotspots are Albany, Augusta, Broome, Exmouth, Denham, Kalbarri and Geographe Bay. On the south coast, the Bremer Canyon’s marine-rich pocket attracts hundreds of orcas (killer whales) between January and April. Tours from Bremer Bay with Naturaliste Charters and Whale Watch WA have also encountered other whales, sharks, seals, seabirds and even giant squid.

• Kangaroos to crocodiles – wildlife. An easy day-trip from Perth takes you to Penguin Island, near Rockingham, where you can see and learn about WA’s largest colony of adorable little penguins. The surrounding Shoalwater Marine Park is also home to seabirds and the rare Australian sea lion. Jurien Bay Marine Park, three hours north of Perth, is another marine life hot-spot while at Hamelin Bay near Augusta you can get close to large, friendly stingrays in the shallow water. In Esperance, on WA’s south-east coast, Lucky Bay’s local kangaroos like to sunbathe on the white sand, while nearby Woody Island is a haven for New Zealand fur seals, Australian sea lions, sea eagles and dolphins. In the State’s far north, an experienced guide can help you spot mighty saltwater crocodiles and their freshwater cousins from a safe distance in the Kimberley.

• Wrecks and remote shoals – dive and snorkel. No other coral barrier reef is closer to the shore than Ningaloo, where you can wade out from the beach and be snorkelling over superb coral gardens teeming with colourful fish, manta rays, sea turtles and dugongs. Navy Pier, at the Ningaloo gateway of Exmouth, is rated as one of the world’s top 10 shore dives. In the South West, you can explore Busselton Jetty through snorkel, dive or undersea walking tours. WA is also home to extraordinary shipwreck dives including HMAS Swan at Dunsborough, HMAS Perth in Albany and 19 wrecks around the Abrolhos Islands, off Geraldton, including the Batavia, whose sinking in 1629 led to one of the darkest chapters in WA history. If this isn’t remote enough for you, take a tour to the ‘aquarium in the middle of the ocean’ at Rowley Shoals, 300 kilometres west of Broome, where it could just be you diving among coral gardens with giant clams and schools of tuna and mackerel.

• Staircase to the Moon. From March to November, when conditions are just right, visitors to Broome are treated to a breathtaking natural spectacle – the Staircase to the Moon. The phenomenon occurs around three times a month at extremely low tide when the full moon rises over the exposed mudflats of Roebuck Bay, creating the optical illusion of lunar stairs. Check in at australiasnorthwest.com for dates and times to see the staircase, which can also be experienced at other north-west locations including Karratha, Port Hedland and Onslow.
Swimming with manta rays, Ningaloo Marine Park
EXQUISITE FOOD AND WINE

Your taste buds will thank you! WA’s exceptional food and wine, top restaurants and unrivalled culinary events already attract 400,000 ‘gourmet travellers’ each year. Here’s our W ‘A’ list of food and wine experiences:

• **World-leading wines.** From Perth to the rugged Southern Ocean coast, the State’s south-western corner produces some of the world’s most awarded wines.
  - In 2017, the best known of WA’s nine fine wine regions, Margaret River, celebrated 50 years of commercial vines, with Chardonnay and Cabernet Sauvignon the heroes of the region. Three hours’ drive south of Perth and hugged by ocean on three sides, the Margaret River region’s unique maritime environment delivers perfect conditions for 150 wine producers – plus some of the most scenic vineyard country on Earth. Short on time? Swan River Seaplanes takes the scenic route, flying along the coast from Perth to Margaret River, where you’ll be met by Top Drop Tours for a deluxe gourmet experience before returning to Perth in the afternoon – or there is the option to enjoy a one or two night stay in the region.
  - Along WA’s scenic south coast, Albany, Denmark, Frankland River, Mt Barker and Porongurup are highlights of the Great Southern wine region, which is particularly well known for its exceptional Riesling and Cabernet Sauvignon.
  - A 30-minute drive from central Perth will find you in the picturesque Swan Valley, the State’s oldest wine region. At more than 180 years old, it’s the closest wine region to any capital city in Australia and its speciality premium wines include Chenin Blanc, Verdelho, Shiraz and fortifieds, with local grapes producing nearly 30 million bottles of wine.
  - A short journey from the city will also take you to the Perth Hills, where local families and progressive vintners produce standout Shiraz and Viognier, and the Peel wine region, known for its Chenin Blanc, Chardonnay and Cabernet Sauvignon.

• **A generous serving of unforgettable events.** Nigella Lawson, Heston Blumenthal, Curtis Stone, Rick Stein and Marco Pierre White are some of the big names who’ve made a beeline to WA’s South West in November for the annual Margaret River Gourmet Escape. From beach barbecues to long-table lunches, Gourmet Escape sizzles with unique events that celebrate the region’s famed wine and food. Lawson described the festival simply as “astonishing”, adding: “If any of you get the chance to go to Western Australia, you’ll understand why I am so enthusiastic about it. Those of you who actually live there, I envy you.” Other highlights of WA’s culinary calendar are Taste Great Southern – in WA’s bountiful south-east corner in autumn; Truffle Kerfuffle (see below) and Mandurah Crab Fest, held in March in the canal city, an hour south of Perth.

• **Truffles – a rare delicacy.** The black truffle is the third most expensive food in the world, and 70 per cent of the Australian supply comes from WA’s tranquil Southern Forests around Manjimup and Pemberton, some 300 kilometres south of Perth. As well as sampling the rare delicacy and learning about its painstaking cultivation, you can watch The Truffle & Wine Co’s specially trained dogs in action, sniffing out the underground delights on a truffle hunt tour from June to August. In Manjimup each June, a lively festival – Truffle Kerfuffle – presents a weekend of hands-on activities and leading culinary talent in the heart of truffle country.
• **Graze your way through Perth’s restaurants.** Perth has the perfect ingredients for even the fussiest foodies – top local produce, celebrated chefs and more restaurants per capita than any other Australian capital. Through an explosion in new dining options, the traditional hubs of Northbridge, Leederville and Mount Lawley have been joined by high-quality suburban and riverfront food, such as **Heno & Ray at the InterContinental; Garum at Hibernian Place; The Reveley at Elizabeth Quay; and Shadow Wine Bar**, adjoined to the **Alex Hotel** in **Northbridge**. Nearby, you’ll find boutique dining at the beautifully restored State Buildings, including the award-winning rooftop restaurant Wildflower with its menu that revolves around the the Indigenous six seasons. Crown Perth adds to the riverside precinct’s range of fine-dining options with **Nobu** and **Rockpool**, while a string of oceanfront restaurants and cafes serve up quality seafood and pub fare with a perfect Indian Ocean backdrop.

• **Sample succulent seafood.** Western Australian seafood and freshwater fish are among the finest and freshest you’ll ever try. Be sure to sample **Geraldton rock lobster, South West marron, yabby, trout, North West barramundi, Exmouth prawns, Rottnest scallops, Mandurah crab and Broome pearl meat.** Add in a sunset view and a cool boutique beer or a crisp local wine, and it’s a true west coast experience. From fish and chips to fine platters, Perth’s seafood hotspots include **Fremantle, Scarborough and Cottesloe**. You can learn about the State’s rock lobster industry in **Geraldton and Cervantes**, or hook your own catch of the day on deep-sea, game or beach fishing adventures all along the coast. In the Kimberley, the local Bardi people at **Cape Leveque’s Kooljaman** will teach you spear fishing and mud-crab hunting in the mangroves, before you cook the catch on the beach.

• **Get crafty with local beers.** Fremantle is the birthplace of Australia’s flourishing craft beer scene, with the first big-flavour, small-production brews poured at the Sail and Anchor bar, where you can still sample tasty local creations. Check out other unique and seasonal craft beers at Fremantle’s Little Creatures or The Monk – or see how local beers and cold cider are bringing extra flavour and attitude to traditional wine regions such as the **Swan Valley** (Feral or Mash, for example) and **Margaret River** (try out Black Brewing Co or Eagle Bay).

• **Feast in the food bowls.** WA’s fertile soils and perfect climate make it a haven for horticulturalists, and you can experience ‘the State on a plate’ at gourmet events or straight from the farm. In the Kimberley, tours of **Lake Argyle** reveal the massive reservoir’s role in the **Ord River** vast irrigated patchwork, which is a hub for everything from chickpeas and chia to melons and mangoes. The **Argyle Diamonds Ord Valley Muster**, in May, is an ideal time to explore the waterways and fresh produce. Further south, head to the Coral Coast town of **Carnarvon** to tour banana plantations and meet the farmers behind tropical fruits and vegetables. In WA’s **South West**, the ‘**Genuinely Southern Forests**’ trail around **Manjimup** and **Pemberton** serves up a smorgasbord of fresh apples, avocado, lime and honey as well as marron, beef and the region’s famous black truffles.

• **Laze like a local at a Sunday Session.** Wrap up the weekend the WA way by relaxing with mates on a Sunday afternoon with food, a tipple or two and live music at a waterfront pub. Perth’s top spots for a Sunday Session (or ‘sesh’ if you want to sound like a local) include **Cottesloe’s Ocean Beach Hotel, Elizabeth Quay’s Embargo** container bar (open in the summer months), **The Standard** in Northbridge, **The Left Bank** in East Fremantle and **The Breakwater** at Hillarys.
OUTBACK EXPERIENCES

Rugged, captivating and inspiring, WA’s outback is home to the Earth’s oldest rocks, World Heritage listed landscapes, ancient cultures, vast skies by day and spectacular stargazing by night. Here’s our W A ‘list of outback experiences:

• **Happy campers.** WA’s size, climate and range of experiences mean you’ll find a perfect spot for camping and caravanning at any time of year. More than 100 national parks and reserves are spread across the State, and many of their campsites can be booked online. Sites and facilities for camping, caravans and recreational vehicles are expanding throughout WA, meaning you have more options than ever to wake up to a million-dollar view without breaking your budget. Stress even less and arrive to find your tent already set up with ‘glamping’ options such as Soul Camping and WA Wilderness, or add a touch of luxury in deluxe safari tents or bungalow style accommodation at Sal Salis at Ningaloo Reef and Broome’s Ramada Eco Beach Resort, for example.

• **Super stars.** See why WA is a stargazer’s mecca and why it’s part of the world’s largest radio-telescope project. With lots of space and few people, very little artificial light intrudes into the night sky – showcasing the Milky Way in high-definition clarity. You don’t have to travel far from Perth for clear skies, with photographers capturing spectacular starlight images over the Pinnacles’ eerie limestone formations. You can pitch a tent and enjoy meteor showers at Karijini National Park in the Pilbara, join an Astro Tour with local astronomer Greg Quick in Broome, or soak up the stars and the sea along the Shark Bay coast or the Kimberley’s Dampier Peninsula.

• **The last frontier?** The Kimberley, in WA’s far north, is one of the world’s last true wilderness areas. A land of spectacular natural beauty, the region is home to the Bungle Bungle Range’s unique beehive formations, in the World Heritage-listed Purnululu National Park, and Australia’s only Horizontal Waterfalls at Talbot Bay. A four-wheel-drive adventure on the epic Gibb River Road, spanning 660 kilometres from Derby to Kununurra, will reward you with gorges, waterfalls, station stays and Indigenous experiences. Short on time? Get a bird’s eye view of the majestic landscape on the Kimberley Aerial Highway – a series of remote landing strips dotted throughout the region. Complete your Kimberley adventure in the tropical pearling town of Broome, where the outback meets the ocean.

• **Gold, ghosts and Gormley.** Head into the heart of gold country at Kalgoorlie, where you’ll find charming colonial buildings, fascinating gold-rush history and the Super Pit lookout over Australia’s biggest working open cut gold mine – 1.5 kilometres across and 600 metres deep. In fact, 2018 marks 125 years since the gold discovery that sparked the Kalgoorlie-Boulder gold rush. Driving the 965 kilometre Golden Quest Discovery Trail takes you from Coolgardie to Laverton past legendary country pubs, the fascinating Gwalia ghost town, the former home of 31st US President Herbert Hoover and the world’s largest and most unusual outdoor gallery: 51 life-sized sculptures created by Antony Gormley dotted across the salt flats of Lake Ballard.
• **Wildflower show.** WA is home to the world’s largest collection of wildflowers, with more than 12,000 species – 60 per cent of which aren’t found anywhere else on Earth. From June in the north to November in the south, WA’s wildflowers create colourful carpets so vast that they have even been detected from space in high-rainfall years. In early spring in the Golden Outback and Coral Coast regions, you’ll be surrounded by stunning blankets of everlasting while trying to find the unique wreath leschenaultia. In the North West, vibrant floral shades contrast with the dusty red earth and golden spinifex grass, and the South West is home to delicate orchids.

• **Station stays.** For a whip-cracking, authentic taste of outback life, stay onsite at some of WA’s huge sheep and cattle stations where you can see skilled stockmen in action at a muster and experience genuine rural hospitality. Accommodation options range from rustic shearing quarters or a swag under the stars, to the luxury of glamping and grand homesteads. Many of WA’s outback stations welcome visitors – from Home Valley and El Questro in the Kimberley, to Wooleen Station in the Murchison and Bullara between Coral Bay and Exmouth.

• **Offbeat and extreme.** WA’s outback has many claims to fame – the world’s biggest rock (Mt Augustus, more than twice the size of Uluru), oldest rocks (4.4 billion year old zircon found at Jack Hills) and largest outdoor gallery (Antony Gormley’s sculptures at Lake Ballard); cattle stations the size of small European countries; Australia’s only two Horizontal Waterfalls; the world’s longest golf course (the 1,365 kilometre Nullarbor Links, starting in Kalgoorlie); 130-million-year-old dinosaur footprints at Broome; and three World Heritage listed areas (Shark Bay, Ningaloo Reef and Purnululu National Park). You’ll also find quirky experiences and characters, from the touching tribute to man’s best friend at the Corrigin Dog Cemetery, equestrian art along the Tin Horse Highway near Kulin and spooky ghost towns in the Goldfields and Wheatbelt north and east of Perth.

• **Join the outback event circuit.** Get caught up in the community spirit at cultural, food and sporting events all over WA throughout the year. The multi-award-winning Argyle Diamonds Ord Valley Muster is a true WA original – a series of music, comedy and cultural events that celebrate the east Kimberley’s landscapes and cultures. Horse-racing action happens at the Kulin Bush Races and at multiple regional locations through the Country Cup, or see a different kind of race at Yalgoo’s Emu Cup and Goo Fest, where locals dress as the iconic birds; the Kickstarters Gascoyne Dash, a rugged motorsport challenge between Carnarvon and Gascoyne Junction; the Leonora Gift sprint along the dusty main street; the Gibb Challenge Kimberley cycling adventure; and the Mullewa Muster and Rodeo.
• **Luxurious retreats.** Follow in the footsteps of celebrities who really want to get away from it all. The Kimberley’s Berkeley River Lodge, accessible only by boat or plane, is undoubtedly one of Australia’s most indulgent adventures – offering luxurious rooms with 180-degree panoramas of the turquoise Timor Sea and the rugged Berkeley River. Also in the Kimberley, you can relax in a suite at El Questro Homestead overlooking Chamberlain Gorge and dine on a private clifftop under a canopy of stars. On the coast, Broome’s Cable Beach Club Resort and Spa has suites themed around famous Australian artists, with private plunge pools and butler service. In the State’s South West, Margaret River’s Injidup Spa Retreat’s private pools overlook the Indian Ocean, and the award-winning Cape Lodge boutique hotel has hosted the likes of musician Sting and celebrity chef Heston Blumenthal.

• **Cruise or fly the Kimberley.** Experience the pristine waters of a true wilderness area in style on a Kimberley luxury cruise or scenic flight. Small cruisers such as True North, Kimberley Quest and Great Escape can meander through secluded gorges that aren’t accessible to larger vessels, passing towering red cliffs and pockets of rainforest. You’ll observe rare wildlife and ancient Aboriginal rock art, swim in crystal-clear pools and shower under dramatic waterfalls. After feasting on quality food and wine – which could include freshly caught seafood – you’ll relax in the comfort of your own suite. Short on time? The Kimberley is simply spectacular from the air. Operators such as HeliSpirit and Kimberley Air will take you on a soaring safari like no other, with the option to land and explore remote paradises like Cape Leveque and Mitchell Falls.

• **Exquisite jewels.** WA’s mineral and marine wealth shines bright in the form of world-renowned Kimberley diamonds – including the elusive pink diamond – as well as Broome’s South Sea pearls and Kalgoorlie gold. In Perth, shop for pearls and diamonds on King and Hay Streets in the city, or Rokeby Road in Subiaco. Broome’s Dampier Terrace is home to pearl showrooms including Kailis, Allure, Paspaley, Cygnet Bay, and Willie Creek Pearls – you can also go behind the scenes and explore the town’s fascinating pearl industry. In the east Kimberley outback town of Kununurra, step inside Kimberley Fine Diamonds to marvel at exquisite pink and natural diamonds, and the master jewellers at work.
• Wine and dine like a star. WA has the perfect ingredients for world-class food and wine experiences – top international talent combined with fresh local produce like Manjimup’s rare black truffles, Pemberton marron, Broome pearl meat, Rottnest Island crayfish, Exmouth prawns and, of course, the State’s famous wines. Perth’s dining scene is booming and the recently launched Hibernian Place and Yagan Square is home to unique dining experiences, including Guy Grossi’s Garum at the heritage listed Hibernian Hall. At the restored State Buildings, visitors will find premium dining experiences including David Thompson’s Long Chim and the multi-award-winning Wildflower, where you can enjoy rooftop city views and a menu based on the Indigenous six seasons. Across the river, Crown Perth’s top chefs serve up local and international fare at Nobu, Rockpool, Silks and Bistro Guillaume.

• Be pampered in Perth. Prestigious publication Conde Naste Traveller named Perth’s COMO The Treasury as Australia’s number-one hotel – and second in the world rankings. The exclusive suites occupy the top floors of the immaculately restored State Buildings in the heart of the city. Crown Perth has added to its Burswood riverfront precinct with the luxury Crown Towers, where accommodation options include a top-floor deluxe villa with butler service and panoramic views from floor-to-ceiling windows. The city’s newest luxury offering is the Westin, opened in Perth’s revitalised East End. The five-star hotel comprises 368 rooms, a rooftop infinity pool, Bodhi J Wellness Spa and signature restaurants.

• Eco-retreat ‘glamping’. Enjoy the tranquillity of stress-free camping at safari or cabin-style wilderness accommodation with personalised service. After exploring the pristine natural landscapes with an expert guide, you can relax with fine linens on king-size beds, ensuite bathrooms and gourmet produce prepared by your chef. Kimberley Coastal Camp, Faraway Bay Bush Camp, Ramada Eco Beach Broome, Sal Salis at Ningaloo Reef, Olio Bello lakeside bungalows, Karijini Eco Retreat, El Questro’s Emma Gorge Resort, Kooljaman, Mitchell Falls Wilderness Lodge and Home Valley Station are just some of the options. ‘Glamping’ tents are also due to open on Perth’s idyllic Rottnest Island in the summer of 2018-19.

• Walking to luxury. With some of the best walking tracks in the world, Walk into Luxury offers visitors to WA’s South West the chance to walk the famous Cape to Cape Track and the Bibbulmun Track in style and comfort. A member of the Great Walks of Australia group, the walks combine the best of nature with gourmet food and wine, and luxury accommodation such as the Beach House at Bayside, Cape Howe Cottages, Cape Lodge, Pullman Bunker Bay and Injidup Spa Retreat.

Willie Creek Pearl Farm, Broome
NATURE & WILDLIFE

WA’s national parks, state forests and marine parks provide visitors with the opportunity to interact with some of the world’s most diverse and unique flora, fauna and landscapes. Here’s our ‘W’ A list of nature-based experiences.

- **Ningaloo Reef.** Easily accessible from shore, you don’t need to travel by boat to snorkel this World Heritage listed underwater wonderland. The massive fringing reef is home to brilliantly coloured coral and tropical fish, sea turtles and manta rays, plus one of the world’s top shore dives at Exmouth’s Navy Pier. From March to July each year, you can swim with the world’s largest fish – the gentle whale shark – and, following successful trials in 2016 and 2017, you can now swim with humpback whales during their annual migration between August and November.

- **Bungle Bungle Range.** In the Kimberley, another World Heritage gem, Purnululu National Park, is home to the breathtaking Bungle Bungle Range – a cluster of giant, beehive-like striped mounds, 350 million years in the making. Helicopter flights offer breathtaking views, and you can explore the park’s long narrow chasms and hidden gorges on foot, keeping an eye out for native animals and 130 unique bird species. Take a four-wheel-drive journey or fly into Purnululu from Broome or Kununurra, with the option of bush camping or safari/bungalow accommodation.

- **Shark Bay.** Awarded World Heritage status for its outstanding natural beauty, biological diversity, fascinating ecology and unique insights into the Earth’s history, Shark Bay is where you’ll find one of the world’s largest dugong populations and Monkey Mia’s friendly dolphins. You can experience pristine waters and one of only two beaches in the world formed entirely of tiny white shells, or time travel with the oldest living fossils – the stromatolites at Hamelin Pool – for a glimpse of life on Earth over 3,500 million years ago.

- **Valley of the Giants.** Experience some of the tallest timber on Earth at canopy level – 40 metres above ground – at the Valley of the Giants Treetop Walk, near Walpole in the South West. One of the first walk trails of its kind in the world, the 600 metre walkway extends through the majestic and ancient red tingle forest where you can find western grey kangaroos, bandicoots, woylies, quokkas and possums.

- **Karijini National Park.** Two billion years in the making, Karijini in the North West is home to massive gorges, crystal-clear rock pools and waterfalls, as well as rock wallabies, red kangaroos, echidnas, dragons and huge termite mounds. Explore tunnels of marbled rock, clamber over boulders, squeeze through narrow tunnels, paddle through waterways and descend deep into ancient chasms. Stay overnight at the unique Karijini Eco Retreat.

- **Stop and smell the wildflowers.** It’s a staggering sight to behold – more than 12,000 species of wildflowers in bloom, more than half of which are found nowhere else on Earth. WA is home to the world’s biggest wildflower collection and you can enjoy the glorious carpets of colour and curious blooms for six months. The season begins in June in the north, and sweeps down the State to finish with a flurry on the south coast in November.

- **Kalbarri National Park.** Known for its colourful river gorges, the popular Mid West coastal getaway of Kalbarri will become even more of a drawcard when two new skywalks open in 2018. Providing stunning vistas of the Murchison River Gorge, the 100 metre high skywalks will extend 12 and 20 metres beyond the gorge rim at the Inyaka Wookai Watju (West Loop).
• **Lucky Bay.** Kangaroos on the beach? You’ll see them at Lucky Bay, on the south-east coast, which is also Australia’s whitest beach. The surrounding Cape Le Grand National Park is known for its stunning scenery and idyllic coast, where the landscape changes from massive granite outcrops to freshwater pools and unbelievably white sandy beaches. Enjoy swimming, bushwalking, fishing and camping, or take a breathtaking scenic flight over the bubblegum pink Lake Hillier near Esperance.

• **Kings Park and Botanic Garden.** One of the largest inner-city parks in the world, this 400 hectare expanse of bushland, parks and botanical gardens is a short walk or bus ride from central Perth. Add in children’s nature-based play areas, an art gallery, restaurants and monuments to the State’s history, and it’s easy to see why Kings Park is the most popular visitor destination in WA.

• **The Pinnacles.** The lunar-like Pinnacles form one of Australia’s most unique and fascinating natural landscapes. Formed over millions of years, thousands of tall limestone spires rise eerily from the yellow desert sands of Nambung National Park, changing colours in different lights. Two hours’ drive north of Perth, the Pinnacles can be visited as a day trip from Perth city, or stay longer in the picturesque fishing town of Cervantes.

• **Fitzgerald River National Park.** One of only a handful of UNESCO Biospheres Reserves, this 300,000 hectare national park is WA’s own lost world – three-quarters of its 1,800 species of plants are found nowhere else on Earth, and share the environment with 84 bird species, 22 mammal species and more than 50 reptile and frog species. Located on the south coast, it is a perfect spot for bushwalking, wildflower spotting, canoeing, fishing and whale watching.

• **Whale watching.** WA has one of the longest whale-watching seasons in the world, with tours operating from May to December, from the Kimberley in the north to Esperance in the south. Humpback, southern right and the rare blue whale can be seen, as well as the southern hemisphere’s largest pod of killer whales (orcas) off Bremer Bay. WA boasts the largest population of humpback whales in the world – an estimated 30,000 – and visitors can also swim with the gentle giants at Ningaloo Reef from July to November.

• **Horizontal Falls.** Talbot Bay in the Kimberley is home to Australia’s only horizontal waterfalls, created when massive tidal movements squeeze water through narrow cliff passages. Aerial tours from Broome and Derby enable you to circle the phenomenon from above, alongside other scenic wonders of the Buccaneer Archipelago, where turquoise blue water contrasts with rugged red cliffs. You can also land and see the falls up close by boat, with the option of staying overnight on a houseboat.
The rich and unique culture of Australia’s Aboriginal people stretches back at least 50,000 years – making it the world’s oldest living culture. Across coastal, urban and outback WA, more than 85 Aboriginal tourism operators proudly share their fascinating stories, distinctive cultures and traditional lands with visitors through a variety of authentic experiences. Here’s a snapshot of some of the options:

- **Brian Lee: Hunter’s Creek Tagalong Tours (Cape Leveque, Kimberley).** The beautiful and remote Dampier Peninsula was once a camping ground for the Bardi (Saltwater) People of this region. Tagalong with Brian Lee to explore the history, seasonal bush fruit, traditional fishing techniques and stories of this timeless landscape, which is a wildlife haven for turtles, sea birds and whales. brianleetagalong.com.au

- **Bungoolee Tours (Fitzroy Crossing, Kimberley).** Bunuba Elder Dillon Andrews traces the footsteps of powerful freedom fighter Jandamarra, a legendary hero who defended Bunuba country against overwhelming odds. Take a two-hour walking tour through Jandamarra’s hideout in WA’s oldest cave system at Tunnel Creek, hear Dreamtime stories of how the land was created and see ancient rock art that brings the stories to life. bungoolee.com.au

- **Go Cultural Tours (Perth).** The land (boodjar) where Perth now stands is home to the Noongar people, whose ancestors lived in harmony with the ecosystem and six seasons of the Swan Coastal Wetlands. Your walking tour with a Noongar guide will reveal how some of Perth’s current buildings and roads have fascinating alignments with ancient Aboriginal sites and tracks. The tour reveals the links between past and present, immerse you in the Dreamtime legends and offer a unique perspective of Perth. gocultural.com.au

- **Kodja Place (Kojonup, Great Southern).** Explore this pretty pastoral district’s Noongar history through the Kodja Place’s displays or join local Elder Jack Cox for billy tea, damper and yarns. Jack will show you special features of the centre including a Noongar kodj axe, a tammar-skin rug, a Noongar-Maori wedding cape and a newcomer’s bushfire experience. kojonupaboriginal.com.au

- **Koomal Dreaming and Cape Cultural Tours (Margaret River, South West).** The Margaret River region’s big drawcards – beaches, caves and dining – come together on tours led by local Wadandi man, Josh Whiteland. With Koomal Dreaming you’ll journey into Ngilgi Cave for ancient stories and unique didgeridoo acoustics, and forage for and taste native foods and medicines. The menu could include kangaroo, emu, quandong, emu plum and salt bush. Josh’s new sister business, Cape Cultural Tours, helps you see the region’s spectacular coastline through the eyes of the Traditional Owners. koomaldreaming.com.au, capeculturaltours.com.au

Ngurrangga tour guide, Clinton Walker
• Luridgii Eco Cultural Tours (East Kimberley). Kununurra-based tour leader Ted Hall oversees four-wheel-drive tag-along tours, outback camping and cultural awareness programs in Miriuwung country. In 2017, the Luridgii team added a Jaliwang Diamond Mine Tour through a rugged landscape steeped in traditions and Jaliwang (barramundi) Dreaming to reach the Argyle Diamond Mine, where you can see the precious gemstones – including the rare pink diamond – and the operations involved in their extraction. luridgiitours.com.au

• Mimbi Caves (near Fitzroy Crossing, Kimberley). One of Australia’s best-kept secrets, this vast subterranean labyrinth is part of a 350-million-year-old Devonian reef system, which houses a significant collection of Aboriginal rock art and some of the most impressive fish fossils in the southern hemisphere. The Mimbi area is a place of strong spiritual significance for the traditional owners, the Gooniyandi people. Spectacular limestone formations, brilliant colours and crystal clear freshwater pools set the scene for a guided tour laced with Dreamtime stories and bush tucker. mimbicaves.com.au

• Narlijia Cultural Tours (Broome, Kimberley). Engaging tours by Broome born-and-bred Yawuru man Bart Pigram offer an Aboriginal and multicultural perspective of the pearling town and its fascinating history. You’ll learn about saltwater people, the seasons, the land and the food that sustained this ancient coastal culture for thousands of years. Scour for oysters and other tasty morsels in Broome’s mangroves, where you can spot mudskippers, mudcrabs and a variety of birds at low tide. toursbroome.com.au

• Ngurrangga Tours (Burrup Peninsula, Pilbara). This unique archaeological area houses the world’s largest collection of ancient Aboriginal rock carvings, with more than one million petroglyphs dating back as far as the last ice age. Tour this amazing outdoor art gallery and surrounding coastal landscape with Clinton Walker, a descendant of the local Ngarluma and Yindjibarndi people, who has spent his entire life learning about his ancestors and culture. ngurrangga.com.au

• Uptuyu Aboriginal Adventures (Kimberley). Design your own tour with expert guides whose ancestors have known the breathtaking Kimberley for thousands of years. Whether it’s flying, driving, cruising or staying at the tranquil Oongkalkada Wilderness Camp between Broome and Derby, Uptuyu specialises in tailor-made itineraries that go beyond the views to reveal the local Aboriginal people’s fascinating culture, ancient rock art and bush tucker. uptuyu.com.au

• Wula Guda Nyinda Eco Adventures (Shark Bay World Heritage Region). Francois Peron National Park is a picturesque peninsula of acacia-cloaked red dunes and shrub surrounded by turquoise water. Teeming with marine life such as dolphins and rays, the tranquil lagoons are perfect for kayaking and snorkelling. Join award-winning guide Darren ‘Capes’ Capewell for an inside view of the deep spiritual connection between the local Nhanda and Malgana Aboriginal people and this breathtaking saltwater paradise. wulaguda.com.au

For more information on Aboriginal tourism experiences in WA, visit the Western Australian Indigenous Tourism Operators Council website waitoc.com
CAMPING WITH CUSTODIANS

Visitors to WA have more options than ever to combine outback camping with authentic Aboriginal experiences through Tourism WA’s Camping with Custodians project, in which Aboriginal communities operate commercial campgrounds and other tourism initiatives – such as art galleries and guided tours – on their own land.

The award-winning project broadens Aboriginal people’s involvement in tourism and provides much sought after experiences of Indigenous lifestyle and culture for visitors.

The first campground opened in 2016 at Imintji (pronounced ‘Immi-jee’), around 220 kilometres east of Derby on the scenic Gibb River Road four-wheel-drive route. The site operates during the Kimberley dry season (May to October) and is a convenient break-point for drivers and an ideal base for excursions to Bells Gorge and Tunnel Creek.

In 2017, another Camping with Custodians site opened in North West cattle country at Mimbi, near its mystical Kimberley caves. The Mimbi community completed the building of its campground and has registered 15 camping sites, with plans to increase that number over time. Mimbi has been involved with tourism for a number of years through the guided tours offered at the nearby Mimbi Caves.

The next one to open is Peedamulla Station, a pastoral lease that extends to the Pilbara coast near Onslow. The station is home to a collection of heritage-listed buildings and structures – one of which is being restored for use as the campground reception. Other sites will follow in 2018 and beyond.

All the campgrounds provide hot showers, flushing toilets, gas barbeques and a potable water supply. Visitors can meet local Aboriginal people, support the community, and gain unique insights into the life and culture of some of Australia’s most remote and spellbinding locations.
Optus Stadium, Perth
NEW PRODUCT
WESTERN AUSTRALIA’S NEW PRODUCT

Read about WA’s selection of new and revitalised accommodation, attractions, tours and food and wine products from the last 12 months.

The following abbreviations indicate the region where the product can be found:

EP  Experience Perth
ASW  Australia’s South West
ANW  Australia’s North West
AGO  Australia’s Golden Outback
ACC  Australia’s Coral Coast
Aloft (EP)
Located in the emerging suburb of Rivervale – about halfway between the airport and CBD – the 15-storey Aloft has river views and is within walking distance of Perth’s new Optus Stadium. The accommodation offers 224 sleek and colourful guestrooms, as well as a cutting edge meeting venue, fitness centre, outdoor pool, restaurant and vibrant break out spaces.
aloffperth.com

Be. Fremantle (EP)
Million-dollar ocean views at affordable prices is the philosophy behind Be.Fremantle, which has unveiled 24 new serviced apartments and upgrades to its original 51 apartments, at Fremantle’s iconic boat harbour. Part of a $10 million overhaul, the new Ocean View one, two and three-bedroom apartments increase the property’s capacity by almost 50 per cent.
befremantle.com.au

DoubleTree by Hilton (EP)
Hilton Hotels is opening two properties under the DoubleTree by Hilton brand in Perth, including Northbridge and at Barrack Square, adjoining Elizabeth Quay. The Northbridge location will open in October 2018, offering 205 rooms including four suites, a restaurant and bar, event space, business centre, gym and outdoor pool. The Perth Waterfront development is due for completion in 2019.
b.it.ly/2GwD9cG

Exmouth Escape Resort (ACC) – represented at ATE
The final stages of major upgrades is now complete at Exmouth Escape Resort, with the addition of 16 new apartments. Eight one-bedroom apartments and eight two-bedroom apartments has increased the resort’s total capacity to 63 apartments and villas.
exmouthescaperesort.com.au
InterContinental Perth City Centre (EP)
Located in the heart of Perth’s King Street precinct – a diverse hub of culture, fashion and art – the InterContinental Perth City Centre offers luxury accommodation with views of the city, modern facilities and luxury amenities. The five-star hotel features 240 rooms, five modern executive meeting suites, personalised services and unique dining experiences. Adding to the hotel’s vibrancy is a collection of restaurants and bars, including Spanish inspired Ascua, tapas bar Heno & Rey, artisan coffee house Graffiti and The Loft Lounge and Bar, located on the mezzanine level of the hotel.

perth.intercontinental.com

Margaret’s Beach Resort (ASW)
Located just 10 kilometres from Margaret River town centre, and just 500 metres from Gnarabup Beach, Margaret’s Beach Resort has recently undergone a $2 million refurbishment. Updates made to the seaside property’s studios, one and two bedroom apartments, include new kitchens, bathrooms, and smart TV’s.

margaretsbeachresort.com.au

Olio Bello (ASW)
Guests can now stay onsite at Olio Bello’s organic olive farm in the Margaret River region, following the launch of six luxury lakeside eco-tents. With a vision of providing an integrated agricultural and tourism destination, each bungalow comes complete with a private ensuite, spacious deck and farm-made products. Guests can also wander among the 8,000 olive trees and enjoy lunch, olive oil tastings, yoga and spa treatments.

oliobello.com

Onslow Beach Resort (ANW) – represented at ATE
An incredible Australian coastal outback experience starts at the Onslow Beach Resort, the gateway to the Mackerel Islands. This absolute beachfront resort offers relaxed, civilised sophistication – a refreshing welcome when travelling through the remote, rugged beauty of the Pilbara region. Stay in stylish, modern self-contained apartments with ocean or pool views. Enjoy a bite to eat at the stunning Beach Club restaurant and bar overlooking the bay. Resort facilities include free Wi-Fi, Foxtel, BBQs, tour desk, car hire and ample parking.

onslowbeachresort.com.au
Pinkys Eco Retreat (EP)
Opening in late 2018, Pinkys Eco Retreat will offer visitors to Rottnest Island contemporary and environmentally-conscious accommodation. Nestled behind the dunes of Pinkys Beach, and a few steps away from popular snorkelling beach The Basin, the retreat will retain Rottnest’s laid-back WA character. The accommodation will offer 86 low impact eco tents of varying sizes and styles to suit a range of budgets from luxury ‘glamping’ to affordable family accommodation. The development will also include a beach club restaurant and bar. Pinkys will also improve beach access for visitors via new raised walkways and greater open space.
pinkysrottnest.com.au

Seashells Hospitality Group (EP) – represented at ATE
The spacious, self-contained Seashells Scarborough apartments, located on the iconic Scarborough Beach waterfront, now offer guests a new wellness experience following the opening of a 50-metre eight-lane Scarborough beach pool. Guests can purchase casual passes to enjoy lap swimming, sunrise yoga, group fitness classes and swimming lessons. There’s also Cocolat Café for a post-workout treat, or the alfresco Italian restaurant La Capannina. Guests staying at Seashells also have access to the property’s two swimming pools.
seashells.com.au

RAC Monkey Mia Dolphin Resort (ACC) – represented at ATE
RAC Monkey Mia Dolphin Resort’s current expansion and redevelopment is expected to be fully completed in June 2018. The changes will transform the resort, delivering an improved guest experience with several new facilities and accommodation options available. The changes will include 12 new two and three-bedroom villas, the existing campground area will triple in size, and the number of powered sites will increase to 120, some of which will be beachside. It will also include the addition of a second swimming pool, new camp kitchen, recreation room and ablutions.
parksandresorts.rac.com.au/monkey-mia/

The Colony (EP)
One of Perth’s premier boutique wineries, Mandoon Estate, has launched its new accommodation offering, The Colony. The new property offers 32 luxury rooms and suites, all with alfresco areas looking out to the Swan River on one side, and the historic Verdelho vines planted in 1895 on the other. Located a 10-minute drive from Perth Airport, or 25-minute drive from the CBD, it is an ideal location for visitors wanting to experience WA’s oldest wine region.
mandoonestate.com.au/the-colony
**The Melbourne Hotel (EP)**

Following a major refurbishment, the historic Melbourne Hotel in Perth’s CBD has opened its doors to the public. The heritage-listed property has been transformed into a seven-storey, 4.5-star hotel with 73 new or refurbished rooms. The hotel comprises a gym, function space, boardroom, conservatory, rooftop lounge and bar, and the ‘Old Melbourne’ pub, now called De Baun & Co. The hotel also offers exclusive new food venues including the Grand Orient - a modern Cantonese inspired restaurant - and two firsts for Australia; the famous Keisuke ramen noodle bar and Hattendo, the Japanese cream bun that mixes sweet and savoury.


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**The Westin Perth (EP)**

A five-star Westin will open in Perth’s revitalised East End in late-April 2018. Offering a new level of luxury for Perth, the 368-room hotel includes 30 suites and an exclusive penthouse suite. Guests can enjoy a rooftop infinity pool, day spa and gymnasium. The heritage-listed Hibernian Hall has also been transformed as part of the development, and will house some of the hotel’s signature venues, including flagship restaurant, Guy Grossi’s Garum, and locally owned and operated Bodhi J Wellness Spa.

[https://west.tn/2DmOOZT](https://west.tn/2DmOOZT)
4U WE DO Sidecar Tours (AGO)

4U WE DO Sidecar Tours offer sidecar motorcycle tours around the coastal town of Esperance. Day trips and short tours are available, covering various attractions, landmarks and points of interest in and around Esperance. All tours are guided and can be tailored to suit the customer’s interests.

4uwedosidecartours.com.au

Aqua Broome (ANW)

Aqua Broome is a new purpose-built aquarium providing up-close encounters with local sea life and habitats. The aquarium houses around 1,000 fish and other underwater creatures in large tanks that replicate the area’s diverse marine environments, including reefs and mangroves. Interactive tours and fish feeding experiences are also on offer at the new attraction.

aquabroome.com

Bayview Coral Bay (ACC) – represented at ATE

Bayview Coral Bay has launched Ningaloo Coral Bay, which encompasses all of its existing businesses in Coral Bay, including Bayview accommodation; Backpackers (previously Ningaloo Club); and Bill’s Bar and Boats (previously Coral Bay Charter & Glass Bottom Boats). The new name reflects the unique position and access to the stunning Ningaloo Reef. Ningaloo Coral Bay aims to provide guests with friendly service and local knowledge, and to optimise its inclusive Coral Bay and Ningaloo Reef experience.

coralbaywa.com.au

Bush Ghoondhu Wongutha Tours (AGO)

Bush Ghoodhu offer a range of cultural experiences both in and around the town of Kalgoorlie. The tours can be tailored to meet specific interests and needs. Guests can learn about the Aboriginal dreamtime, history and culture, how to recognise the tracks of local wildlife, gather bush tucker, visit culturally significant sites, and discover the Wongutha names and uses for local plants and animals.

www.waitoc.com/culture-experiences/tours-experiences/directory/bush-ghoodhu-wongutha-tours
Cape Naturaliste Lighthouse (ASW)
Margaret River’s Cape Naturaliste Lighthouse has recently undergone a $1 million upgrade. Visitors can now enjoy panoramic ocean views from a new observation platform, beautifully landscaped lawns, a nautical themed playground, and refreshments from the restored lighthouse keeper’s cottage, including a new café.
margaretriver.com/members/cape-naturaliste-lighthouse/

Captain Cook Cruises (EP)
Captain Cook Cruises operate Swan River cruises between Perth and Fremantle, including evening dinner river cruises, food and wine cruises to the Swan Valley, Fremantle beer cruise, and most recently, a seafood buffet dinner cruise and sunset cheese and wine cruise. In 2017, the business launched a Rottnest Island ferry service, operating from B-Shed in Fremantle. The 400-seat vessel runs hourly services, operating under the SeaLink brand.
captaincookcruises.com.au

Chittering Valley Tours (EP)
Visitors to Perth can now experience the Chittering Valley region like a local. Chittering Valley Tours takes guests to an area rich in food, wine, arts, history, pristine bushland and rural scenery. Tour options include bush tucker, fruit picking, barbecues and local wine tastings, meeting kangaroos, emus and alpacas, stargazing with a local astronomer and following the footsteps of notorious bushranger Moondyne Joe.
chitteringvalleytours.com.au

Coral Coast Helicopter Services (ACC)
A new stromatolite heli-tour has launched in the coastal town of Carnarvon. Local operator Coral Coast Helicopter Services was recently granted a Commercial Operator Licence to launch new helicopter tours, as well as walking and snorkel tours. The company has been granted exclusive access to conduct interactive tours with the rare and ancient stromatolites at Petit Point. The 1.3-hour tour includes a light lunch, cold drinks and snorkel equipment.
coralcoasthelicopters.com.au

Eat the Street Walking Tours (EP)
Eat the Street Walking Tours offer guided walking tours to some of Perth’s favourite food and drink hotspots, adding to the city’s exciting array of walking tour options. As part of the new tour offering, a variety of food and drink-based tours have launched, including a Perth’s Craft Beer Tour; Barrack to Beaufort Tour; Brunch on Beaufort Tour; Bars on Beaufort Tour; and Subiaco Arts and Eats Tour.
eatthestreet.com.au

Explore Tours Perth (EP) – represented at ATE
Explore Tours Perth offer small group tours in Perth and surrounds. The company has recently launched a new Explore Perth City Walking Tour. The tour takes visitors through the historic and cultural highlights of the city, covering its history, hidden laneways and the growing street art scene. The tour runs three days a week, leaving from the WA Visitor Centre at 10am.
exploretoursperth.com.au
Fremantle Tours (EP)
Fremantle Tours’ bike and walking expeditions leave twice a day from Thursday to Monday, while a drink tour operates every Thursday from 6pm to 8pm, taking in four of the port city’s most lively bars. The company also offers a bookable eat tour, which involves a progressive five course dinner at three different venues. Bike tours are three hours in duration, while the walking tours are two hours – both including a coffee stop along the way.
fremantletours.com.au

The Heart of Gold Discovery Trail (EP)
A new trail has launched in Perth that takes visitors on an interactive gold journey of discovery through Perth CBD. Available on a free Heart of Gold Australia app, the self-guided Heart of Gold Discovery Trail starts at Elizabeth Quay and ends at The Perth Mint, taking in 12 stops of significance over 2.5 kilometres. The trail takes people back in time to the early gold rush days with augmented reality, videos, timeless photos and interactive games. This is the first of many gold trails coming to Australia, with a Kalgoorlie-Boulder gold trail launching in 2018.
goldindustrygroup.com.au/heartofgoldtrail/

Gold Nugget Tours (AGO)
Join a prospecting day tour from Kalgoorlie Boulder and follow in the footsteps of the old prospectors. Experienced guides cover everything there is to know about gold prospecting, along with providing the best type of equipment to maximise the experience and 485 acres of bushland to explore. The tours run from April to November, with various packages available to suit different needs, including an all-day prospecting tour, or fully catered travel packages for one, two or seven nights, camping in Oztrail tents at an eco-camp
goldennuggettours.com.au

Goldfields Air Services (AGO)
Goldfields Air Services has been offering scenic flights of Esperance since November 2017. The flights operate seven days a week at various time slots, from Esperance Airport. There are two tour options available, which include views of the magnificent pink Lake Hillier on Middle Island, the Cape Le Grand National Park and the white sands of Lucky Bay and Recherche Archipelago.
goldfieldsairservices.com

Lake Hillier, Middle Island near Esperance
HeliSpirit (ANW)

New helicopter flights from Karratha offer a bird’s-eye view of the Pilbara coastline, where red earth, white beaches and turquoise waters spectacularly unite. HeliSpirit – known for its award-winning Kimberley chopper tours – offer 18, 30 and 45-minute scenic flights, departing near the Karratha Visitor Centre. The tours take in the Dampier Archipelago and Burrup Peninsula, giving guests the chance to spot turtles, manta rays, dugongs and other marine life from the air. HeliSpirit has also partnered with Ngurrangga Tours to offer discounted packages to explore ancient rock art with the region’s traditional Aboriginal owners.

helispirit.com.au

Kalbarri National Park Skywalk (ACC)

Kalbarri National Park’s major upgrades are now due to finish in 2019. Located at the Inyaka Wookai Watju site (the West Loop), the two, 100 metre-high skywalks will offer stunning vistas over the Murchison River Gorge, as the walk’s project 20 and 12 metres beyond the gorge’s rim. Additionally interpretative signage, toilets and shade shelter will also be erected in the area, to further enhance the environmental aspects of the park, known for its individual and endemic wildflowers. Despite the delay, considerable work has been undertaken in preparation for the development, including sealing 22km of park roads, expanded carparks and new visitor infrastructure.

dpaw.wa.gov.au

Kimberley Experiences (ANW) – represented at ATE

Kimberley Experiences has been newly formed to unite a group of quality tourism businesses under common ownership, that link product in packages to provide ease of access to spectacular destinations in the Kimberley region. Businesses include:

- **Avair** - with a fleet of air-conditioned aeroplanes providing air tours to the Bungle Bungle Range and Mitchell Falls from Kununurra. Charter flights and multi day air safaris are also part of the services, in addition to the recently launched private charter itineraries in high speed, luxury aeroplanes.

- **HeliSpirit** - offering thrilling helicopter adventures at eight remote destinations, heli-fishing, heli-picnics, heli-hikes and accommodated Luxury helicopter safaris. The helicopter safaris are a recent addition, and land at inaccessible locations in the Kimberley. There is also a new Kimberley itinerary and a new Great South West itinerary.

- **Bungle Bungle Savannah Lodge** - an eco-lodge in Purnululu National Park accommodating 36 guests in ensuite cabins. Facilities include, dining room, licensed outdoor bar, swimming pool.

- **Bungle Bungle Guided Tours** - providing walking tours in Purnululu led by local Aboriginal guides.

- **Freshwater East Kimberley Apartments** - Kununurra’s newest and only 4.5 star serviced holiday apartments.

In addition Kimberley Experiences will provide an easy point for travellers to get local information and itineraries built by local specialists. Other quality tours and accommodation will be included in the mix. New for 2018 are a number of day tours and packages to Mitchell Falls and Purnululu National Park.
Kimberley Quest (ANW) – represented at ATE

Kimberley Quest has released an exciting new ‘4 Day Taste of the Kimberley’ itinerary, due to start in October 2018. This cruise offers a taste of the renowned quest itineraries, including breathtaking scenery of the Kimberley region. Witness a fully operational Australian South Sea Pearl farm at Cygnet Bay, cruise through the thousands of islands of the Buccaneer Archipelago and visit icons including the Horizontal Waterfalls and Montgomery Reef. The tour also offers the opportunity to view ancient Indigenous rock art and fish for barramundi. Guests will explore the region aboard the well-appointed Kimberley Quest II, delivering a high level of comfort and service.

kimberleyquest.com.au

Live Ningaloo (ACC) – represented at ATE

Live Ningaloo are specialists in bespoke boat tours of the Ningaloo Reef. Operating form Exmouth, the tours have a maximum of 10 guests, allowing for a more personalised experienced. Tours include swimming with whale sharks, swimming with humpback whales, Ningaloo Reef charters and scientific expeditions, and a marine discovery and snorkeling tours. Private charter tours are also available onboard the luxury vessel, and can be customized to suit guest’s needs.
liveningaloo.com.au

Luridgii Tours (ANW)

Luridgii Tours has launched a new tour for 2018 – the Jaliwang Journey – which follows the path of the dreamtime Barramundi (Jaliwang) into the heart of the Kimberley region. The unique tour is a collaboration between Kingfisher Tours, Luridgii Tours and Lake Argyle Cruises, offering spectacular small group encounters. Key highlights include a flight over the Argyle Diamond Mine, a visit to the local Mandangala community and a sunset cruise on Lake Argyle.
luridgiitours.com.au
Mackerel Islands (ANW) – represented at ATE

The Mackerel Islands is a unique adventure playground, both on land and in the sea. The islands are located off WA’s mid-coast, 22km from the mainland of Onslow in the Pilbara region. A collection of ten islands and atolls, the Mackerel Islands welcome guests to two of these – Thevenard Island and Direction Island – with accommodation, facilities and activities. On Thevenard Island choose from two, three or five bedroom beachfront cabins, or club village single and double rooms, or rent your own island with a sole beach shack on Direction Island.

Mackerel Islands Charters is a bucket list experience for any fishing enthusiast or visitors to the region. In January 2018, the business launched a new purpose built charter boat ‘Island Escape,’ which can be used for fishing, diving and whale watching expeditions. The charters can take up to 10 people, giving a personal and specialised marine experience.

www.mackerelislands.com.au

Mandjoogoordup Dreaming (EP)

Mandjoogoordup Dreaming offers walking, bus and canoe tours showcasing the Noongar Aboriginal heritage and significant cultural sites of the scenic coastal city of Mandurah. Experiences include exploration of the waterway’s natural riches and cultural connections, an Aboriginal interpretation of the thrombolites, bush tucker and natural medicine bushwalks and a canoe paddle along the Serpentine River.

mandurahdreaming.com.au

Mandurah Cruises (EP)

Mandurah Cruises is offering a unique experience for those who enjoy eating WA’s seafood delicacies. The new Wild Seafood Experience tour allows guests to catch their own crayfish in the pristine waters off Mandurah’s coastline, located a one hour drive south of Perth. With an abundant crayfish population, groups will be able to experience pulling up the pots and eating their fresh catch of crayfish, which is then cooked on board in front of them. The tours will run year-round on board a newly refurbished luxury vessel.

mandurahcruises.com.au

Ocean Eco Adventures (ACC)

Ocean Eco Adventures has launched a new Turtle Snorkelling Tour. The tour takes visitors to remote locations on the Ningaloo Reef to interact with turtles. Most of the snorkelling sites are located on the outer reef and only accessible by boat. The turtle hotspots are also abundant in fish, corals and other marine life, and at certain times of the year manta rays and humpback whales are regularly sighted.

oceanecoadventures.com.au
Optus Stadium (EP)
Perth recently welcomed the opening of the state-of-the-art 60,000 seat Optus Stadium, which will play host to a variety of local and international sporting and entertainment events. Visitors to the stadium can take part in a public walking tour of the precinct. Tours are available daily and include a walk around the stadium, behind-the-scenes change-room access, a visit to locker and coach’s rooms, and views of the playing surface, Swan River and Perth city skyline from the stadium’s highest vantage point.

optusstadium.com.au

Peddle Perth (EP)
Experience Perth from a different perspective with a rickshaw taxi or tour operated by new company Peddle. On weekends and public holidays, the ‘pedicabs’ can be hailed or booked for ‘pay what you like’ journeys in the CBD from locations including Elizabeth Quay, Murray Street Mall and the Perth Cultural Centre. On weekdays, hop aboard for a tour of Northbridge eateries, Perth’s street art and hidden gems, or a VIP trip featuring one-on-one walking tours and champagne or whiskey.

peddleperth.com

Perth Platinum Tours (EP)
Perth Platinum Tours provide luxury tours with chauffeur driven cars and modern commuter buses. The company has recently introduced two new small group tour options, including a Camel and Native Wildlife Experience Tour, which visits Kanyana Wildlife Rehabilitation in the Perth Hills; and a Caversham Wildlife Park and Camel Ride Tour which takes guests to Caversham Wildlife Park in the Swan Valley.

perthplatinumtours.com.au

Poornarti Aboriginal Tours (ASW)
A new Aboriginal art gallery has opened in the Great Southern town of Denmark, operated by Poornarti Aboriginal Tours. Poornarti Aboriginal Art Gallery is the first Aboriginal owned gallery in the region, and a natural extension of the tour company’s offering. Original Aboriginal art is on display at the gallery, and provides an outlet for local Noongar artists to display and sell art, craft and artefacts. The gallery is open from Wednesday to Sunday, 9am till 5pm.

poornarti.com.au

PUBLIC Silo Trail (All of State)
FORM’s annual street art project returns with the PUBLIC Silo Trail, a series of national and international artworks on iconic infrastructure spanning WA’s regional heartland. The project brings world class murals to grain silos, transformer boxes and iconic infrastructure in unexpected town’s right across the State. Started in 2015, currently the artworks are dotted along the Wheatbelt towns of Northam, Ravensthorpe, Merriden and Katanning, with more works planned for 2018.

form.net.au

RedSands Campers (All of State) - represented at ATE
RedSands Campers is a premium fully-equipped 4WD camper hire company, offering customers a truly off-road experience in WA. RedSands Campers are designed around the reliable and robust Toyota Hilux 4WD, both two person and five person campers are customised with rooftop tents, including a high density and comfortable mattress. The campers are also fitted with a light weight camping pod containing high-end fittings, such as camp kitchen, gas bottles, 80L water tank, Engel fridge, LED lighting, table and chairs, and shower. With WA depots in Perth and Broome, customers have flexibility to discover Australia’s largest State at their leisure.

redsandcampers.com.au
Rockingham Wild Encounters (EP) – represented at ATE

Operating for over 30 years, Rockingham Wild Encounters offer award-winning wild dolphin swimming experiences, as well as Penguin Island ferry service and cruise operations that showcase the local marine wildlife and scenic highlights of the Shoalwater Islands Marine Park. New tours include a guided Indigenous walk on Penguin Island, taking in the island’s Aboriginal culture, as well as its wildlife and history. The Penguin and Sea Lion Cruise now operates throughout winter, and includes a guided tour of the island and a cruise on a glass bottom boat.

rockinghamwildencounters.com.au

Rottnest Fast Ferries (EP) – represented at ATE

Rottnest Fast Ferries depart from Hillarys Boat Harbour to Rottnest Island daily and offer a variety of Rottnest Island tours and packages. More recently, the business launched a 1.5 hour Perth Coastal Cruise aboard its newest vessel, Voyager, and a Rottnest Heli-Ferry Package with Rotorvation Helicopters.

rottnestfastferries.com.au

Sail Ningaloo (ACC) – represented at ATE

Sail Ningaloo and The Flying Sandgroper Adventure Tours and Travel have launched a unique Ningaloo and Karijini package, combining the two popular destinations in the one holiday. Experience the best snorkelling and scuba diving at World Heritage-listed Ningaloo Reef and then travel inland to discover the gorges and waterholes of Karijini National Park. The 10-night package starts from $4,015 per person and includes meals, airport transfers, a five night ‘Ningaloo Escape’ tour on board Shore Thing and The Flying Sandgroper ‘Ningaloo Karijini Jump’ tour.

sailningaloo.com.au

Segway Tours WA (EP) - represented at ATE

Segway Tours WA has added Kings Park and Botanic Garden to its tour offering. The 90-minute tour meanders through the natural bush and open parklands and botanic gardens of the iconic park, taking-in scenic views of Perth’s city skyline, iconic Swan River and Canning River for up to 10 kilometres. The Perth-based company also offers Segway tours in Perth CBD, Fremantle and Rottnest Island.

segwaytourswa.com.au
Southern Forests Food Council Inc. (ASW)
Travellers to WA’s Southern Forests will have the opportunity to meet local farmers while walking among fruit orchards, hunting for truffles, sharing pristine pastures with livestock, and best of all, tasting genuine fresh, local seasonal produce. The Genuinely Extraordinary Southern Forests Food and Farm Experience is a three day, four night all-inclusive tour with motel accommodation, transport and local representatives helping you taste your way across WA’s south west. The tours run on the first weekend of each month.
southernforestsfood.com

Surfing WA (ASW)
Surfing WA has partnered with Aravina Estate to launch the State’s first Western Australian surfing museum, the WA Surf Gallery. Celebrating WA’s surfing history, it is the State’s first and only official collection of surfing memorabilia. The gallery features surfboards from the 50’s, 60’s and 70’s along with never before seen memorabilia and historical surf photographs. Located at Aravina Estate in the Margaret River region, the museum is open seven days a week from 10am to 4pm.
aravinaestate.com

Swan River Seaplanes (EP) – represented at ATE
Perth’s Swan River Seaplanes has expanded its operations and partnered with ADAMS to launch several new itineraries. Day trips to Rottnest Island, and the Pinnacles are two new offerings, with ADAMS conducting the ground component of the tours. Guests on the Rottnest Island tour will discover the island’s many beaches, bays and uncover its history, while guests on the Pinnacles Taste of WA tour will be guided through the Pinnacles desert, have a crayfish lunch at the Lobster Shack, and meet koalas and kangaroos at Yanchep National Park. The company also offers three and four-day Margaret River Retreat packages, partnering with Pullman Bunker Bay.
swanriverseaplanes.com.au

The Amazing South Coast (ASW) - represented at ATE
The Amazing South Coast is a new regional tourism brand for the South Coast of WA and provides a diverse range of tourism experiences. From charming accommodation, an ANZAC commemorative centre, coastal walks and bike trails, Indigenous experiences, whale watching tours, food, wine and artisan crafts – this South West region has it all. Combining the shires of Albany, Plantagenet and Denmark, the Amazing South Coast offers fly-drive packages, regional self-drives, extended coach tours and cruise shore excursions.
theamazingsouthcoast.com

The Bell Tower (EP) – represented at ATE
The Bell Tower located overlooking Perth’s Swan River at Elizabeth Quay is home to the historic St Martin in the Fields Bells gifted to the people of WA by England as part of Australia’s bicentennial celebrations in 1988. On the Bell Tower Experience Tour enter the Bell Ringing Chamber and have a go and chiming these historic bells yourself. Also included in the tour is an educational talk on how the bells came to live in the tower and the history that followed them, plus the opportunity to see the largest bell in Australia.
thebelltower.com.au
Two Feet & a Heartbeat Walking Tours (EP) - represented at ATE

Celebrating 10 years of operations, Two Feet & a Heartbeat has continued to evolve – offering new food, culture and nature tours in Perth. Visitors can enjoy a decadent cheese adventure on a Fromage Walking Tour, visiting numerous cheese venues in Perth, culminating in a private cheese education class at Fromage Artisans. The Morning Coffee Culture and Art tour explores Perth’s heritage areas as well as disused educational precincts. The Wildflower, Nature and Wildlife Tour takes visitors through Kings Park, Queens Gardens and Heirisson Island, learning local and indigenous history while spotting beautiful displays of wildflowers, kangaroos, black swans and dolphins.

twofeet.com.au

Walk into Luxury (All of State)

Walk into Luxury has released several touring options as part of its extended touring range across WA. The new tour range continues the style of combining bucket-list experiences with gourmet food and wine and exclusive accommodation. The Kimberley, Rottnest Island, Ningaloo Reef, Margaret River and the Amazing South Coast are some of the ‘must-do’ destinations featured on the new tours. Offerings include recommended journeys ranging from seven to 12 days, while there is also an option to ‘build your own adventure’. Swimming with whale sharks at Ningaloo Reef, a sunset helicopter flight to the Cockburn Ranges or a waterfall heli-hike and Kimberley river cruise, and some of the best luxury walks in WA are some of the experiences on offer.

walkintoluxury.com.au

Willie Creek Pearls (ANW) – represented at ATE

Willie Creek Pearls has brought the award winning Broome pearl farm experience to Perth. Located at Elizabeth Quay, the showroom displays a collection of stunning pearl jewellery, and the live pearl harvest experience allows visitors to discover the journey of the Australian South Sea Cultured Pearl from shell to showroom.

Adding to the current Willie Creek Pearl Farm Tour at the business’s Broome location, guests can now discover how the entire spawning process is undertaken. In a joint venture with Autore Pearling, Willie Creek Pearls has invested more than $500,000 in the construction of a new pearl oyster hatchery to further educate guests visiting the farm. Visitors will get to see first-hand how the state-of-the-art facility plays a crucial role in the fascinating life of a pearl oyster and subsequent development of pearls.

williecreekpearls.com.au

Woody Island Eco Tours (AGO)

Woody Island Eco Tours has resumed its half day tours that take passengers to the Recherche Archipelago islands, about 15km off the Esperance coast. Significant improvements have now been made to the island’s infrastructure, including the jetty and camping facilities, offering a more pleasurable experience for visitors. The island is popular for fishing, swimming, snorkelling and bushwalking.

woodyisland.com.au

Whale Watch Western Australia (ASW & EP)

In early-2018 Whale Watch Western Australia added Bremer Canyon Orca Experiences to its repertoire of humpback and blue whale tours in Perth and the South West. Operating between January and April, the tour takes guests, along with a team of marine experts, to Bremer Canyon. Located between Albany and Esperance, it is the summer feeding grounds of the orca, and also sperm, beaked and pilot whales.

whalewatchwesternaustralia.com
Blue Manna Bistro (ASW)
Located in the Dunsborough town centre, Blue Manna Bistro is a seafood restaurant serving up high-end, Asian infused dishes. The menu uses local seafood and local produce, and changes every few weeks depending on what’s in season.
bluemannabistro.com.au

Churchill Bar & Restaurant (EP)
Set in the rich historical architecture of the WA Trustee building in Perth’s CBD, Churchill Bar and Restaurant offers a striking contrast of classic styling paired with modern elements, including a large digital projection screen broadcasting a mix of media. The upstairs bar menu offers a selection of petite platters, whilst the restaurant below has a contemporary A La Carte menu.
churchillbarandrestaurant.com.au

Henry Summer (EP)
Henry Summer has opened the doors to its secret garden of delights in Perth’s cultural hub of Northbridge. An urban cocktail and wine bar, it offers five bars and multiple rooms for drinking, dining and functions and is the latest offering from Clint Nolan who is behind several of Perth’s other venues including La Cholita, Pleased to Meet You, Sneaky Tony’s and Joe’s Juice Joint.
lavishhabits.com.au/venues/henry-summer

Fromage Artisans (EP)
Perth has welcomed its first licensed fromagerie, bar and dining room, Fromage Artisans. Located in the city’s CBD, the venue features a dining area, bar and retail space with 40 artisan cheeses from around the world, as well as local flavours. It offers paired cheese flights and shared plates, events, cheese science classes, grazing tables, fromage and liquor masterclasses and cheese towers.
fromage.com.au

Garum (EP)
Garum is celebrated restauranteur Guy Grossi’s first foray outside of Melbourne. The new hospitality venue sits within the restored and heritage-listed Hibernian Hall, and is the flagship restaurant for the new five-star Westin Perth hotel. It showcases Roman food and dining culture, featuring rustic dishes inspired by the Italian region using local WA produce.

Gazette (EP)
Gazette is a modern Italian venture located inside the historic Print Hall building at Brookfield Place. Inspired by the vibrancy of Roman culture, Gazette brings a playful take to Italian dining with a focus on traditional, hearty dishes. A Josper oven forms the centrepiece of the kitchen, firing charcoal grilled Margaret River veal and prime cuts of beef.
printhall.com.au/gazette
Hibernian Place (EP)
Hibernian Place is the latest destination to open in Perth’s revitalised East End. Home to the five-star Westin hotel, the public precinct combines a curated mix of hospitality operators, including Offshoot coffee roaster by Mary Street Bakery, Arthur & Co by Graham Arthur, Huxtaburger from Melbourne, and rooftop bar Hadiqa by Perth entrepreneur Andy Freeman.
hibernianplace.com.au

Island Market (EP)
Island Market in Trigg is the latest edition to Perth’s growing list of coastal dining options. Designed for sharing, the menu offers Spanish/Mediterranean-inspired cuisine and the drinks include local beers on tap, and a wine list big on WA wine. It’s a great addition to the northern beaches suburb offering superb views of the Indian Ocean.
islandmarkettrigg.com

Market Grounds (EP)
Located in the new Kings Square precinct in Perth’s CBD near Perth Arena, Market Grounds is a modern inner city pub that pays homage to its historical roots as a market place. The double story pub is divided into multiple areas, including a dining area, mezzanine, main bar, sunken lunge and a garden bar, and the menu offers a modern twist on typical Australian pub food.
marketgrounds.com.au

Nowhereman Brewing Co (EP)
Nowhereman Brewing Co is Perth’s newest brewery, located in the cultural hub of Leederville. A range of six beers are produced in-house, while a bespoke menu of reinterpreted favourites complement the brews, with only ethically sourced WA ingredients used. It offers a fresh and easily-accessible beer and dining experience.
nowhereman.com.au

The Butchers Arms (EP)
A modern British gastro-pub located in the heart of Perth’s CBD, The Butchers Arms offers a casual dining experience. The menu includes comfort food with a twist, with a wide range of high quality, locally and internationally sourced cuisine.
thebutchersarms.com

The Camfield (EP)
In March 2018 Perth welcomed its biggest pub, The Camfield. Located in Burswood Park, next to Perth’s world-class Optus Stadium, the mega-pub is a family-oriented venue with a modern finish and contemporary casual design, offering unsurpassed riverside views of the Perth CBD. With room for up to 2,500 patrons, it features a 640sqm veranda overlooking the Swan River, six bars, a microbrewery, function centre, container bar and restaurant.
thecamfieldbar.com.au
The Oyster Bar (EP)
The Oyster Bar opened its doors at Elizabeth Quay in Perth’s CBD, overlooking the Swan River. Patrons can take advantage of Perth’s beautiful water ways, climate and lifestyle while enjoying fresh local seafood and the best oysters Australia has to offer.

oysterbar.com.au

Yagan Square (EP)
Perth’s latest major public precinct development – Yagan Square – opened to the public in February 2018. The development features a 45 metre digital tower, amphitheatre, public spaces and artwork, and a Market Hall which showcases around 20 food vendors. Visitors can enjoy local favourites such as Sue Lewis Chocolatier, The Honeycake, Jersey Jack Gelato and curry toasts from Toast My Curry; as well as new eateries such as dim sum at Shy John Brewery and Yum Cha, Japanese street eats at Hiss & Smoke, bruschetta from Henry Little, farm to plate dining at Ficus; or enjoy a drink with views over the square at The Shoe bar.

mra.wa.gov.au/projects-and-places/yagan-square

Yarri (ASW)
Located in the centre of Dunsborough in the Margaret River region, Yarri has been established by the co-founders of Snake + Herring Wines, and is Chef Aaron Carr’s first restaurant after 21 years at Vasse Feix Winery. Named after the Indigenous Noongar word for the blackbutt trees, the menu uses ingredients sustainably sourced from the land and many of the small producers in the region, and is based on the six seasons of the Noongar people and country.

yarri.com.au
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**Disclaimer:** All information contained in this guide was correct at the time of printing. Tourism WA accepts no responsibility for any person claiming they have been misled or deceived by any matter published herein.