Aboriginal tourism businesses in Western Australia contribute:

- **$43.8 MILLION** to the Gross State Product
- **$29.7 MILLION** to State Incomes

Aboriginal tourism businesses in Western Australia account for:

- **339 FULL TIME** employee jobs

Given that the majority of Aboriginal tourism businesses are located outside of the Perth metropolitan area, nearly all (95%) turnover is assumed to be expended locally, creating jobs and contributing to the economic sustainability of regional WA.

Aboriginal tourism businesses in Western Australia are providing a range of social benefits to individuals and community by way of:

- giving Aboriginal people the opportunity to pass down culture to future generations;
- increasing the level of respect for Aboriginal people, culture and knowledge;
- having a positive impact on the way Aboriginal people consider their future opportunities;
- delivering authentic cultural experiences;
- inspiring young Aboriginal people to view tourism as a career path; and
- giving Aboriginal people the option to live within their chosen community.

A key finding from the annual Visitor Experiences and Expectations Research (VEER) in 2018-19 found that visitor interest in an Aboriginal activity or experience continued to far outweigh participation, which indicates a clear opportunity to capitalise on the increased interest in Aboriginal tourism.

Aboriginal tourism in Western Australia continues to be of great interest to visitors (at 81% in 2018-19) and has grown in enthusiasm over the past seven years.

Aboriginal tourism businesses bring employment opportunities to the community. Of particular importance are the increased opportunities for youth employment.

Aboriginal tourism businesses bring pride to the community by empowering people to work and to share their knowledge and culture.

Aboriginal tourism businesses bring different cultures together. This provides an opportunity to educate non-Aboriginal people about Aboriginal culture, by sharing cultural pride and stories.