

WESTERN AUSTRALIA'S ABORIGINAL TOURISM SNAPSHOT 2021-22

A key finding from the annual Visitor Experiences and Expectations Research (VEER) in 2019-20 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 2019-20) and has grown in enthusiasm over the past eight years.

ECONOMIC

Aboriginal tourism businesses in Western Australia contribute:



\$63.8
MILLION
to the Gross
State Product¹

\$41.0
MILLION
to State Incomes¹

Aboriginal tourism businesses in Western Australia account for:



516 FULL TIME
employee jobs¹

The economic contribution of Aboriginal tourism businesses has improved slightly from the results seen in 2016-17. This highlights the resilience of the industry in the face of a global pandemic and border closures.¹

SOCIAL IMPACT

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 community².



EMPLOYMENT

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



STRENGTHENS PRIDE

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



BRINGS CULTURES TOGETHER

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.

¹ ACIL Allen: Contribution of Aboriginal Tourism Businesses to the WA Economy 2021-22

² Metrix Consulting: Social Value of Aboriginal Tourism Businesses in WA 2021-22