



TOURISM WESTERN AUSTRALIA
GLOBAL PARTNER TOOLKIT

**WESTERN
AUSTRALIA**
WALKING ON A DREAM

♀ NINGALOO REEF | NYINGGULU

A lush tropical forest scene with a man and a woman in a stream, surrounded by palm trees and water droplets. The man is pointing towards the trees, and the woman is looking on. The water is dark and reflects the surrounding greenery. Numerous water droplets are suspended in the air, some reflecting the light. The overall atmosphere is serene and natural.

ACKNOWLEDGEMENT OF COUNTRY

Tourism Western Australia acknowledges Aboriginal people as the Traditional Custodians of Western Australia and pay our respects to Elders past and present. We celebrate the diversity of Aboriginal West Australians, and honour their continuing connection to country, culture and community. We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.

WELCOME TO OUR GLOBAL PARTNER TOOLKIT

This toolkit exists to empower, educate and inspire our partners across the globe. On the following pages, you will find destination information about Western Australia, its five hero regions and their key destinations and experiences.

Ask your Tourism WA in-market representative for any further information or assets you need. To access additional resources and stay in touch with what's new in Western Australia, visit the last page of this toolkit.

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WESTERN AUSTRALIA

Western Australia is not just another state in Australia. It is one of the greatest places on the planet. Brimming with natural riches and world class experiences, many that you can't find anywhere else.

High Yield Travellers seek unique and authentic experiences. They are looking to experience world class nature and wildlife, premium food and wine, world class coastlines, beaches and marine life and friendly hospitality. They have a strong desire to get away from the well-known and well-trodden.

Western Australia is a story of adventure, brimming with every type of adventure that High Yield Travellers seek.

GLOBAL BRAND CAMPAIGN

Western Australia is a place that calls to you. The call to adventure is expressed through the synchronised movement of nature, to represent the collective consciousness shared by all. Western Australia's otherworldly beauty will leave you questioning whether it is real or a dream. Perhaps it is a bit of both. The campaign seeks to forge a connection long before a traveller arrives, using the creative to inspire, engage and motivate the audience to visit Western Australia.

BRAND CAMPAIGN TAGLINE

The phrase 'Walking On A Dream' cannot be used outside the lock-up. This includes use within any partner campaign headlines and body copy. See below for inspiration for alternative campaign headlines:

BOOK YOUR DREAM HOLIDAY

EXPERIENCE THE DREAM

DREAM OF WA SALE

YOUR DREAM ADVENTURE

DIVE INTO ANOTHER WORLD
IN WESTERN AUSTRALIA

STEP INTO A DREAM

FEEL THE FREEDOM IN
WESTERN AUSTRALIA

THE SPACE TO CONNECT

WONDROUS ADVENTURES

DREAMLIKE ADVENTURES

WALKING ON A DREAM

An active invitation to
explore Western Australia.

Feeling the sand, earth and water
beneath your toes. Ground yourself,
reconnect with the land.

A journey of connection and discovery.

Otherworldly.

An evocative, bold claim of
wonder... that's actually true.

The people, the animals,
the plants and even
the landforms, interconnected
in a dreamlike place.

Blurring of the lines
between reality
and dreamscape.

BRAND CAMPAIGN LOGO

The Western Australia brand campaign lockup can be used on assets and communications by both Tourism Western Australia and its partners. The lockup can be used in Australia, New Zealand, United Kingdom, United States of America, India, Indonesia, Malaysia, Singapore, China, Hong Kong, Germany and Japan.

The primary lockup is preferred, however in reduced spaces such as wide digital banners, a horizontal stacked logo can be used to better suit the space.

The brand campaign lockup can be used on print and digital assets, but is not to be used on merchandise.

Please contact your Tourism WA in-market representative for further information or queries.

PRIMARY LOCKUP

**WESTERN
AUSTRALIA**
WALKING ON A DREAM

Stacked

**WESTERN
AUSTRALIA**
WALKING ON A DREAM

Stacked Reversed

WESTERN AUSTRALIA
WALKING ON A DREAM

Horizontal Stacked

WESTERN AUSTRALIA
WALKING ON A DREAM

Horizontal Stacked Reversed

SECONDARY LOCKUP

**WALKING ON A
DREAM**
WESTERN AUSTRALIA

Stacked

**WALKING ON A
DREAM**
WESTERN AUSTRALIA

Stacked Reversed

WESTERN AUSTRALIA BRAND LOGO

The [Western Australia brand logo](#) can be used globally by both Tourism Western Australia and its partners. The primary brand logos are horizontal and stacked centered, however left and right aligned logos allow for flexibility to suit the space.

It is recommended that the Western Australia logo in Coastal Blue (PMS300) is selected for event signage.

Please contact your Tourism WA in-market representative for further information or queries.

WESTERN AUSTRALIA

Horizontal

WESTERN AUSTRALIA

Horizontal Reversed

WESTERN
AUSTRALIA

Stacked Centered
(Primary logo)

WESTERN
AUSTRALIA

Stacked Left Aligned

WESTERN
AUSTRALIA

Stacked Right Aligned

WESTERN
AUSTRALIA

Stacked Centered Reversed
(Primary logo)

WESTERN
AUSTRALIA

Stacked Left Aligned Reversed

WESTERN
AUSTRALIA

Stacked Right Aligned Reversed

RECOMMENDED FOR
EVENT SIGNAGE

WESTERN
AUSTRALIA

Stacked Centered
(Primary logo)
PMS 300

WESTERN
AUSTRALIA

Stacked Centered Reversed
(Primary logo)
PMS 300

PERTH BRAND LOGO

The [Perth logo](#) is a regional variation of the Western Australia brand logo. The Perth logo is primarily used for event sponsorship and marketing, and can be used globally by both Tourism Western Australia and its partners.

This logo should be used in instances where an event is held in Perth. For events held regionally, the Western Australia brand logo should be used.

It is recommended that the Perth logo in Coastal Blue (PMS300) is selected for event signage.



PERTH

Horizontal



PERTH

Horizontal Reversed

RECOMMENDED FOR EVENT SIGNAGE



PERTH

Horizontal
PMS 300C



PERTH

Horizontal Reversed
PMS 300C

MINIMUM SIZES

BRAND CAMPAIGN LOCKUP



Minimum clear space

WESTERN
AUSTRALIA
WALKING ON A DREAM

25mm print or press
71px online

Minimum size



Minimum clear space

WESTERN AUSTRALIA
WALKING ON A DREAM

50mm print or press
142px online

Minimum size

WESTERN AUSTRALIA BRAND LOGO



Minimum clear space

WESTERN AUSTRALIA

50mm print or press
142px online

Minimum size

PERTH BRAND LOGO



Minimum clear space

PERTH

18mm print or press
53px online

Minimum clear space

PARTNERSHIP LOGOS

GOVERNMENT STATE CREST

In instances where the Government State Crest is required, please abide by the [Western Australia State Government Common Guidelines](#).

When placed next to our consumer lockup or logos, equal distance between logos must be adhered to and is locked up with a thin keyline.

Example of the Government State Crest with the consumer logo or lockup



Example of the Government State Crest, locked up with the corporate and consumer logo



PARTNER LOGOS

When working with partners, our consumer lockup and logos should be separated with a thin keyline to ensure optimal space and exclusion zone requirements are adhered to.

The logos should appear visually similar in weighting and do not need to have the same height or width.

Align baselines here where possible, or centre. If the option is available, black or white versions of the partner logos should be used.

When the Western Australia brand logo appears first or last, the logo should be aligned left or right with the keyline. If the logo sits between logos (in the middle), the stacked centred logo should be used.

Example with one partner logo



Example with two or more partner logos



TYPOGRAPHY

Our brand fonts are Clash Display and Noto Sans.
Both fonts are available to download here:

[Clash Display Font](#)

[Noto Sans](#)

Clash Display is used for headline, larger set text
and introductory copy.

Noto sans is used for body copy text.

CLASH DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#+-!@\$%^&()

Regular
Medium

Noto Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#+-!@\$%^&()

Light
Regular
Medium
Semibold
Bold
Black

TYPOGRAPHY USAGE

HEADLINE

CLASH DISPLAY – MEDIUM

SIZE: 27PT

LEADING: 33.75PT (125% FONT SIZE)

KERNING: 100

IN MARGARET RIVER,
ADVENTURE MEETS
INDULGENCE

SUBHEADING

CLASH DISPLAY – MEDIUM

SIZE: 13PT

LEADING: 16.25PT (125% FONT SIZE)

KERNING: 100

ANCIENT NATURE, MODERN VINEYARDS,
AND THE SPACE TO FEEL FREE

BODY COPY

NOTO SANS REGULAR

SIZE: 8PT

LEADING: 14PT (175% FONT SIZE)

KERNING: 0

Just a few hours from Perth, in the dappled sunlight of old growth forests and the salty air of the Indian Ocean, is Australia's most premium wine region, the Margaret River Region. Over 150 wine producers and 90 cellar doors, perched on lakes, atop rolling farmland, or gazing out over the trees.

JUSTIFIED TYPE SHOULD BE APPLIED TO BODY COPY. WHERE JUSTIFICATION DOES NOT APPEAR BALANCED, OR SPACING IS CONSIDERABLY INCONSISTENT, COPY SHOULD BE CRAFTED TO GIVE THE APPEARANCE OF JUSTIFIED TYPE.

URL

CLASH DISPLAY – MEDIUM

SIZE: 8PT

LEADING: 16PT

KERNING: 100

WESTERNAUSTRALIA.COM

LOCATION TEXT

CLASH DISPLAY – MEDIUM

SIZE: 8PT

LEADING: 16PT

KERNING: 100

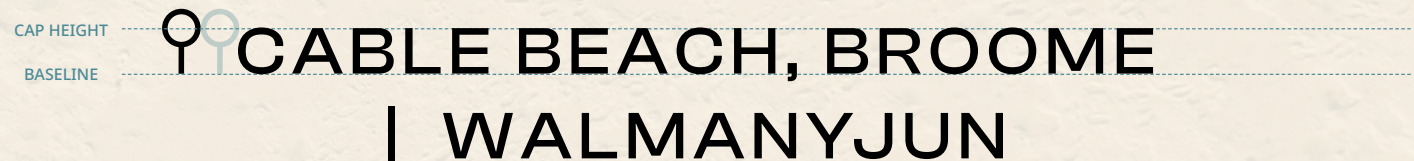
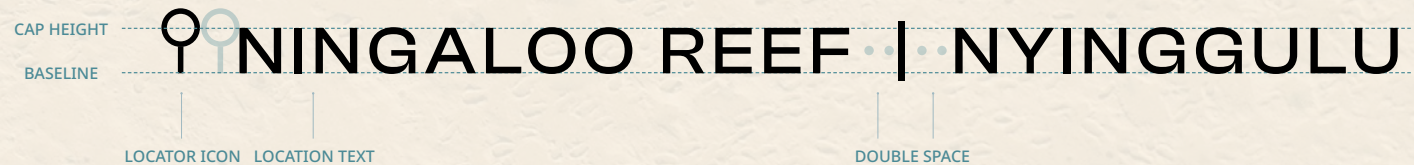
♀ MARGARET RIVER REGION

LOCATOR MARK

The locator mark device is used to help our audience identify destinations within Western Australia. The locator mark is used for all photography across communications. The device includes a small icon that is a pin point on photography and is paired with a type descriptor.

GUIDELINES

- Location text is type set in [Clash Display](#) Medium.
 - The [locator icon](#) sits along the baseline of the location text.
 - Spacing between locator icon and location text is the width of locator icon.
 - The height of the locator icon sits slightly taller than the location text. The location text sits half way through the "O" of the icon.
- Where an Aboriginal place name exists, dual naming should be used.
 - In instances where the locator text is long and requires splitting, the divider line and Aboriginal place name moves to a second line (example below).
 - In body copy, a forward slash is used to separate the English and Aboriginal place names (see page 15).



LOCATOR MARK USAGE

The locator mark is a flexible device that can be placed freely around the perimeter of artwork. It can also be centred.

EXAMPLE LAYOUT

MARGIN



LOCATOR MARK AND DUAL NAMING

Dual naming should be used for destinations where an Aboriginal place name exists. Refer to the guidelines and examples on this page.

GUIDELINES

- Use dual naming for the first mention of a destination only. Dual naming isn't required for subsequent destination mentions, unless after a new subheading or new page.

IN CAMPAIGN CREATIVE AND PAID MEDIA

- For photography, the locator mark should be applied with a vertical bar to separate the English and Aboriginal place names (see page 13).
- In body copy, a forward slash is used to separate the English and Aboriginal place names. For example, *Rottnest Island / Wadjemup is a relaxed island playground.*

IN EARNED AND ORGANIC CONTENT

This includes eDM, articles, media pitches and guides (eg. Road Trips Guide).

- Dual naming should not be used in news headlines or email subject lines.
- In subheadings and body copy, a forward slash is used to separate the English and Aboriginal place names. For example, *Ningaloo Reef / Nyینگgulu is the largest fringing coral reef in the world.*

HERO DESTINATIONS:

Use the below locator marks for hero destinations where the name on its own is sufficient; the location is well-known, easily searchable or a common feature on Western Australia travel itineraries.

♀ PERTH CITY | BOORLOO

♀ MARGARET RIVER REGION

♀ NINGALOO REEF | NYINGGULU

♀ THE KIMBERLEY

♀ ROTTNESST ISLAND | WADJEMUP

Please note, we should only use 'Boorloo' as the dual name for images of Perth CBD. Images of beaches, landmarks, suburbs etc. outside of the central business district should not use the Perth dual name. Examples include:

♀ COTTESLOE BEACH, PERTH

♀ OPTUS STADIUM, PERTH

♀ MATAGARUP BRIDGE, PERTH

♀ ROCKINGHAM, PERTH

♀ HILLARYS, PERTH

♀ KINGS PARK AND BOTANIC GARDENS, PERTH | KAARTA KOOMBA

ATTRACTIONS:

Where the name of an attraction does not provide enough information on its own, the locator mark should help audiences place the destination using the name of the city, town or shire (not the wider region) it is located within.

- For example, 'Wave Rock' should not be used on its own. The full locator mark should be 'Wave Rock, Hyden | Katter Kich'.
- The exception to this rule are the caves and Cape to Cape Track throughout the Margaret River Region. Most of the caves sit within suburbs / towns that are not well-known outside of Western Australia, and the Cape to Cape Track spans multiple suburbs / towns throughout the region.

♀ KELLY'S KNOB, KUNUNURRA | THEGOOWIYENG

♀ HORIZONTAL FALLS, TALBOT BAY | GARAAN-NGADDIM

♀ ROEBUCK BAY, BROOME | YAWURU NAGULAGUN

♀ HUTT LAGOON, PORT GREGORY

♀ KALBARRI SKYWALK | KAJU YATKA

♀ LAKE BALLARD, MENZIES

♀ WAVE ROCK, HYDEN | KATTER KICH

♀ WALGA ROCK, CUE

♀ SWAN RIVER, PERTH | DERBARL YERRIGAN

♀ BUSSELTON JETTY | UNDALUP

♀ NGILGI CAVE, MARGARET RIVER REGION

♀ LAKE CAVE, MARGARET RIVER REGION

♀ MAMMOTH CAVE, MARGARET RIVER REGION

♀ JEWEL CAVE, MARGARET RIVER REGION

♀ CAPE TO CAPE TRACK, MARGARET RIVER REGION

LOCATOR MARK AND DUAL NAMING

NATIONAL PARKS:

Any destinations and/or attractions within a national park (including Lucky Bay, The Gap, Mitchell Falls, etc.) must use the name of the national park as the primary locator mark, followed by the region or shire of the park itself.

- Where this is not applicable (for example, if the national park is near Esperance but not within Esperance), the locator mark should use the name of the region, shire or closest town (where shire cannot be determined) instead.

For example, 'Bungle Bungle Range' should not be used. Instead, the full locator mark should be 'Purnululu National Park, The Kimberley'.

Where the name of the national park includes the location within the name, the region or shire is not required in the locator mark.

- This is the case for Walpole-Nornalup National Park and Leeuwin-Naturaliste National Park, as the relevant suburbs are included in the name.
- The only exception to this rule is Fitzgerald River National Park, as this is shared across multiple shires and regions.

The word 'Region' is only included for national parks that fall within the Margaret River Region, to allow audiences to distinguish by the wider region rather than the specific townsite.

- ♀ PRINCE REGENT NATIONAL PARK, THE KIMBERLEY
- ♀ MITCHELL RIVER NATIONAL PARK, THE KIMBERLEY
- ♀ DRYSDALE RIVER NATIONAL PARK, THE KIMBERLEY
- ♀ MIRIMA NATIONAL PARK, THE KIMBERLEY
- ♀ PURNULULU NATIONAL PARK, THE KIMBERLEY
- ♀ DIMALURRU TUNNEL CREEK NATIONAL PARK, THE KIMBERLEY
- ♀ MURUJUGA NATIONAL PARK, THE PILBARA
- ♀ MILLSTREAM CHICHESTER NATIONAL PARK, THE PILBARA
- ♀ KARIJINI NATIONAL PARK, THE PILBARA
- ♀ CAPE RANGE NATIONAL PARK, EXMOUTH
- ♀ KENNEDY RANGE NATIONAL PARK, GASCOYNE MURCHISON
- ♀ MOUNT AUGUSTUS NATIONAL PARK, GASCOYNE MURCHISON
- ♀ FRANCOIS PERON NATIONAL PARK, SHARK BAY
- ♀ KALBARRI NATIONAL PARK | WURDIMARLU
- ♀ NAMBUNG NATIONAL PARK, CERVANTES
- ♀ LESUEUR NATIONAL PARK, JURIE BAY
- ♀ YALGORUP NATIONAL PARK, PRESTON BEACH
- ♀ SERPENTINE NATIONAL PARK, PERTH HILLS
- ♀ JOHN FORREST NATIONAL PARK, PERTH HILLS
- ♀ LEEUWIN-NATURALISTE NATIONAL PARK, MARGARET RIVER REGION
- ♀ GLOUCESTER NATIONAL PARK, PEMBERTON
- ♀ WILLIAM BAY NATIONAL PARK, DENMARK
- ♀ MOUNT FRANKLAND NATIONAL PARK, WALPOLE
- ♀ WALPOLE-NORNALUP NATIONAL PARK, GREAT SOUTHERN
- ♀ SOUTHERN FORESTS
- ♀ FITZGERALD RIVER NATIONAL PARK, GREAT SOUTHERN
- ♀ PORONGURUP NATIONAL PARK, GREAT SOUTHERN
- ♀ STIRLING RANGE NATIONAL PARK, GREAT SOUTHERN | WARRUNGUP
- ♀ TORNDIRUP NATIONAL PARK, GREAT SOUTHERN
- ♀ CAPE LE GRAND NATIONAL PARK, ESPERANCE | MANDOOVERNUP

CAMPAIGN RESOURCES AND ASSETS

Please ask your Tourism WA in-market representative for any resources or assets you require.

BRAND STYLE GUIDE

Please refer to our [Brand Style Guide](#) for everything you need to know about applying Walking On A Dream, from our brand story and tone of voice to typography, our colour palette and much more.

You'll also find creative examples across different channels, along with guidance on how to apply partner lock-ups and deals.

WALKING ON A DREAM IMAGERY AND ASSETS

For access to the suite of Walking On A Dream assets please reach out to your Tourism WA in-market representative.

HERO IMAGERY

'Teamboxes' of hero imagery have been created for each region – in both the Tourism Western Australia and Tourism Australia image libraries. To access, please register for the [Tourism Western Australia Image Library](#) and the [Tourism Australia Image Library](#). Click the Teambox links and they will always be available when you log in.

You can also download social tiles for:

[PERTH](#)

[NORTH WEST](#)

[CORAL COAST](#)

[SOUTH WEST](#)

[GOLDEN OUTBACK](#)

VIDEOS

Destination videos for each key market have been created to showcase Western Australia's hero destinations and experiences. Formats: 1:1, 16:9, 9:16. Durations: 6-sec, 15-sec, 30-sec.

Each video can be supplied with a co-branded end frame with partner logos and offers.

Please reach out to your Tourism WA in-market representative for access to these assets.

COPY DECK AND LANGUAGE STYLE

Our [copy deck](#) is a comprehensive and helpful resource with key messaging on hero destinations and experiences, and can be used verbatim or adapted as needed.

WEAVE - IN DREAMLIKE LANGUAGE TO HIGHLIGHT WESTERN AUSTRALIA AS AN OTHERWORLDLY AND DREAMLIKE PLACE TO EXPLORE:

'wondrous', 'dreamy', 'dreamlike', 'magical', 'supernatural', 'enchantment', 'wonderland', 'transcendent', 'otherworldly contrasts of colour and texture', 'ancient stories', 'kissed by the gods', 'will leave you starstruck', 'the adventure of your dreams', 'creating a rich dreamscape', 'dive into a marine wonderland of colour and coral'.

USE A SMOOTH TONE AND RELAXED PACE TO MATCH THE DREAM:

'cruise alongside', 'glide with', 'journey through', 'gaze at', 'soar over', 'beckoning you', 'slip into Broome Time', 'feel the freedom', 'soak up the sun', 'wander secluded sandy beaches', 'drift and watch the passing parade of sea life', 'slow down and stand in the stillness of an ancient cave', 'float in tranquil swimming holes', 'relax on pristine beaches, each blessed with dreamy Indian Ocean sunsets', 'pause to marvel at its otherworldly hues', 'witness a sunset from the saddle of an unhurried camel'.

BE DESCRIPTIVE AND ROMANTIC, TO BRING WESTERN AUSTRALIA TO LIFE IN A VISCERAL AND MEANINGFUL WAY:

'crystal-clear rock pools below thundering waterfalls', 'watch Mother Nature paint another fiery sunset over the sparkling Indian Ocean', 'where tall-timber forests meet turquoise oceans', 'a floral fantasy bursting into bloom', 'natural phenomena shaped by billions of years', 'surreal pink hues', 'where the cool ocean breeze helps create world-famous wines', 'camp out under an endless canopy of constellations', 'a modern city, nestled in nature', 'watch a staircase climb to the moon', 'roam dazzling salt lakes and sweeping outback plains', 'a labyrinth of giant beehive-like domes', 'jewel-like caves'.

SEEK TO CONNECT AND EVOKE EMOTION, WRITING WITH SOUL AND SPIRIT:

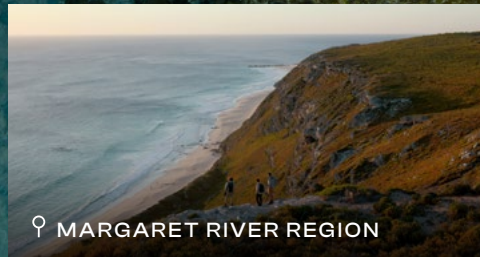
'boundless', 'reconnecting with the land helps you reconnect with yourself', 'treasured memories', 'true awe', 'open your soul', 'recharge your spirit', 'quiet your mind', 'the Kimberley grounds you and its red dust never leaves you', 'hit the road less travelled', 'meet plenty of friendly locals eager to share their stories', 'immerse yourself in Saltwater Country', 'where friendly, passionate locals welcome you in', 'return home inspired after profound Aboriginal adventures', 'lose yourself amongst massive gorges and crystal-clear rock pools', 'escape to your own secluded beach', 'stargaze with the world's first astronomers on an Aboriginal tour'.

ADVENTURE THEMES



COASTAL AND AQUATIC ADVENTURES

There's no better place to embrace the outdoor and aquatic lifestyle than in Western Australia, from the dazzling white beaches and pristine waters of the Indian Ocean to truly secluded freshwater swimming holes and ancient outback waterways. Enjoy the sunshine and our laid-back lifestyle — under, on or by the water.



♀ MARGARET RIVER REGION

CAPE TO CAPE TRACK

One of Australia's most iconic and varied trails, the Cape to Cape Track runs for 135 kilometres between the south-west lighthouses of Cape Naturaliste and Cape Leeuwin. Mostly following the coast, the track alternates between spectacular sweeping cliff-top views with stretches of pristine beach and majestic karri forest. Allow five to seven days to tackle the whole walk. There are sections that make ideal day and half-day walks, and several tour operators that offer fully-guided walks.

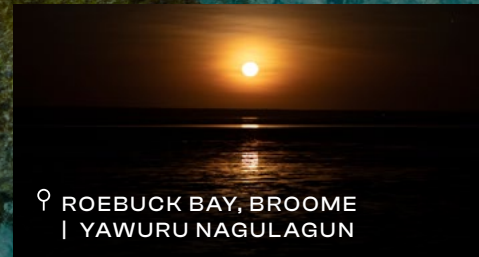


♀ COOGEE BEACH, PERTH

DIVE WRECKS, SNORKEL SHOALS

Wade out from the beach and be snorkelling over Ningaloo Reef's superb coral gardens teeming with colourful fish, manta rays and sea turtles — the world's largest fringing reef system. Exmouth's Navy Pier is one of the world's top 10 shore dives. In the South West, explore Busselton Jetty / Undalup through snorkel, dive or undersea walking tours. Discover extraordinary shipwreck dives including HMAS Swan at Dunsborough, HMAS Perth in Albany / Kinjarling and 19 wrecks around the Houtman Abrolhos Islands off Geraldton / Jambinu, including the Batavia. Perth's Omeo Wreck at Coogee Beach has become 'Instagram famous'. Take a tour to the 'aquarium in the middle of the ocean' at Rowley Shoals, 300 kilometres off Broome / Rubibi to swim among coral gardens with giant clams and schools of tuna and mackerel.

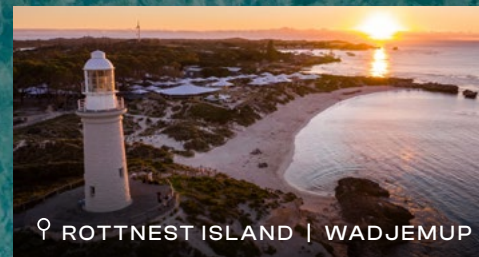
♀ ROTTNEST ISLAND | WADJEMUP



♀ ROEBUCK BAY, BROOME
| YAWURU NAGULAGUN

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 northwest locations including Karratha, Port Hedland and Onslow.



♀ ROTTNEST ISLAND | WADJEMUP

PERTH'S PARADISE - ROTTNEST ISLAND

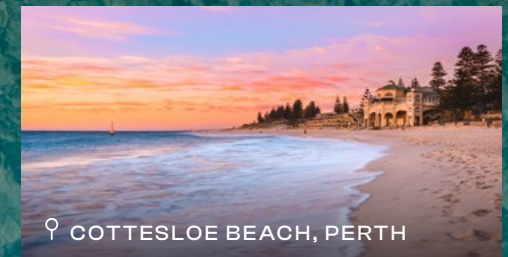
The ferry crossing to Rottneest Island takes as little as 30 minutes by ferry, or try something different with a trip by helicopter or light plane. You'll soon have the pleasant dilemma of choosing from Rottneest Island's 63 beaches and 20 secluded bays, or being enchanted by the island's unique marsupial resident, the quokka — made famous worldwide for the #QUOKKASELFIE phenomenon. The car-free island is 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.



♀ SANDTRAX BEACH, FREMANTLE

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 South West, is home to more than 100 surf spots ranging from powerful reef breaks to fun beach surf. Other surfing hotspots include Ningaloo Reef / Nynggulu, Kalbarri / Wurdimarlu, Perth, Rottneest Island / Wadjemup and Esperance / Kepa Kurl. If you're into different types of boards, an easy 90-minute drive north of Perth takes you to the windsurfing mecca of Lancelin / Wangaree — where you can also try out sandboarding on the white dunes.



♀ COTTESLOE BEACH, PERTH

LIFE'S A BEACH

Actually, make that 19 beaches. Because that's how many you'll find in metropolitan Perth — all within easy reach of the city. Enjoy splashes and sandcastles, and be sure to experience a cool drink or fresh seafood as the sun sinks slowly into the Indian Ocean. Local favourites include iconic Cottesloe and Scarborough with its revamped foreshore, whilst located midway between the two is the ever-popular City Beach. In the heart of Fremantle / Walyalup, Bathers Beach offers a small, yet heavenly hideaway, whilst nearby Leighton Beach is a haven for wind-seeking kitesurfers.

UNIQUE WILDLIFE ENCOUNTERS

Western Australia's vast national parks, forests and marine reserves are home to unique wildlife, creating a dream destination for animal lovers. Incredible up-close encounters, eco-certified tours with passionate local guides and truly awe-inspiring wildlife adventures await you, many of which are only found in a handful of places on Earth.



♀ NINGALOO REEF | NYINGGULU

WONDROUS 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 visit Ningaloo each year between March and July. Tours from Exmouth and Coral Bay will take you into the reef's turquoise waters for an unforgettable encounter with the gentle giants, measuring up to 12 metres. Humpback whale interaction tours run from August to October. Up close tours with another big and beautiful Ningaloo local, the manta ray, operate year-round.



♀ ROTTNEST ISLAND | WADJEMUP

PENGUINS, SEA LIONS AND RAYS

Just under an hour from Perth near Rockingham lies Penguin Island — here, you can see and learn about our 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, two hours north of Perth, is another marine life hot-spot, while at Hamelin Bay near Augusta you can get close to smooth stingrays and eagle rays in the shallow water. In Esperance, on our 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.

♀ NINGALOO REEF | NYINGGULU



♀ BUNBURY | GOOMBURUP

GET UP CLOSE – WILD DOLPHINS

Perth Wildlife Encounters (45 minutes south of Perth) and recently redeveloped Dolphin Discovery Centre in Bunbury (two hours south of Perth) — 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, boat tours enable visitors to see Australia's largest known population of snubfin dolphins.



♀ BREMER BAY, GREAT SOUTHERN

TRIP OF A LIFETIME – ORCA CONGREGATION

On WA's south coast, the Bremer Canyon's marine-rich pocket attracts hundreds of orcas (killer whales) between January and April. Tours operate from Bremer Bay with Naturaliste Charters and Whale Watch WA, providing guests the opportunity to see a plethora of marine life, including other whales, seals, seabirds and giant squid. Learn about the fascinating research into the endangered species and join the researchers in observing and photographing the highly social family groups and larger pods.



♀ CARNARVON | GWOONWARDU

ONE OF THE WORLD'S LONGEST SEASONS – WHALE WATCHING

WA is home to the 'humpback highway' as 30,000 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 late November is the prime time for whale tours off Perth (Fremantle, Hillarys and Rottnest Island), while other hotspots include Albany / Kinjarling, Augusta, Broome, Geraldton, Exmouth, Denham, Kalbarri / Wurdimarlu, Dunsborough and Busselton.



♀ ROTTNEST ISLAND | WADJEMUP

SNAP HAPPY WITH A QUOKKA

They're known as the world's happiest marsupial — and rightly so. Native to Rottnest Island, the Quokka really is cuteness personified, and has in recent years become an Instagram superstar. Actor Margot Robbie claims the most popular #QUOKKASELFIE — with a whopping 2 million likes! Rottnest is home to around 12,000 of these furry little herbivores, so they're very easy to find. Just be sure never to touch or feed them, and use a selfie stick to keep a respectful distance.

OTHERWORLDLY NATURE

Untouched and unspoilt, Western Australia's landscapes have evolved over billions of years to create spectacular dreamlike landscapes and majestic natural phenomena. It's a special place where connecting with the land helps you reconnect with yourself.



♀ NAMBUNG NATIONAL PARK

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.



♀ KINGS PARK AND BOTANIC GARDEN | KAARTA KOOMBA

KINGS PARK AND BOTANIC GARDEN

One of the world's largest inner-city parks, 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, as well as outdoor concerts, theatre and movies in summer, and it's easy to see why Kings Park / Kaarta Koomba is the most popular visitor destination in WA.



♀ FRANCOIS PERON NATIONAL PARK, SHARK BAY | WULYBIDI

SHARK BAY

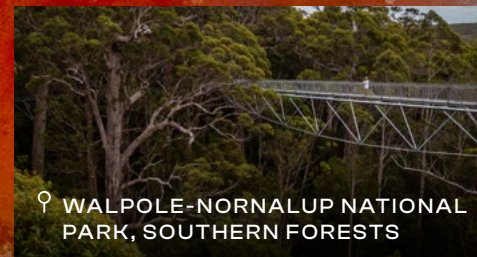
Awarded World Heritage status for its outstanding natural beauty, biological diversity, fascinating ecology and unique insights into the Earth's history, Shark Bay / Gathaagudu is where you'll find one of the world's largest dugong populations and Monkey Mia's friendly dolphins. You can experience pristine 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.



♀ KARIJINI NATIONAL PARK

KARIJINI NATIONAL PARK

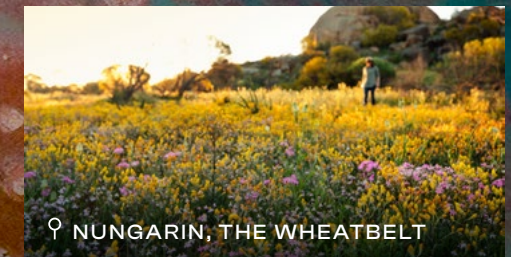
Two billion years in the making, Karijini in the North West is home to massive gorges, crystal-clear rock pools and waterfalls, as well as rock wallabies, red kangaroos, echidnas, and huge termite mounds. Explore tunnels of marbled rock, clamber over boulders, squeeze through narrow tunnels, paddle through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



♀ WALPOLE-NORNALUP NATIONAL PARK, SOUTHERN FORESTS

VALLEY OF THE GIANTS

Experience some of the tallest trees 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 and quokkas.



♀ NUNGARIN, THE WHEATBELT

STOP AND SEE 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. The wildflower season lasts for six months, commencing in June in the north and sweeps down the state to finish with a flurry on the south coast in November.

EXQUISITE FOOD AND DRINK

As one of the most biologically diverse and unspoilt regions in the world, it's no surprise that Western Australia has an abundance of fresh local produce, succulent Indian Ocean seafood, world-class wines, boutique beers and much more. Discover a flourishing dining scene brought to life by passionate farmers, chefs, winemakers, brewers, and restaurateurs.



♀ SWAN VALLEY, PERTH

NINE WINE REGIONS

Western Australia is home to nine extraordinary wine regions, from the Perth Hills and the Swan Valley south to the Margaret River Region and the Great Southern.

Regarded as Australia's most premium wine region, the Margaret River Region is renowned worldwide for producing top quality, award-winning wines and some of the most scenic vineyard country on Earth.

The Great Southern wine region lies along the scenic south coast and has a reputation for producing fine, cool climate wines. Albany, Denmark, Frankland River, Mt Barker and Porongurup are highlights.

At more than 185 years old, the picturesque Swan Valley is the state's oldest — and Australia's second oldest — wine growing region. Just 25 minutes from Perth, it's the closest wine region to any Australian capital city, specialising in Chenin Blanc, Verdelho, Shiraz and fortified wine. A short trip from the city, the Perth Hills is a place where local families and progressive vintners produce stand-out Shiraz and Viognier. The Peel wine region, known for its Chenin Blanc, Chardonnay and Cabernet Sauvignon, is also a short trip from Perth.

The Geographe wine region, about two hours' drive south from Perth, has a number of boutique wineries in the Ferguson Valley, Donnybrook, Capel, Harvey and Busselton, producing excellent Shiraz, Chardonnay, Sauvignon Blanc and Semillon.

THE WINE ADVENTURER GUIDE

Explore [The Wine Adventurer](#) — a guide to the extraordinary wine regions of Western Australia.

THE WA GOOD FOOD GUIDE

Explore the [WA Good Food Guide](#), your complete guide to the state's best eating and drinking.



♀ MANJIMUP

TRUFFLES – A RARE DELICACY

Black truffle is one of the world's most expensive food items, 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.



♀ BUSSELTON | UNDALUP

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. Check out other seasonal craft beers at Fremantle's Little Creatures, Running with Thieves, Gage Roads, or Beerpourium. Closer to Perth city, head for Blasta Brewing Co, Bright Tank, Otherwise, Nowhereman, Little Island or head up the coast to Froth and Indian Ocean Brewing Company. See how local beers and cider are bringing extra flavour and attitude to traditional wine regions such as the Swan Valley (Homestead Brewery, Feral or Mash, for example) and the Margaret River Region (Black Brewing Co, Eagle Bay Brewery or Shelter Brewing Company, to name a few). And there's nothing like a cold ginger beer at Matso's in Broome. WA is home to more than 80 breweries, so there's a few to work through!



♀ ROTTNEST ISLAND | WADJEMUP

SAMPLE SUCCULENT SEAFOOD

WA 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 and trout, North West barramundi, Exmouth prawns, Rottneest 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. 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, or catch and cook your own rock lobster or crab on a seafood cruise with Rottneest and Mandurah Cruises. In the Kimberley, the local Bardi people on the Dampier Peninsula will teach you spearfishing and mud-crab hunting in the mangroves, before you cook the catch on the beach.



♀ PERTH CITY | BOORLOO

GRAZE YOUR WAY THROUGH PERTH'S RESTAURANTS

With an influx of new hotels came the opening of signature restaurants across the city, such as Hearth at The Ritz-Carlton, Perth, Nobu at Crown Perth, Santini Bar & Grill at QT Perth and Wildflower at COMO The Treasury. Other new and trending dining options include 6Head, Gibney, fleur, Double Rainbow, Le Rebelle, Ten Acre Block, Wines of While, Coogee Common and Cooee.

ABORIGINAL CULTURE

The rich culture of Australia's Aboriginal people stretches back at least 60,000 years — making it the world's oldest living culture. Across coastal, urban and outback Western Australia, more than 130 Aboriginal tourism operators proudly share their stories, distinctive cultures and traditional lands through life changing, immersive experiences that make an itinerary unforgettable. Here are just a few.



♀ KINGS PARK AND BOTANIC GARDEN | KAARTA KOOMBA

PERTH CITY AND ROTTNEST ISLAND

Join Noongar guide, Walter McGuire from Go Cultural Tours & Experiences, for an insightful journey into Perth's Aboriginal Heritage. The Goomup (Elizabeth Quay) Walking Tour offers a glimpse into ancient Dreamtime stories, traditional songs, Noongar language and the six seasons. Visitors to iconic Kings Park and Botanic Garden can learn about Kaarta Garup, the traditional name for the park's escarpment, and its intriguing past and spiritual significance to the Aboriginal people. On Rottneest Island, Walter takes visitors on a 90 minute walking tour to learn about the island's history and the spiritual significance, including a Welcome to Country, traditional sand ceremony, and song and storytelling.



♀ SWAN VALLEY, PERTH

SWAN VALLEY, PERTH

Only 30 minutes from the Perth CBD, Maalinup Aboriginal Gallery is unique to Perth as an Aboriginal-owned and operated enterprise offering Aboriginal cultural activities, talks, performances and bush tucker, plus an Aboriginal art gallery, hand painted gifts and highquality Australian-made souvenirs. Drop in and sample sauces, jams, chutneys, oils and dukkahs from the bush tucker range or treat yourself to a handmade soap or book.



♀ MARGARET RIVER REGION

MARGARET RIVER REGION

The Margaret River Region's big drawcards — beaches, caves and dining — come together on tours led by local Wadandi man, Josh Whiteland and his company, Koomal Dreaming. Wander along the pathway of the Ancient Lands Experience through native bushland, journey into the beautiful Ngilgi Cave for ancient stories and truly stirring didgeridoo acoustics, forage for and taste native food and medicine. The menu could include kangaroo, emu, quandong, emu plum and salt bush.

CAMPING WITH CUSTODIANS ACROSS WESTERN AUSTRALIA

Tourism WA's Camping with Custodians initiative builds community-operated campgrounds on Aboriginal lands where tourists and the public have the chance to stay with traditional Aboriginal owners and experience local culture through tours.



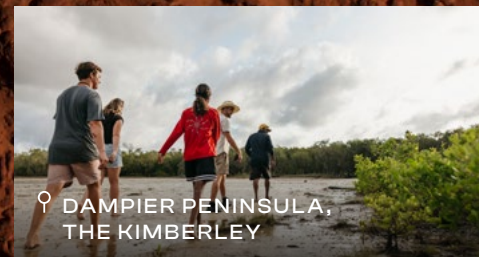
WATCH THE VIDEO



SHARK BAY | GATHAAGUDU

SHARK BAY WORLD HERITAGE AREA

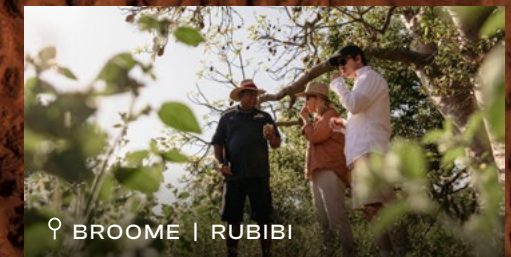
Join award-winning guide Darren 'Capes' Capewell from Wula Gura Nyinda Eco Adventures for an inside view of the deep spiritual connection between the local Nhandu and Malgana Aboriginal people and this breathtaking saltwater paradise. Darren operates popular scenic SUP Tours and an exclusive escape to Australia's westernmost point, Dirk Hartog Island. Tours run in a picturesque peninsula surrounded by turquoise water that's teeming with marine life such as dolphins and rays; the tranquil lagoons are perfect for kayaking and snorkelling.



♀ DAMPIER PENINSULA, THE KIMBERLEY

DAMPPIER PENINSULA, THE KIMBERLEY

The beautiful Dampier Peninsula, 200km north of Broome, offers several outstanding experiences — here are just two. Join Bardi man and fourth-generation pearler Terry Hunter from Borrgoron Coast to Creek on a walking tour through the mangroves, creeks and tidal flats of King Sound as he shares his deep knowledge of the pearling trade and treats you to a tasty bush tucker snack. Embark on a journey into the mangroves, paperbark forests, salt plains and creeks with Bardi-Jawi man Bolo Angus and his family from Southern Cross Cultural Tour. Learn ancient hunting and gathering techniques as you forage for crabs, fish and oysters and enjoy them over an open fire on the beach.



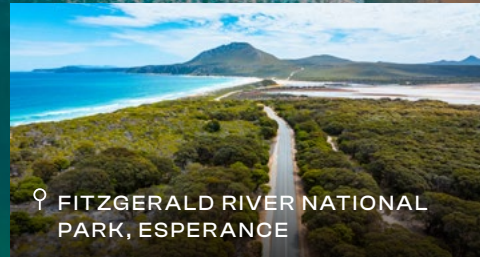
♀ BROOME | RUBIBI

BROOME, THE KIMBERLEY

Engaging tours by Johani of Mabu Buru Tours, a proud Karrajarrri, Bardi, Nyul Nyul and Yawuru man, raised in Broome, offers an Indigenous perspective to the landscape in and around Broome / Rubibi, introducing guests to the ancient cultural practices of the West Kimberley region. Mabu Buru Tours takes visitors on a personal journey that explores Aboriginal culture through Country, nature, history, lore and traditional knowledge.

EPIC ROAD TRIPS

One of the best ways to experience Western Australia is by road. The scope and diversity of landscapes, experiences and climates make it the perfect road trip destination. Choose your own adventure and take a few days, a few weeks or more to explore some of the world's most unspoilt and otherworldly lands brimming with all kinds of adventures.



THE SOUTH WEST EDGE 12 DAYS OR MORE

Highlights: Perth, Rottnest Island, Busselton, Margaret River, Denmark, Albany and Esperance.

A 1,300 kilometre road trip from Perth to Esperance, the epic South West Edge meanders along otherworldly coastlines, and through premium wine regions and towering forests before looping across the golden outback. This iconic Western Australia journey is simply unmatched in its sheer scope of experiences.

Visit art galleries and organic wineries. Indulge in delicious local cuisine and fresh produce. Get up close with native wildlife like kangaroos, orcas and whales or hear stories from your Aboriginal guide. Hike through pristine national parks and pause for a moment in the stillness of an ancient cave. Soak up the sunshine on Australia's whitest beach or explore a secluded island wilderness.



SOUTH WEST NATURE AND WINE DRIVE 4 TO 6 DAYS ROUND TRIP

Highlights: Perth, Bunbury, Margaret River, Pemberton, Manjimup

Surrender yourself to the salty spray of waves and towering forests, to premium wines and exquisite local produce on this four to six day round trip from Perth to Bunbury, the Margaret River Region and Southern Forests.

Stop into the Ferguson Valley wine region, spot wild dolphins in Bunbury, take a train ride along the longest jetty in the Southern Hemisphere, hike a section of the iconic Cape to Cape Track, taste premium wines in the Margaret River Region, climb the Bicentennial tree and visit truffle country.



CORAL COAST HIGHWAY 10 DAYS OR MORE

Highlights: Ningaloo Reef (UNESCO), Exmouth, Coral Bay, Shark Bay (UNESCO), Kalbarri and Hutt Lagoon.

Extending north from Perth to Exmouth, this is no ordinary road trip — this is 1,250 kilometres of wide open spaces, wildflowers, pristine beaches, rare wildlife encounters, rugged red cliffs and spectacular gorges. Experience otherworldly adventures — under, on or by the Indian Ocean, including two World Heritage Areas.

Swim with gentle whale sharks, humpback whales and manta rays at Ningaloo Reef, the world's largest fringing coral reef, just metres from the beach. See the iconic Hutt Lagoon by foot, buggy or scenic flight and marvel at its otherworldly pink hues. Witness kaleidoscopes of colour as wildflowers bloom spectacularly during season. Meet friendly wild dolphins at Monkey Mia or meet playful 'sea puppies', endangered Australian sea lions, in Jurien Bay, and so much more.

EPIC ROAD TRIPS



♀ DAMPIER PENINSULA, THE KIMBERLEY

THE ARDI CULTURAL DRIVE 5 DAYS

Highlights: Broome and Dampier Peninsula

When you let the people of the Dampier Peninsula show you their ancient land and culture, you'll see there's more to the Kimberley's coastal wilderness than striking contrasts of white sand, turquoise sea and pindan cliffs. Enter Bardi and Nyul Nyul country, open your mind, and join the local guides for some spear fishing and mud crabbing, bush and reef walking, snorkelling and kayaking.



♀ PURNULULU NATIONAL PARK, THE KIMBERLEY

THE GIBB RIVER ROAD 12 DAYS OR MORE

Highlights: Windjana Gorge, Bell Gorge, El Questro, Kununurra, then also visit Lake Argyle and the Bungle Bungle Range in Purnululu National Park.

Tackle the legendary Gibb River Road, one of Australia's most iconic four-wheel-drive trips. Extending 660 kilometres from Derby to Kununurra across the Kimberley region, the Gibb River Road cuts through some of Earth's most otherworldly country. It's accessible between May and October and only by four-wheel-drive.

Originally built for droving cattle across the rugged outback, 'The Gibb' as it's known by locals, takes in spectacular outback gorges, secluded swimming holes, vast national parks, ancient rock art, thundering waterfalls and endless wildlife encounters.



♀ MACKEREL ISLANDS

WARLU WAY 12 DAYS OR MORE

Highlights: Ningaloo Reef, Karlijini National Park and Broome.

Reveal the mysteries of the mystical Warlu 'sea serpent' and other Aboriginal legends by undertaking this 2,480 kilometre self-drive journey in WA's North West. Interpretive signage along the drive opens your eyes to the secrets of this country and its historical, cultural and natural wonders. Snorkel at the spectacular Ningaloo Reef and Mackerel Islands, descend into two billion years of the Earth's history at Karlijini National Park, witness ancient rock art sites along the Burrup Peninsula, watch spectacular ocean sunsets at Eighty Mile Beach and relax in the tropical oasis of Broome.



♀ LAKE BALLARD, MENZIES

GOLDEN QUEST DISCOVERY TRAIL 6 DAYS OR MORE

Highlights: Kalgoorlie, Menzies, Gwalia and Laverton.

Unearth the riches of the 120-year old gold rush history on 965 kilometres through WA's Goldfields. This road trip takes in the historic town of Kalgoorlie, Kookynie and its Grand Hotel, the ghost town of Gwalia, and the world's largest outdoor gallery dotted across the salt flats of Lake Ballard.

MORE ROAD TRIP ADVENTURES

Explore additional [road trip itineraries here](#).

ADDITIONAL RESOURCES AND CHANNELS

WEBSITES

Corporate website for industry support, research and media information:

TOURISM.WA.GOV.AU

Consumer website for content, itineraries and destination information:

WESTERNAUSTRALIA.COM

E-NEWSLETTERS

'This is WA's Monthly update on what's new in Western Australia - from fresh tourism product and destinations, to tours, attractions, accommodation, entertainment and events.

[SUBSCRIBE HERE](#)

'Talking Tourism' - Weekly industry update on Tourism WA's news, initiatives and events that are of interest to industry and our stakeholders.

[SUBSCRIBE HERE](#)

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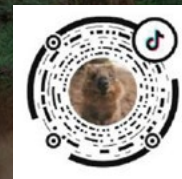
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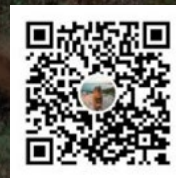
WECHAT



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WECHAT VIDEO



REGIONAL TOURISM ORGANISATION WEBSITES

Destination Perth:

DESTINATIONPERTH.COM.AU

Australia's North West (includes the Kimberley region):

AUSTRALIASNORTHWEST.COM

Australia's Coral Coast (includes Ningaloo Reef):

AUSTRALIASCORALCOAST.COM

Australia's South West (includes the Margaret River Region):

AUSTRALIASSOUTHWEST.COM

Australia's Golden Outback (includes Esperance):

AUSTRALIASGOLDENOUTBACK.COM

Western Australian Indigenous Tourism Operators Council (WAITOC):

WAITOC.COM

WHAT'S NEW AND TRENDING

Western Australia continues to welcome a mix of exciting new destinations, product, experiences, projects, accommodation and more — check out the [Media Kit here](#).