

An aerial photograph of a beach with turquoise water and people. The water is a vibrant greenish-blue, and the beach is sandy with many people and umbrellas. The text is overlaid on the image.

OUR STORY – THE SPIRIT OF ADVENTURE

POSITIONING STATEMENTS

WESTERN
AUSTRALIA
WALKING ON A DREAM

♀ MEELUP BEACH, DUNSBOROUGH

WESTERN AUSTRALIA

There's something truly special about Western Australia. Whilst many of the world's tourism destinations are well known, well-trodden, and over crowded, Western Australia is not.

Western Australia is an unpolished gem, unspoiled, and a bit wild. Western Australia is ancient tracks brimming with adventures, ready to welcome you in.

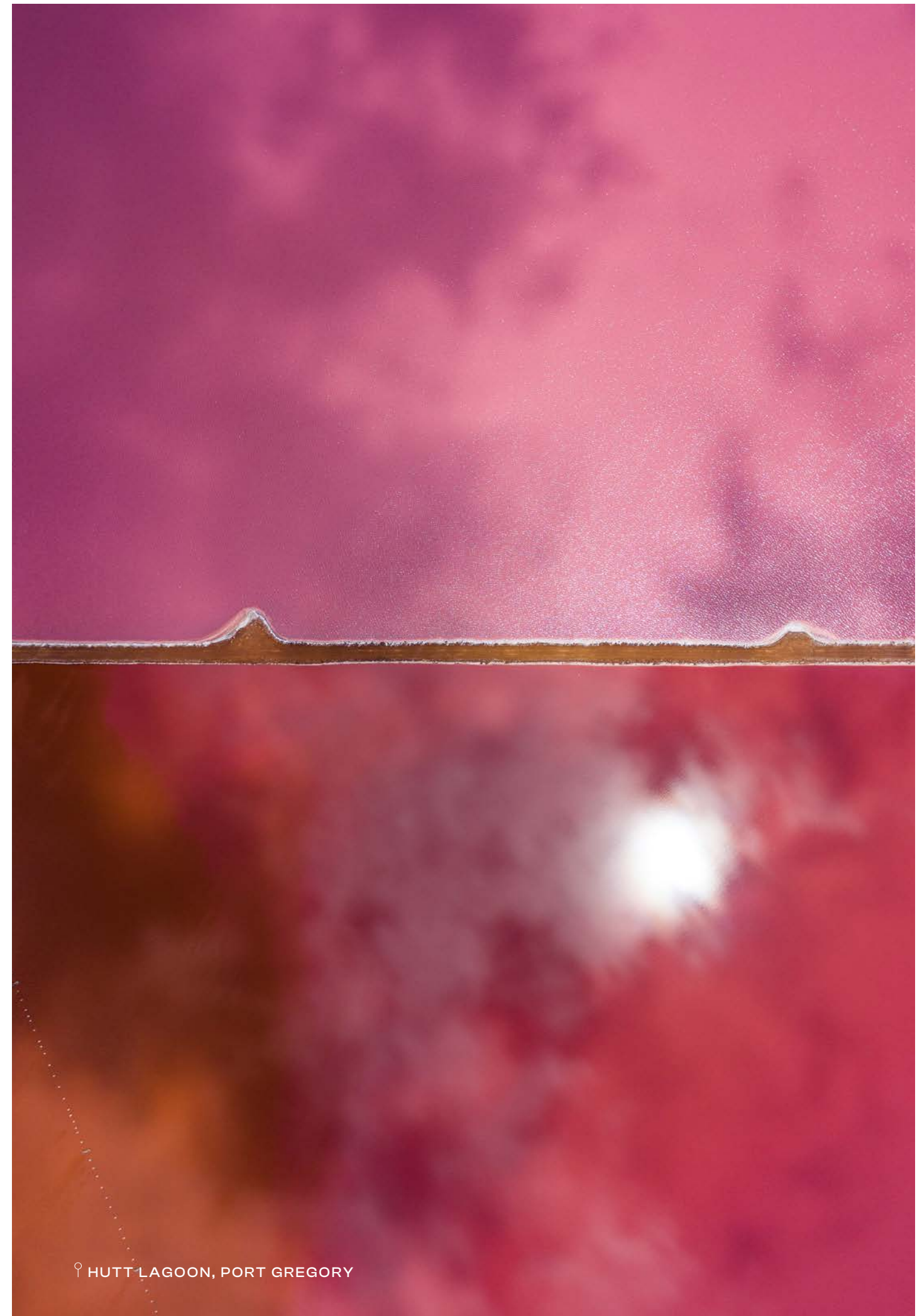
Witness otherworldly phenomena: pink lakes, horizontal waterfalls, whale sharks, wildflowers, sweeping outback plains, a staircase to the moon, Australia's whitest beach, and red dust you can't get out of your veins.

Indulge in luxury accommodation on nature's doorstep, take a seafood cruise to catch your own wild lobster, go truffle hunting with truffle dogs, swim with wild dolphins without leaving the city, or kickback in the country's most awarded fine wine region that sits amongst tall timber forests and renowned surf breaks.

For those wanting more, take a helicopter ride amongst the Bungle Bungle Range at Purnululu National Park; step into Earth's time capsule in Karijini's two-and-a-half-billion year-old gorges; go coasteering along incredible stretches of coastline and ancient caves in the Margaret River Region; go glamping in the dunes along the marine wonderland of Ningaloo Reef (Nyinggulu); and meet the world's happiest animal — the quokka — on Rottnest Island (Wadjemup).

Western Australia is for travellers seeking barefoot luxury, unique experiences, and an unforgettable adventure that will fill you up.

There's an adventure waiting for everyone in Western Australia.



📍 HUTT LAGOON, PORT GREGORY

THE SPIRIT OF ADVENTURE

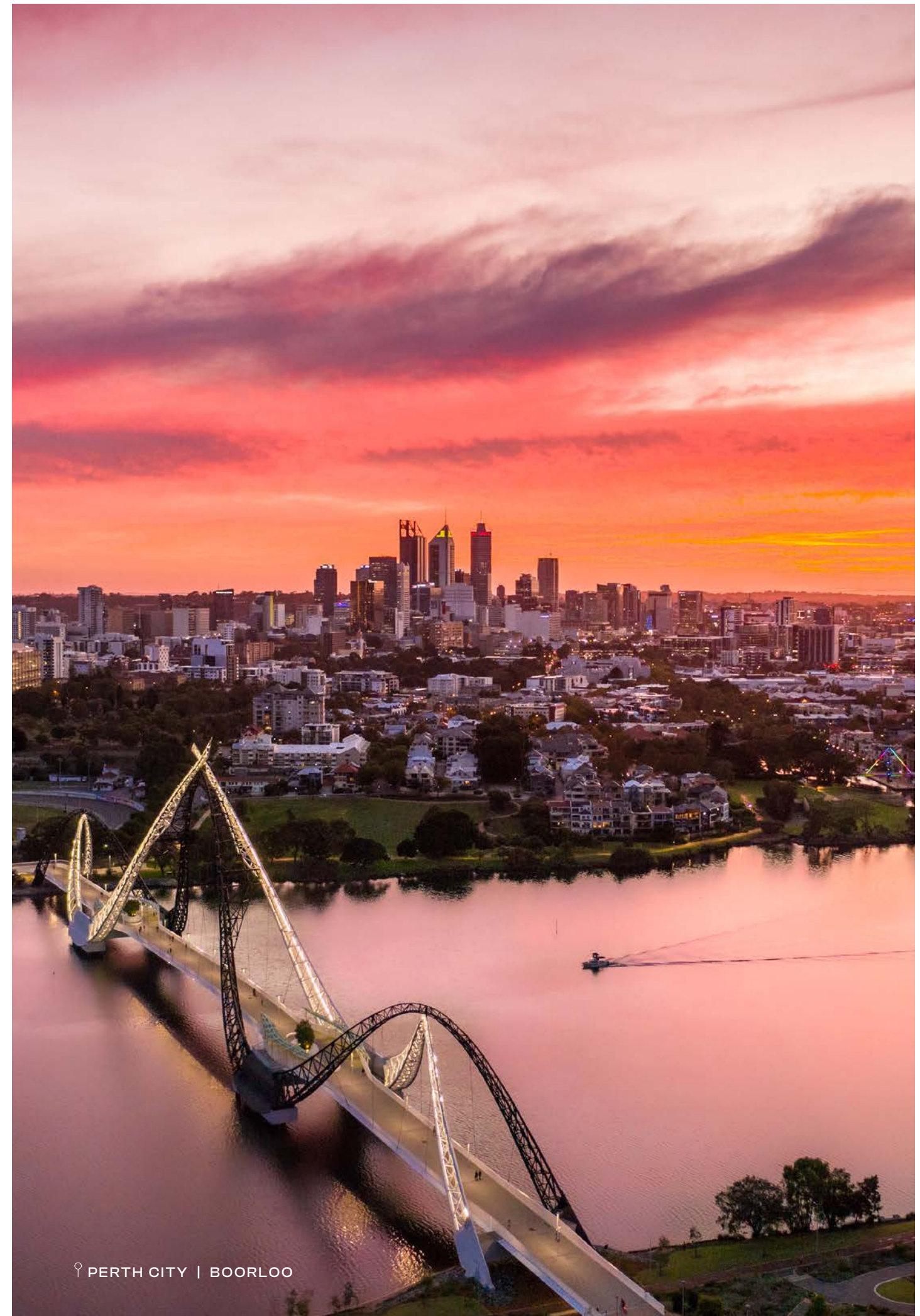
DESTINATION PERTH

Perth (Boorloo) is effortlessly Australian, the most relaxed and naturally adventurous capital city in the world.

Australia's sunniest capital is home to 19 pristine beaches; ocean sunsets; a world class wine region; one of the world's largest inner-city parks that gets taken over by wildflowers; a summer festival season and the world's most beautiful stadium, framed by the Swan River (Derbarl Yerrigan).

Perth's luxury hotels make it an effortless day trip city across the six seasons: Boat up the Swan River to explore the world class wineries and pick fruit in Perth's pantry; wander through the historical, spirited port city of Fremantle (Walyalup); indulge in a wild seafood cruise or swim with wild dolphins; choose from one of 63 beautiful beaches on Rottnest Island (Wadjemup) to lay out your towel alongside the world's happiest animal — the quokka.

While the food, events and experiences are special, Perth is anything but stuffy. It's a city you can dress up or down and feel comfortable.



AVON VALLEY

A vintage and vibrant adventure

An hour's drive from Perth (Boorloo) lies the historic Avon Valley. Rich in stories of the Ballardong Noongar people, spiritually connected to the Wagyl (Avon River) and early pioneers who built this gateway to the Wheatbelt.

Revisit yesteryear, with main streets lined with bullnose verandas, quaint cafes, bakeries and welcoming locals. Check into an historic hotel restored to its former glory or lunch in a country pub where the 'parmi' is bigger than your plate and yarns of resident ghosts flow like cold beer from the tap.

Home to hot air ballooning and skydiving. A bird's eye view of the valley reveals tributaries flowing into the Avon and endless fields of barley and canola; Australia's green and gold.

Year-round events bring this region to life. Antique fares and vintage car rallies, flower shows, farmers markets and the famous Avon Descent.

Pile the scones high with jam and cream, wind back the clock and feel worlds away on this charming historical adventure.



DWELLINGUP

A trailblazing adventure

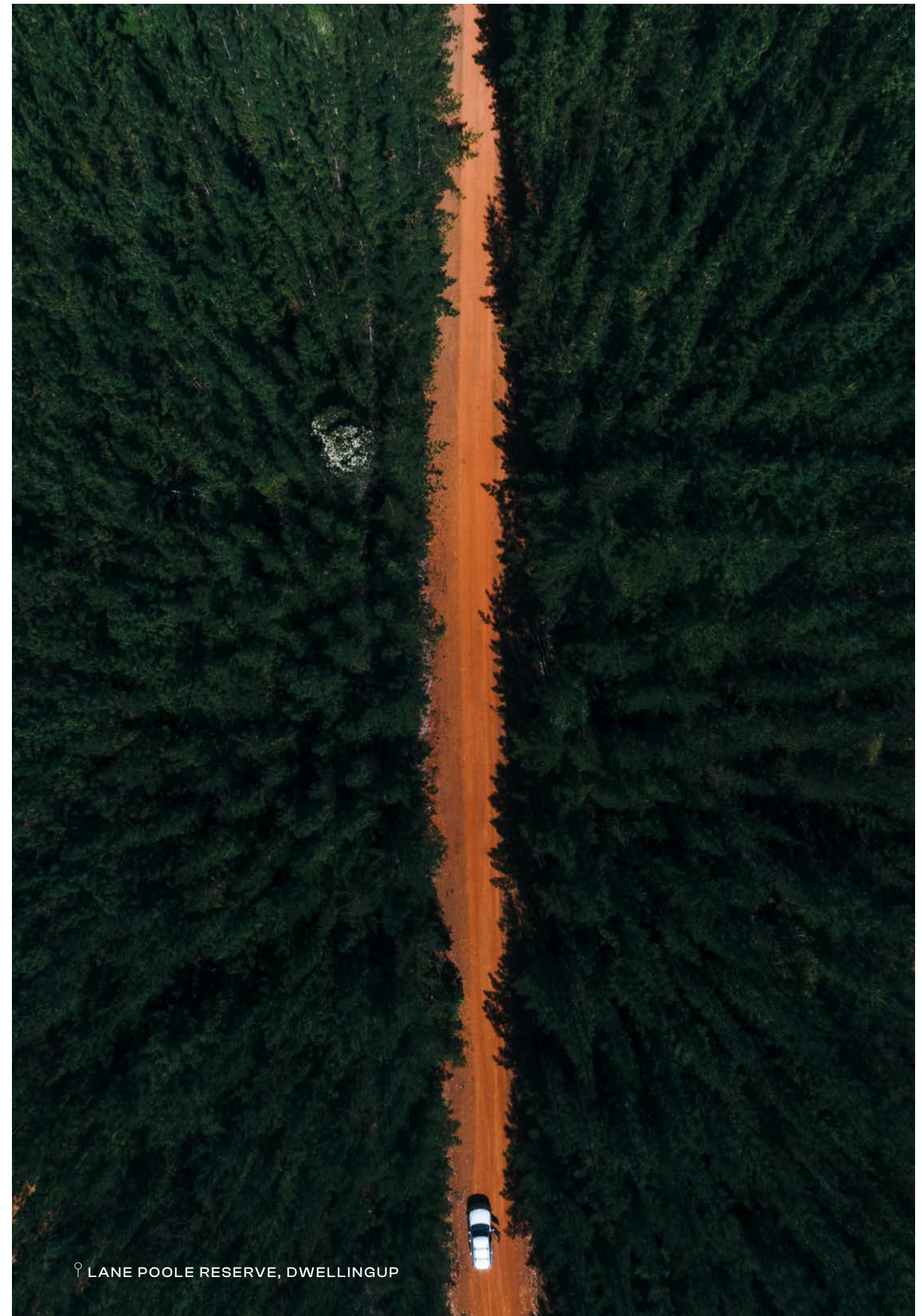
Raise your oars and launch your kayaks, lace up your hiking boots and pump up your bike tyres, get ready to burn off some energy on this outdoor adventure.

Tucked away in the Jarrah and Marri forests, the Murray River region is where trails meet and rivers run.

In picturesque hamlets with flower-box fronted cafes, you'll be welcomed by locals. Hop aboard the Hotham Valley Railway for a leisurely journey through rolling green hills and scenic landscapes, or cruise up one of the many waterways for a leisurely pub lunch while the kids leap from swing ropes and jump off jetties into the river.

Feel gravel fly as you transcend the world-class mountain biking trails before retreating to your eco-camp site surrounded by natural bushland and wildlife.

This is living, this is Western Australia. Relax and immerse yourself in nature, breathe the air, feel the earth under your feet.



LANE POOLE RESERVE, DWELLINGUP

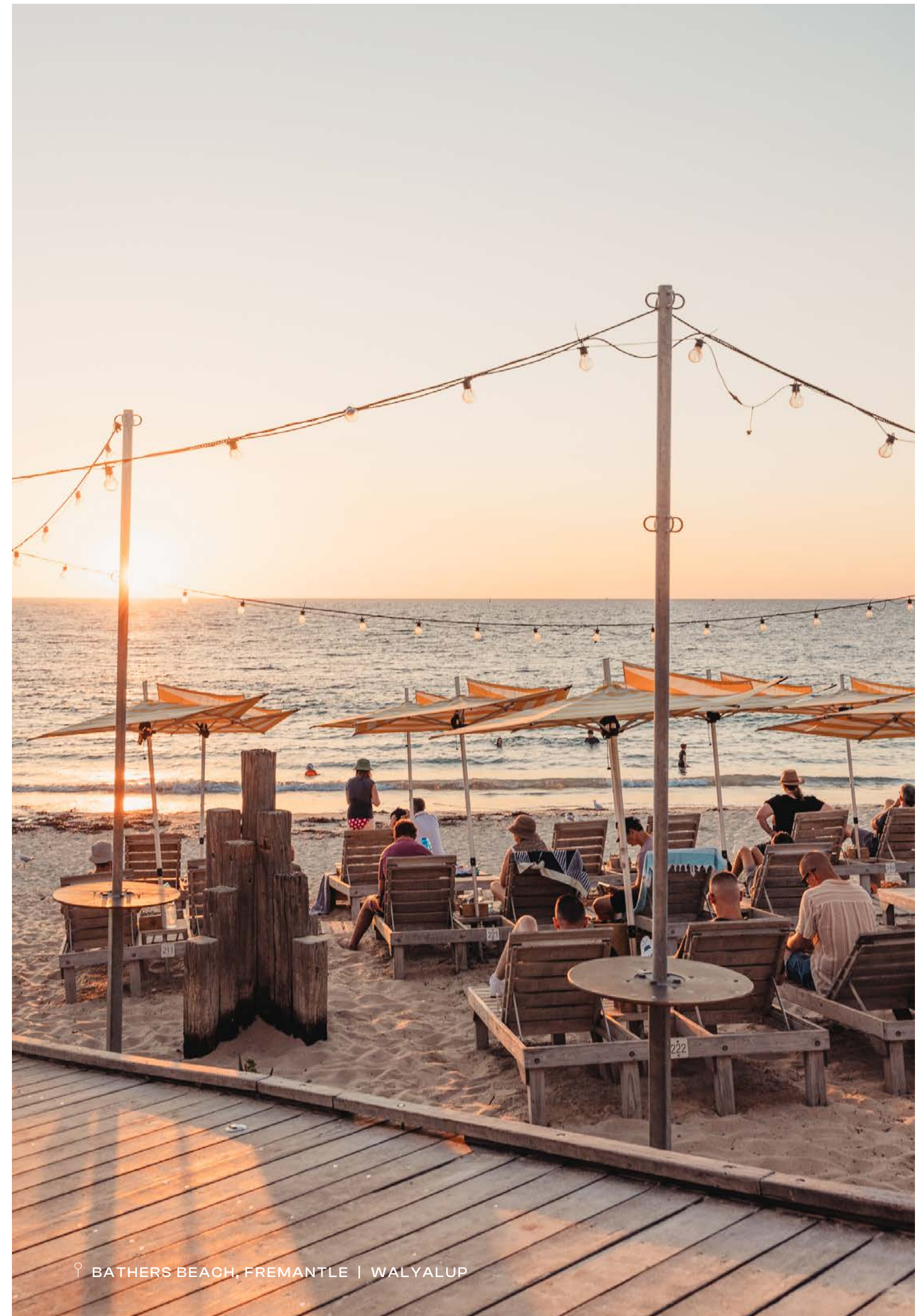
FREMANTLE

An eclectic and spirited seaside adventure

Fremantle (Walyalup) is Perth's Old Town. It's a maritime city with spirit and soul, full of vibrancy, colour and culture. Chart a course through a coalescence of festivals, museums, UNESCO World Heritage, hundred-year-old markets and a soundtrack of sails and rigging in the sea breeze.

Experience an otherworldly collision of musical and creative culture, and world-class food and wine. Meet local characters who will lead you on adventures through historic streets, hidden laneways, and salty ports on your way to Rottnest Island (Wadjemup).

It's an adventure no found elsewhere in Australia — swim at the beach in the middle of a city and have a cocktail brought right to your sun lounge, then weave your way through boutique shops, small bars and street art in the middle of one of Australia's biggest heritage-listed precincts. This is Fremantle.



📍 BATHERS BEACH, FREMANTLE | WALYALUP

MANDURAH

A relaxed by nature adventure

A lifestyle town with a holiday vibe, Mandurah (Mandjoogoordap) is home to aquatic adventures and cultural experiences. Thongs, bathers and a towel are the only essentials in Mandurah, just an easy 55-minute drive south of Perth (Boorloo). Alive with holiday makers, the summer months are filled with the scent of sausages barbecuing on the foreshore and the laughter of families as they picnic and play.

From across the globe they flock to build sandcastles along wide stretches of beach and spot wild dolphins dancing in protected waters.

Wetlands teem with black swans and pelicans, the estuary and inlet brimming with blue manna crabs and crayfish. So revered are the claw-clad crustaceans, they have a festival dedicated to them.

Hire a boat or jet ski, try your hand at fishing, grab a steak and cook it onboard your own Eco-BBQ boat as you steer your way through Venetian-like canals and the Ocean Marina.

Accessible boardwalks invite diners and shoppers to wander and enjoy the sunshine, to forget the hustle and bustle of city life and be completely relaxed by nature.



MANDURAH | MANDJOOGOORDAP

PERTH CITY

An illuminated adventure

Kaya. This is Wadjuk Country, where the sun always shines and our lights are on to welcome you.

The spirit of the Derbarl Yerrigan (Swan River) is at the heart of everything we love. Ferries, sailboats and seaplanes start and end their journeys at stunning quays and jetties with restaurants and alfresco dining set against its backdrop.

A stunning city with an infectious personality. A beacon of youth and vitality. A melting-pot metropolis of food, music, art and culture.

Home to Australia's longest running arts festival and Australia's largest inner-city park, alive with wildflowers across Perth's six seasons.

Shopping malls and arcades weave between office towers. Manicured parks offer open green spaces. An architectural tapestry inspired by rich history and a contemporary future. A city to explore by any mode of transport. Discover its hidden treasures, its heartbeat, and its effervescence.

Perth (Boorloo) is the opening chapter to a captivating story, the tasting plate of a decadent feast, the gateway to a State, so rich and diverse, you'll want to taste every dish.



📍 PERTH CITY | BOORLOO

PERTH HILLS

An elevated adventure close to the city

Escape to the hills. A stone's throw from the city, fertile land offers a tree change, full of forest, orchards and vineyards.

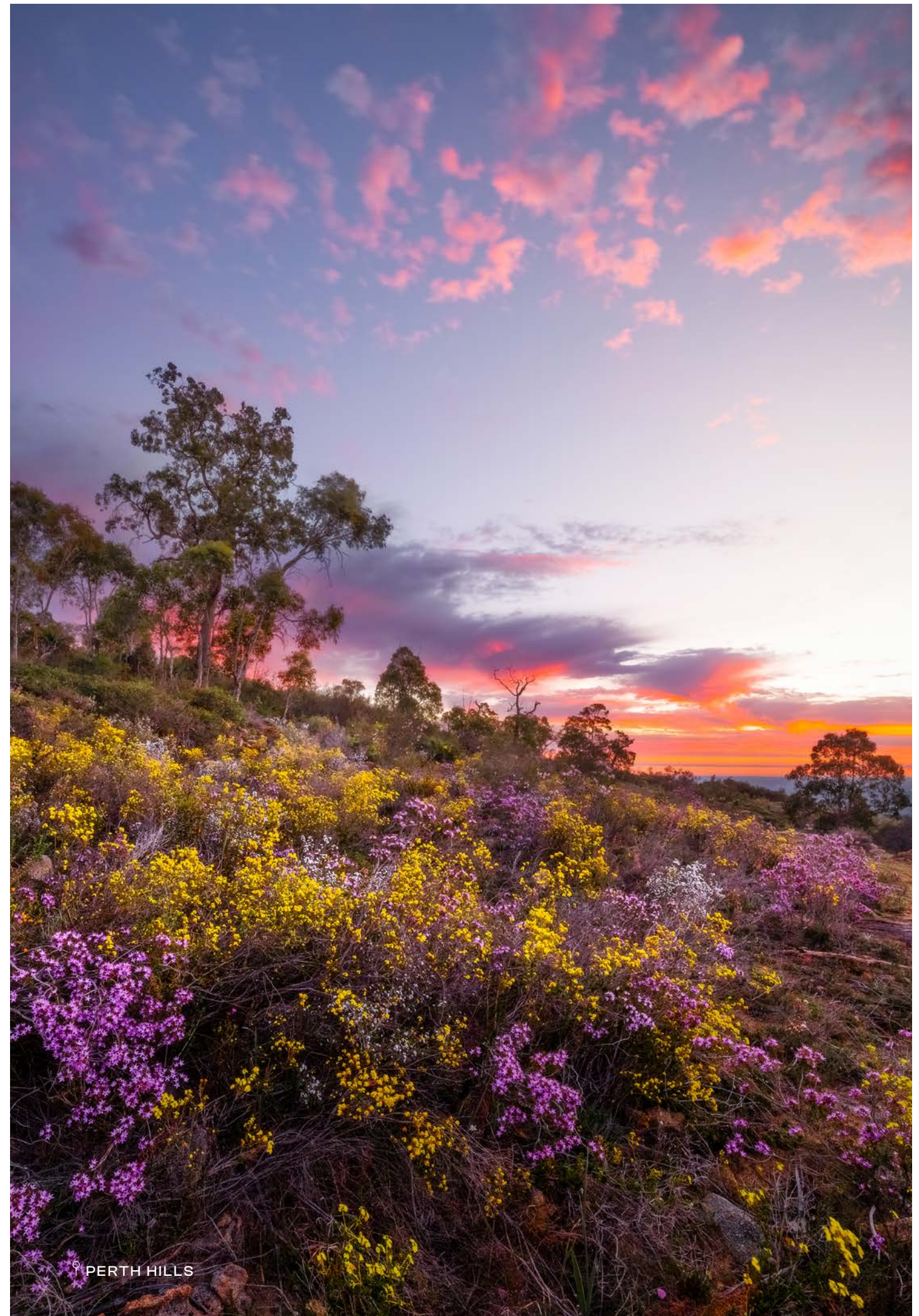
Renowned for fruit picking and cider brewing, the hills also foster a creative hub of artists, musicians, sculptors and writers, who open their homes as weekend retreats, inviting you to dial down the fast-paced city life.

Walk trails and bike tracks weave through the bush. Historic pubs serve local produce, where beer gardens buzz in summer and the fireplaces warm the patrons in winter.

Brooks track paths across boulders. Waterfalls, rapids and dams come to life after the rain, a perfect spot for picnics and picturesque strolls.

Fulfill your artistic soul with art galleries, tulip shows and markets of food and craft.

The Darling Scarp is the perfect getaway, where being far away is not far away at all.



ROCKINGHAM

An aqua-packed adventure

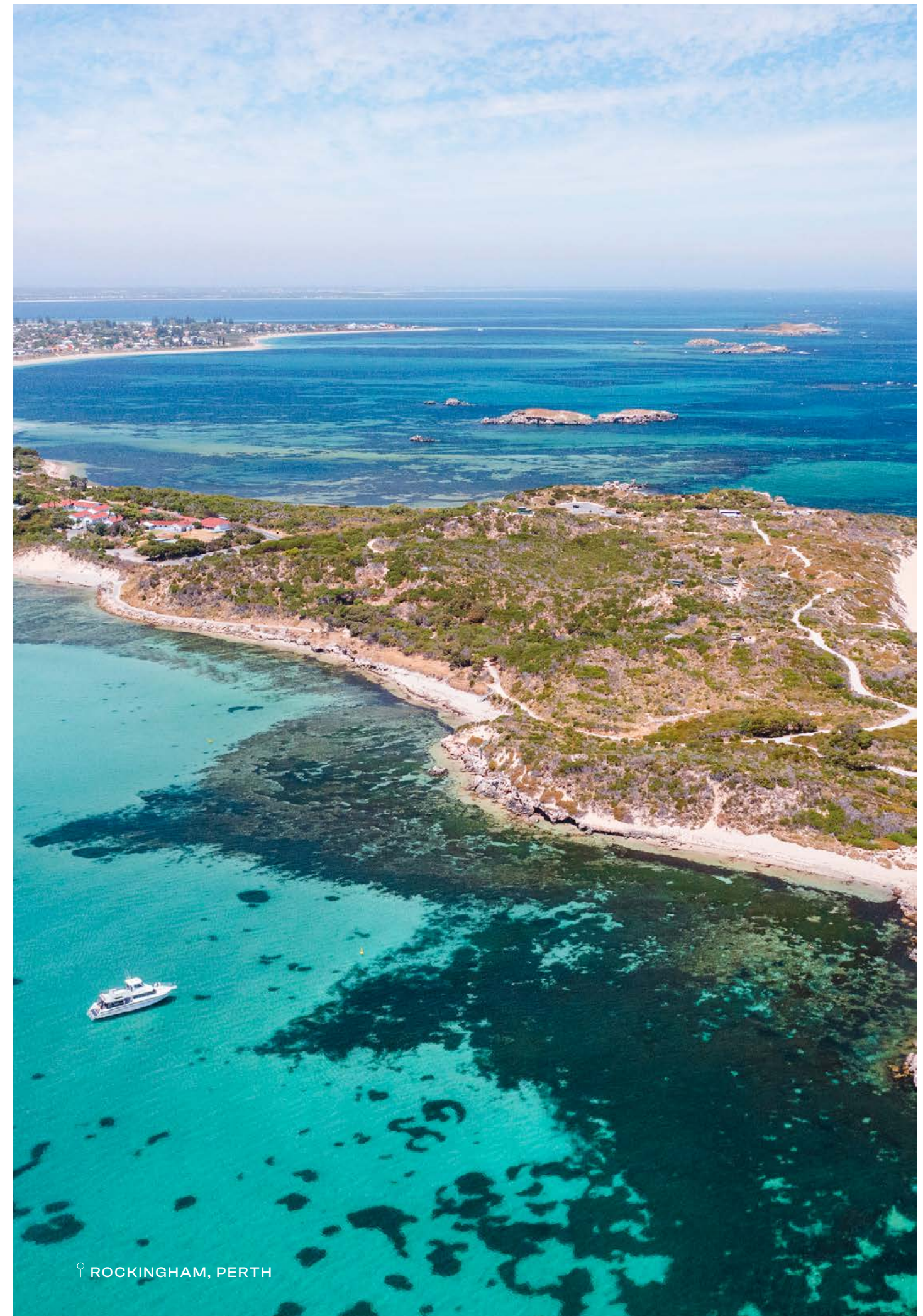
Get your aquatic adventure on in Rockingham. Here, you can dive with dolphins and swim with sea lions. Dial it up with skydiving, jet packing, scuba diving and sup-boards or throw in a line for the catch of the day.

Explore off-shore islands, where pelicans nest, marine life thrive and coastal flora blooms. Around lakes and islands, Aboriginal stories resonate. Significant land and water people.

Soft sandy beaches, family fun. Bright umbrellas, summer smiles. A funky foreshore, endless eateries and exciting events for the young and young at heart.

Nature reserves, marine parks and discovery centres provide the opportunity to learn, observe and enjoy.

Rockingham is where the coast comes to life and everyone is welcome. Close to creature comforts, away from the hustle and bustle. Pack your bucket and space, and enjoy a good old-fashion beach holiday.



ROTTNEST ISLAND

A relaxing island adventure

Take a short ferry from Perth (Boorloo) to arrive on the island of Wadjemup.

Immerse yourself in the wonders of this A-Class reserve with its unique flora and fauna, and Australia's friendliest marsupial — the quokka.

Surrounded by protected bays and beaches with turquoise water lapping upon white sand, you're free to swim, snorkel, surf or paddle in clear waters.

Bicycle is the preferred mode of transport on this car-free paradise, but the local bus is also a great way to explore its beaches, lighthouses and historical relics. Boasting a range of grab 'n' go food options, restaurant dining and iconic beach pubs that serve up quality seafood with a perfect Indian Ocean backdrop.

Come for the day or stay longer in self-contained units, glamping or barefoot luxury hotels. Each one offers its own brand of comfort.

Take some time to learn of the historical significance of Wadjemup, its people and its stories. Connect with nature, culture and water here.

Relaxation comes with the territory on this quintessential patch of paradise. Its all-year beauty will cast a lasting footprint on your heart, leaving you longing to return to its shores time and time again. Wadjemup is a special place, with a magic all of its own.



📍 ROTTNEST ISLAND | WADJEMUP

SUNSET COAST

A summer carnival adventure

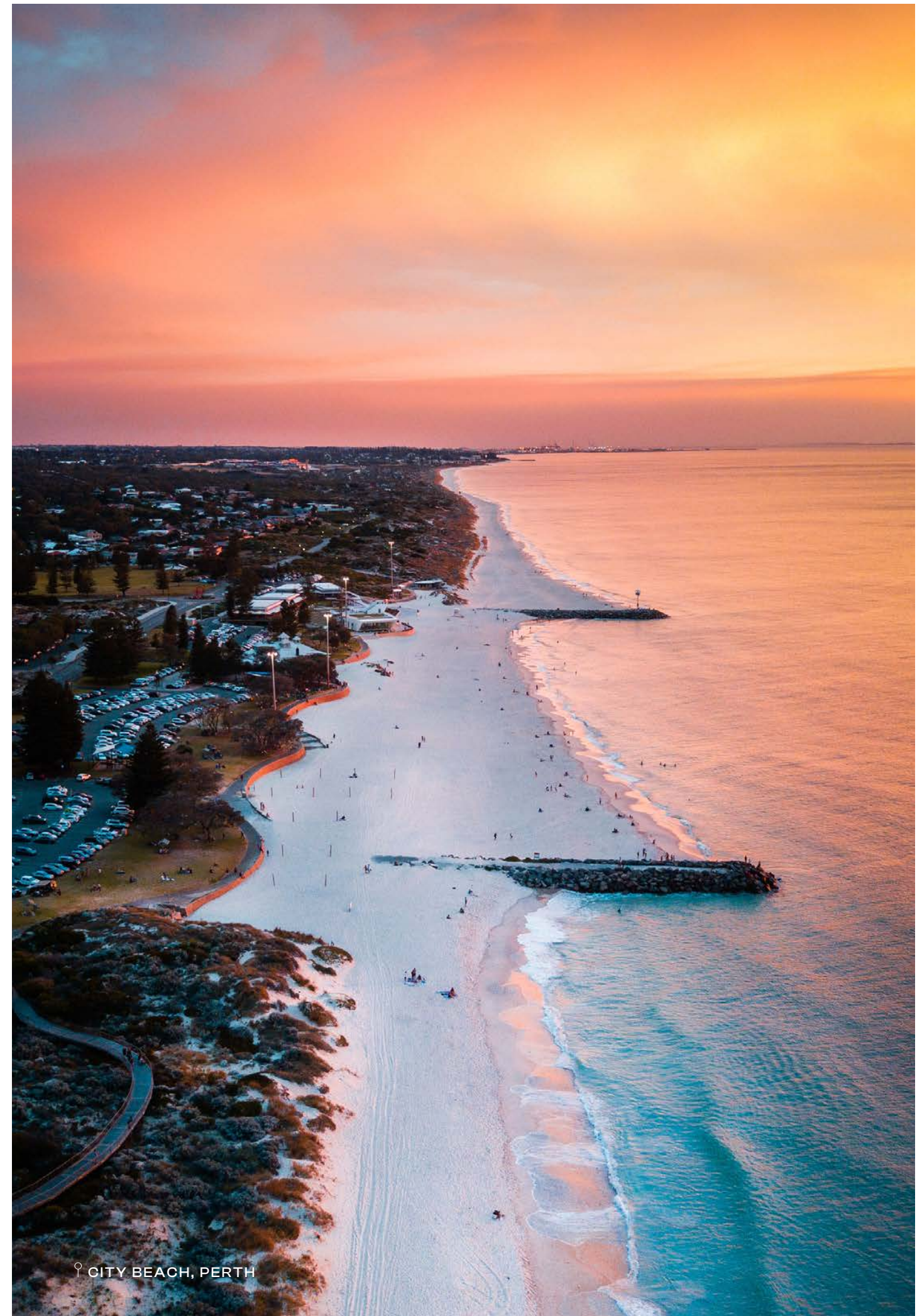
Splashes, smiles, suntan lines and sandcastles.

The scent of sunscreen drifts on the breeze, bright towels and sunshades dot the sand. Surfers wait for the perfect wave, while lifeguards keep watch. Frisbees fly, children squeal, waves crash, seagulls squawk. It's the soundtrack of summer.

Hang out with friends on balmy nights, drink at pop-up bars, enjoy festival fun. Dine alfresco at quays and marinas or live like a local and indulge in fish and chips on the beach.

Get up close and personal with WA's unique marine life at the State aquarium, or wander inland to spot native frogs, kangaroos and birdlife as you follow the path of Aboriginal ancestor Yellagonga from Lake Joondalup to Yanchep.

Fill your socials with golden sunsets and beach-life brags. It's a summer long carnival and everyone's invited.



📍 CITY BEACH, PERTH

SWAN VALLEY

A cruisey culinary adventure

A fanfare of WA's oldest grapevines welcome you to Perth's pantry. Just a short drive from the capital city or a leisurely cruise up the Swan River (Derbarl Yerrigan) will deliver you into the heart of the district.

Home to world-class wineries, breweries and distilleries, the Swan Valley is bursting with music and flavour. Lay a picnic blanket under a shady tree or dine at one of the many stylish venues along the riverside. With a side dish of art, historical architecture and the oldest pub in Perth, this becomes a day out of rustic sophistication.

Stories and traditions of Aboriginal culture are infused in the valley's DNA.

Recipes and techniques handed down through generations make each meal, product and experience, special. Families are welcomed with homely hospitality by friendly locals. Arrive as a stranger, leave as a friend.

Where there is a river, there is life and the fertile plains of the Swan Valley is a symphony for the taste buds and soul.



📍 SWAN VALLEY, PERTH

THE SPIRIT OF ADVENTURE

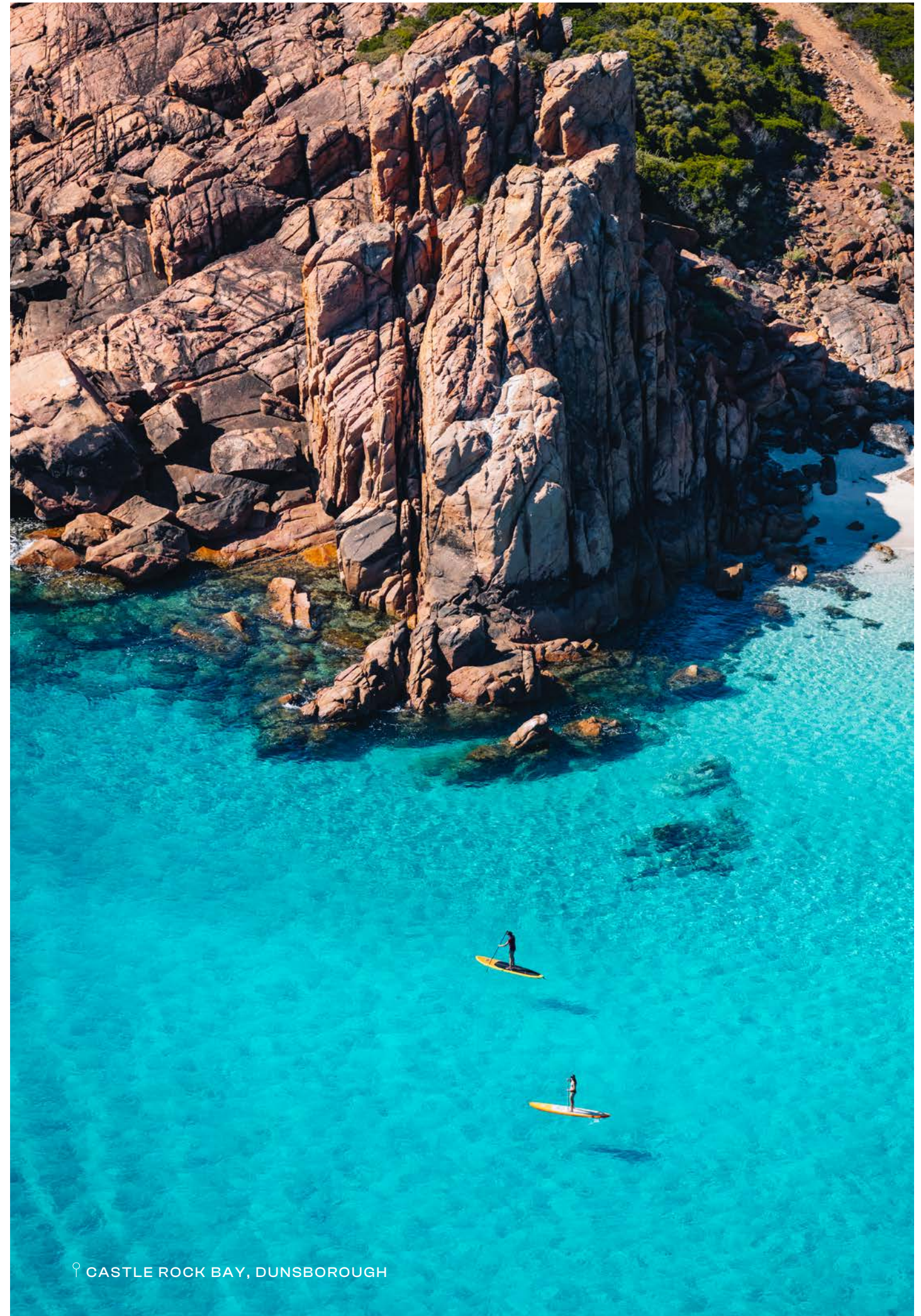
AUSTRALIA'S SOUTH WEST

The most indulgent culinary and spectacular coastal adventure in the world.

The Margaret River Region in Australia's South West is not only the most awarded fine wine region in Australia, but also home to pristine beaches, tall-timber Karri forests, renowned surf breaks and ancient caves.

Margaret River and Southern Western Australia was named by Lonely Planet as the most desirable destination in Asia-Pacific in 2019. The Margaret River Region mixes the rugged with class — a destination for adventuring through fine wine and incredible food, taking in the World Surf League Championship Tour, escaping to breathtaking beaches, diving at one of Australia's best artificial reefs at Busselton Jetty and exploring the Cape to Cape Track alongside migrating whales.

This is the kind of place where your sandy feet are respected, you've clearly earned your lunch.



📍 CASTLE ROCK BAY, DUNSBOROUGH

ALBANY & DENMARK

A wild waves, wine and wilderness adventure

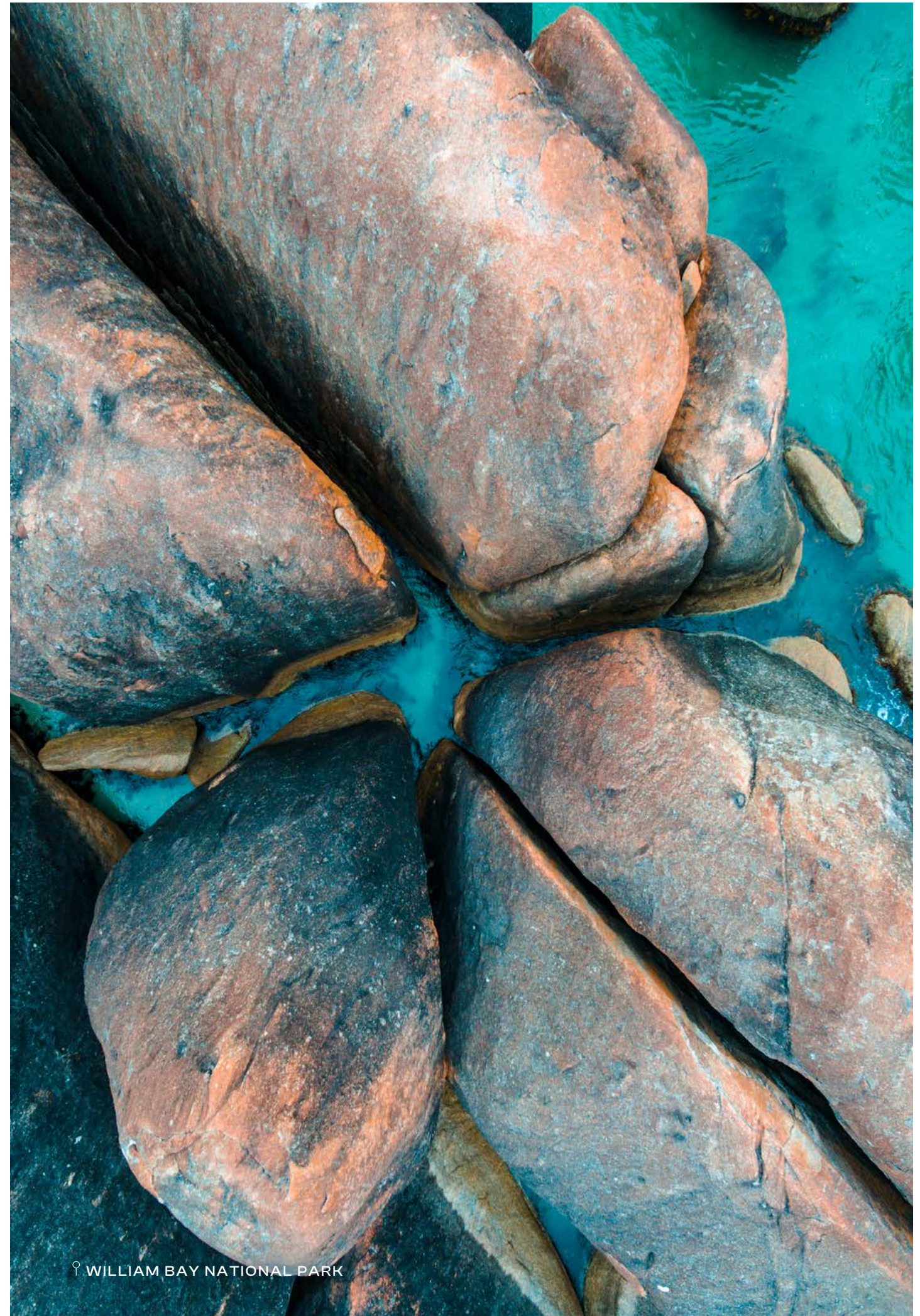
On Western Australia's southern-most shores, a wonderland of national parks, rugged coastline and history awaits the intrepid traveller.

Feel the salty spray of waves crashing against natural rock formations, watch whales breach offshore, oblivious to the grim fate of their ancestors. Further west in Bremer Bay, lucky beachcombers can catch a glimpse of orcas on migration.

In Denmark, swim in mermaid-approved Greens Pool, dig your toes into warm sand, while the sun kisses your face. Venture inland to the towering Porongurups, Bluff Knoll and Castle Rock, where hikers are rewarded with majestic views.

Western Australia's first European settlement of Albany (Kinjarling) is synonymous with the ANZAC story, plus owing to the ideal growing conditions of its southern location, boasts five fine-wine regions and an ever-evolving food scene.

The Amazing South Coast is dramatic in every sense. Wild waves, wartime stories, wineries and wilderness.



📍 WILLIAM BAY NATIONAL PARK

AUGUSTA

A lighthouse adventure

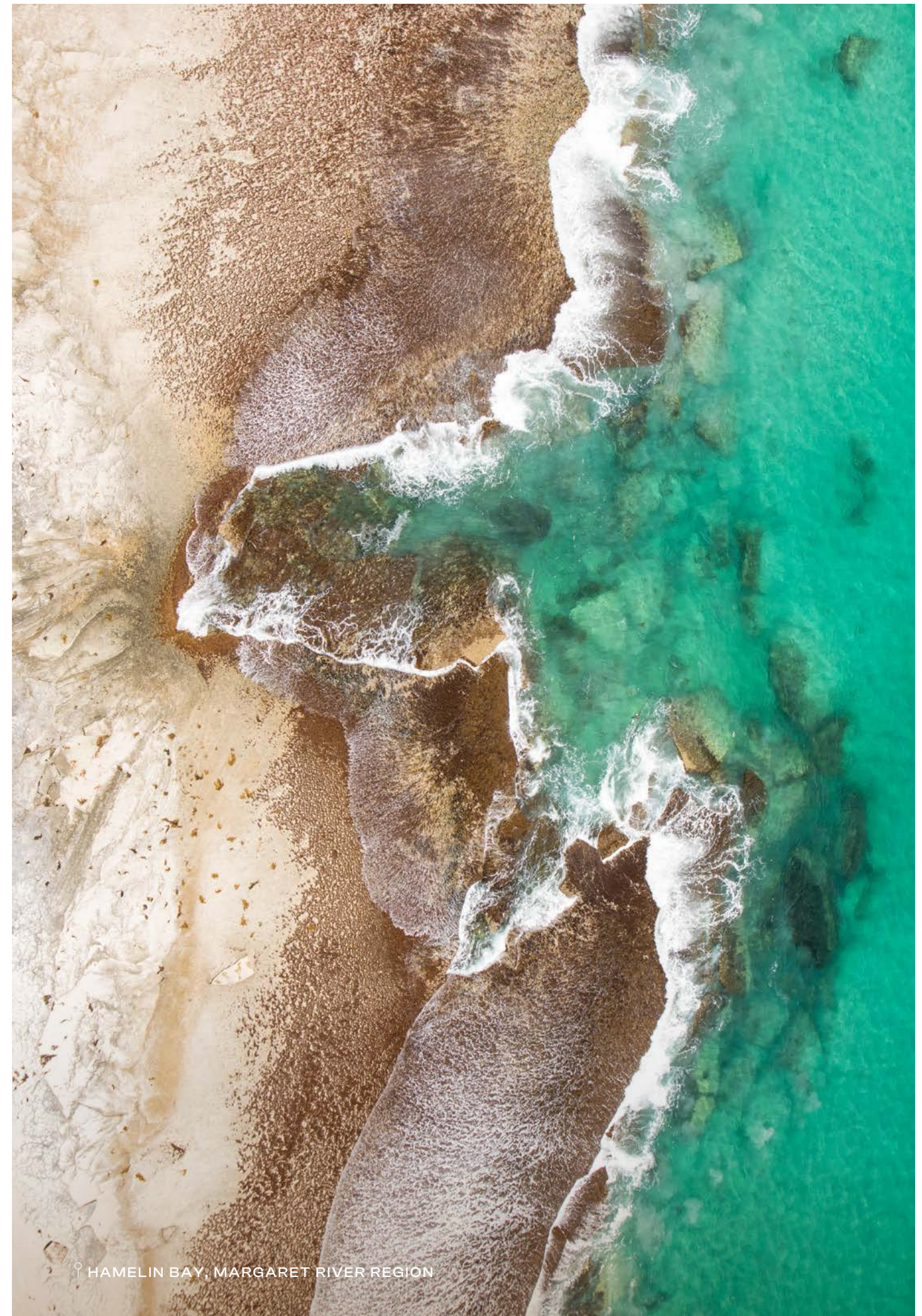
On the most South-western point of Australia, resting upon Flinders Bay, is the peaceful hamlet of Augusta.

Embrace the creature comforts of a chalet, villa or hotel room with a view, or park up a motorhome, pitch a tent, roll out the sleeping bags and get back to basics.

Explore sandy paths, coastal cliffs and hikes along the Cape to Cape Track. Discover the rambling wilderness, the natural beauty. Climb up lighthouses, venture down into ancient caves, inhale the petrichor-scented forests. Swim, surf, stargaze or simply watch life on the river as it flows to the sea.

Outboard motors buzz as tin boats cruise up the Blackwood River. Sinkers splash with baited hooks waiting for the catch of the day. Holidaymakers recline in camping chairs, noses in books, the irresistible waft of sausages sizzling on neighbouring barbeques.

Where oceans meet, humpback whales breed and play. Escape, explore, enjoy. Kick back, revel in the serenity, the natural way of things.



📍 HAMELIN BAY, MARGARET RIVER REGION

BUNBURY GEOGRAPHE

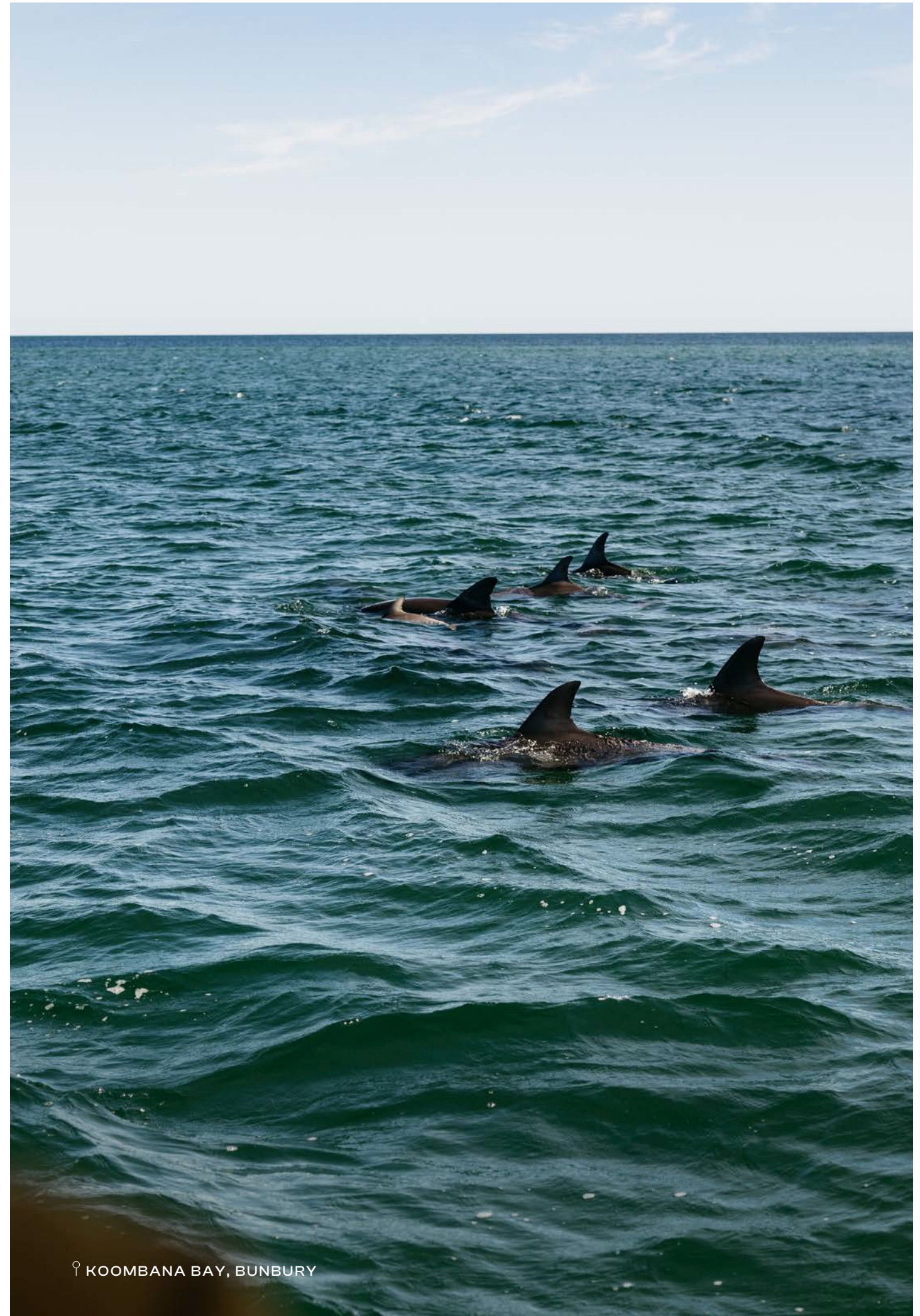
A cool, cultured adventure

Bunbury defies the city stereotype. Swap the skyscrapes for playful dolphins and friendly locals that welcome you in with a sunny smile. Cosmopolitan cafes and bespoke boutiques ooze a seaside vibe. Walls adorned with street-art make every day feel like Sunday.

Beyond the coast, forest, food and fantasy collide; welcome to the home of makers and creators.

Wind through country towns, where farm-gates welcome you to pick your own fruit and Western Australia's country music scene thrives. Medieval carnivals, mythical trolls, and a population of gnomes guard the forest, fuel the imagination and awaken the child within.

Take misty morning drives with breathtaking views, historical walks and cellar door tastings along a trail of boutique wineries.



📍 KOOMBANA BAY, BUNBURY

BUSSELTON

A nostalgic jetty adventure

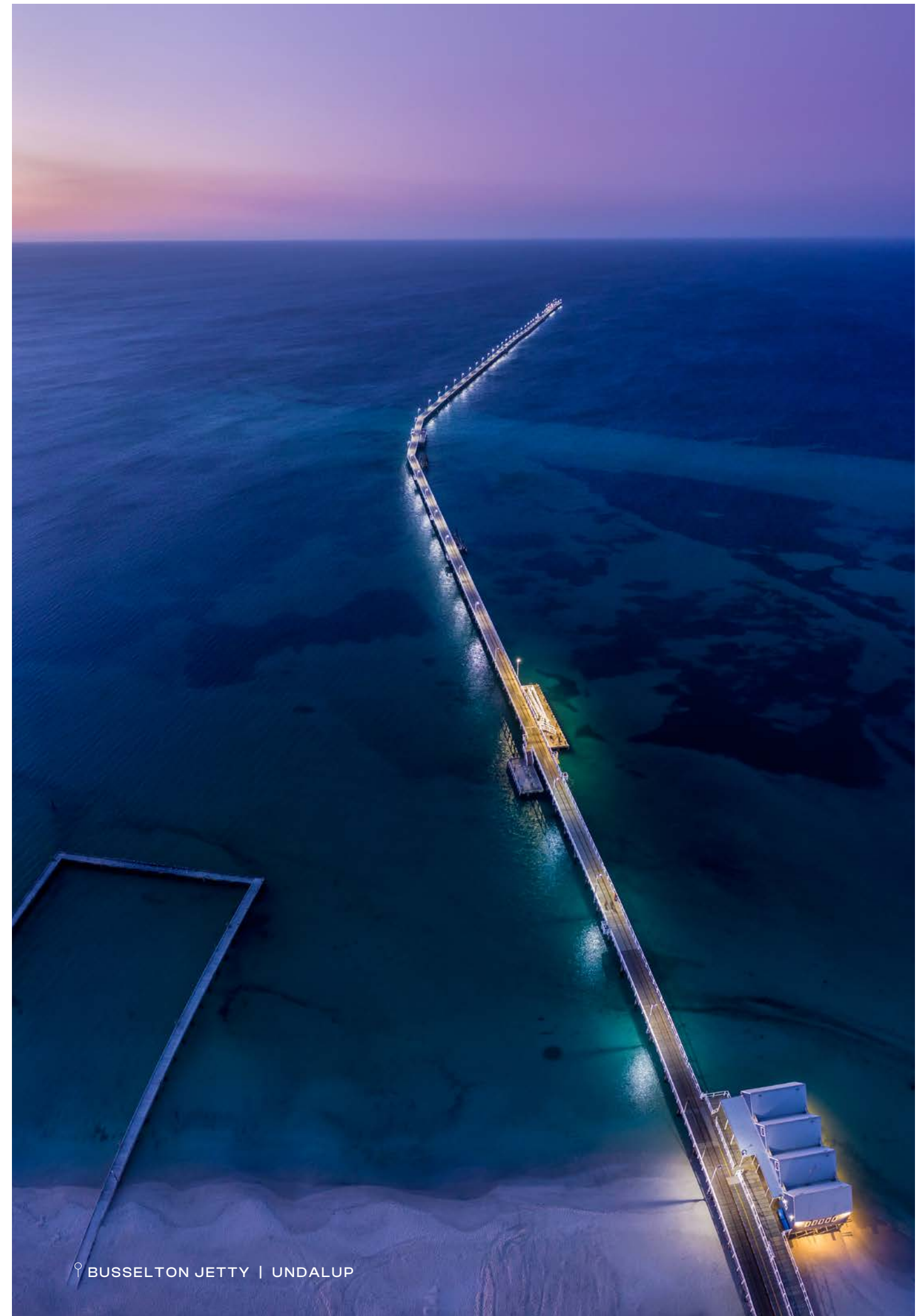
Busselton (Undalup) has long been a hot spot for holiday makers, whether visiting from far off places or just down the road. Relive holidays of yesteryear with new vigour.

At its core, the heritage jetty stretches into the Indian Ocean. Dolphins delight eager onlookers. Travel its length by novelty train or take a leisurely walk across clear, calm waters. An underwater observatory rewards the effort, as you witness life under the sea.

Along the vibrant foreshore, craft breweries and restaurants invite visitors to linger and enjoy the seaside setting.

Venture into the heart of the town, where historical buildings regale stories of a vibrant past and shoppers delight in local fare.

The proof is in the name. A 'Bussel' of activity and a 'ton' of fun. Creating memorable holidays is in its DNA. Whether it's your virgin journey or your annual trip, Busselton will keep on giving for generations to come.



📍 BUSSELTON JETTY | UNDALUP

COLLIE RIVER VALLEY

A blue lake adventure

The Collie River Valley is a hub for nature and outdoor adventuring.

A super-sized storybook mural adorns the dam wall while kilometres of bush tracks and trails wind through pristine forest alongside brilliant blue turquoise lakes and waterways.

Breathe in the scent of wet wattle and eucalyptus, nature's complimentary dose of aromatherapy, while leaves rustle under the wheels of your mountain bike or crunch under your feet.

Get closer to nature by pitching a tent under the stars, where toasted marshmallows are the dessert of the day accompanied by locally crafted beers and wines. Farm-stays and B&Bs provide country comfort.

For a cultural hit, explore the museum, Aboriginal sites and the old railway station where centuries of stories are ingrained in the bricks, mortar and land.



WELLINGTON DAM

DUNSBOROUGH & YALLINGUP

An adventure of rejuvenation

Rocky lagoons, ocean spray, surfers and sunsets.

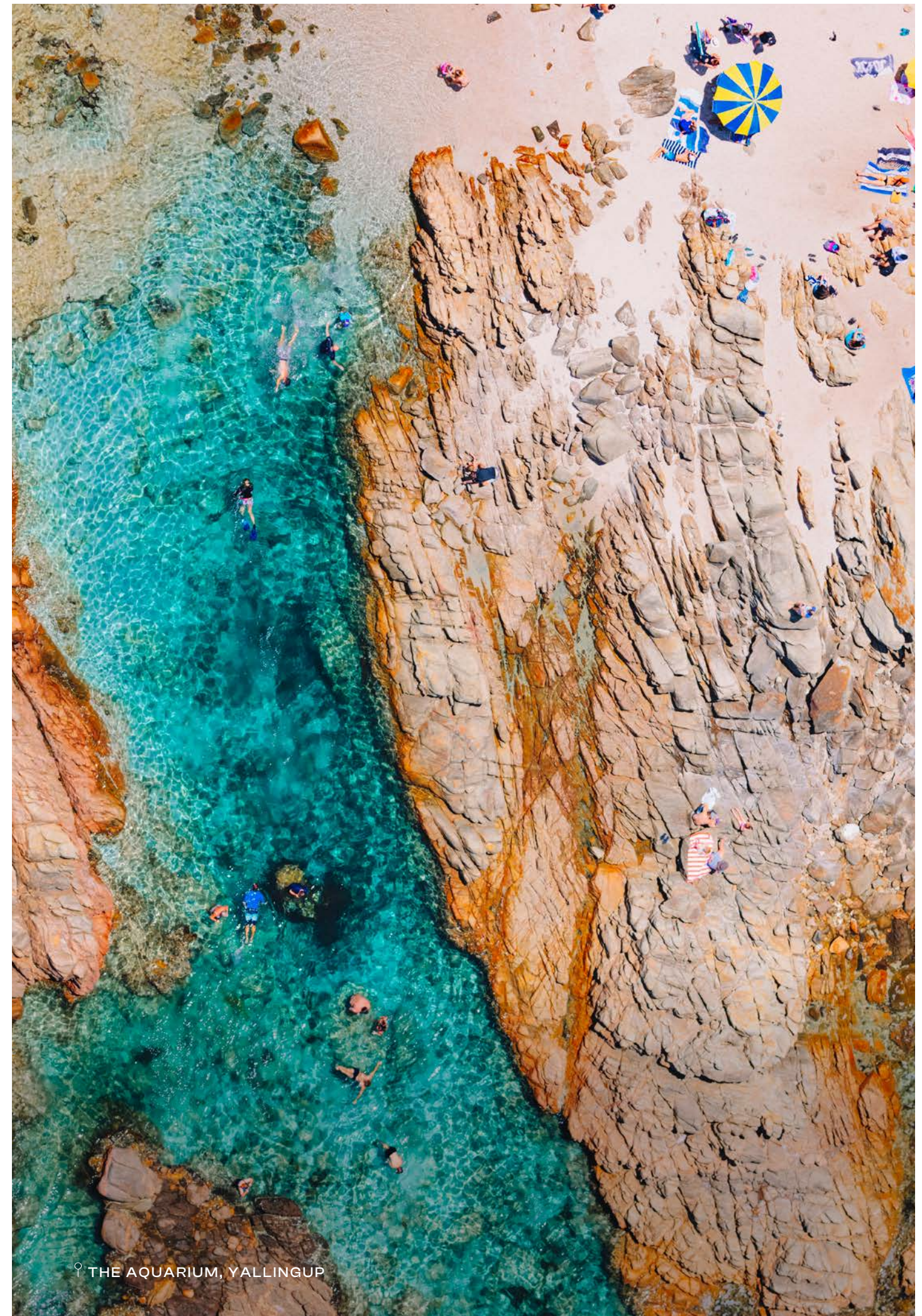
Take the summer break up a notch, surround yourself with family and friends to discover majestic beaches, secluded bays and landscapes of breathtaking beauty.

Rock pool spas froth and foam with nature's jets, seabirds soar overhead. Let the sun energise your body and the sea perform a natural exfoliation. Rejuvenation comes with the territory.

Discover caves deep in the earth, native wildlife of the land and sea. Take inspiration from the elements, celebrate the people, places and produce of this special destination.

Surfers on the break, wait for the perfect wave, as fishermen and divers haul in delicacies of the sea.

Linger at restaurants and ocean front cafes, where bare feet and bathers are the accepted dress code. Drink, dance, feast. Lose yourself for a while.



📍 THE AQUARIUM, YALLINGUP

THE GREAT SOUTHERN

An adventure full of treasures

Sheep graze in paddocks of green, mountains rise like silhouettes against the sky, vineyards and cabins nestle amid the forest and long roads lead to hidden treasures.

Hikers and mountain bikers will revel in the myriad of trails along abandoned railway tracks and up rugged steep climbs.

From the broad-acre farming fields to the majestic Stirling Ranges and Porongurups, this journey is layered with stories from first nation Noongar locals, European settlers and the immigrants who still arrive today to make this region home.

Riesling and Pinot flow from the vats as world-class whisky and gin distill. Local produce is treated with a tender hand, making an art out of the abundance of delicacies from the land, earth and sea.

From basic bush camps and caravan parks to flour mills converted into luxury hotels and Dutch-inspired cottages looking out to the mountain ranges. Accommodation choices are as unique as the seasonal wildflowers.

This region delivers exactly what's on the label. A trove of great southern treasures and the time, space and cooler climate to savour them.



📍 STIRLING RANGE NATIONAL PARK | WARRUNGUP

THE MARGARET RIVER REGION

A naturally generous adventure

The Margaret River Region — the grazing platter of the West. Premium wines, cheese, chocolate, cured meats, seafood, preserves and oils. Gifts of the land, earth and sea.

Tracks and trails wind along stunning beaches. Lush forests sprawl, ancient Karris rise. Surfers, artists, vigneron and purveyors find harmony and beauty in landscapes as green as their environmental conscience.

The main street buzzes with alfresco diners, sandy-foot shoppers, gallery browsers. Blue-tongued children lick bubblegum ice cream, as roof racks laden with waxed-up boards cruise past. It's holiday central, an eclectic mix, an authentic vibe.

The Margaret River Region is a marriage of manicured wineries, rustic cellar doors, silky white beaches framed by granite boulders, caves and protected forests.

Feel the grass beneath your feet, the tang of wine on your tongue. Enjoy the satisfaction of salty skin and the rhythmic thrum of waves. Unwrap this gift from nature slowly. Savour the surprise.



MARGARET RIVER REGION

SOUTHERN FORESTS & VALLEYS

A sensory bushland adventure

Don your hiking boots and surrender to the tree-lover within. Ancient forests and babbling brooks are fairy-tale perfect against the crackle and warmth of a campfire and the musty scent of moss feasting on the forest floor.

Here you can climb majestic Karri trees, wander among a canopy of tingle trees and retrace the heritage of the timber mills along abandoned railway tracks. Witness glass-top lakes, greeting-card landscapes, blinding-white sand dunes and river mouths greeting the coastline.

Skip stones, get muddy, build cubbies, be at one with nature. Pitch a tent or cozy-up in a cottage; make being connected nothing to do with Wi-Fi. Be seduced by serenity and inhale the freedom.

Fill your belly with farmhouse fare: truffles, trout, marron and cool-climate wines. Fill your shopping tote with pottery and paintings crafted by local artisans.

Immerse yourself in this sensory bushland adventure.



📍 CONSPICUOUS BEACH, NORNALUP

THE SPIRIT OF ADVENTURE

AUSTRALIA'S CORAL COAST

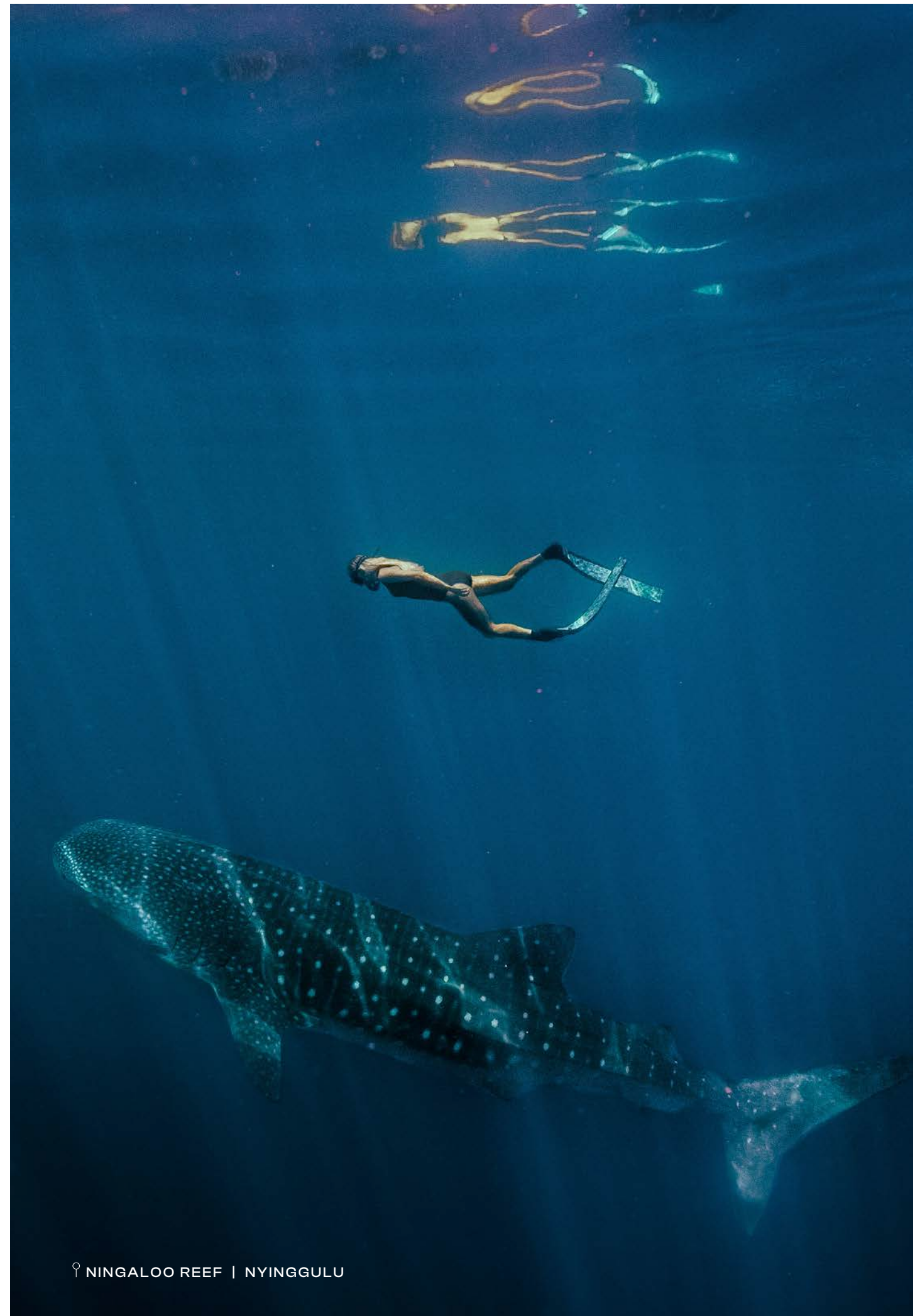
The most exhilarating marine adventure in the world.

Ningaloo Reef (Nyinggulu) is Australia's largest fringing coral reef. Pristine, close to shore, and extending along 300kms of untouched coastline.

Here is where the red desert meets the turquoise waters of the Indian Ocean, where you can swim alongside friendly whale sharks, back-flipping manta rays, and singing humpback whales.

Above water there's the ancient Cape Range National Park, award-winning but down to earth breweries, locally caught seafood and beef straight from the outback stations.

A holiday here leaves you feeling refreshed, renewed and elated.



📍 NINGALOO REEF | NYINGGULU

EXMOUTH, CORAL BAY & CARNARVON

A whale of an adventure

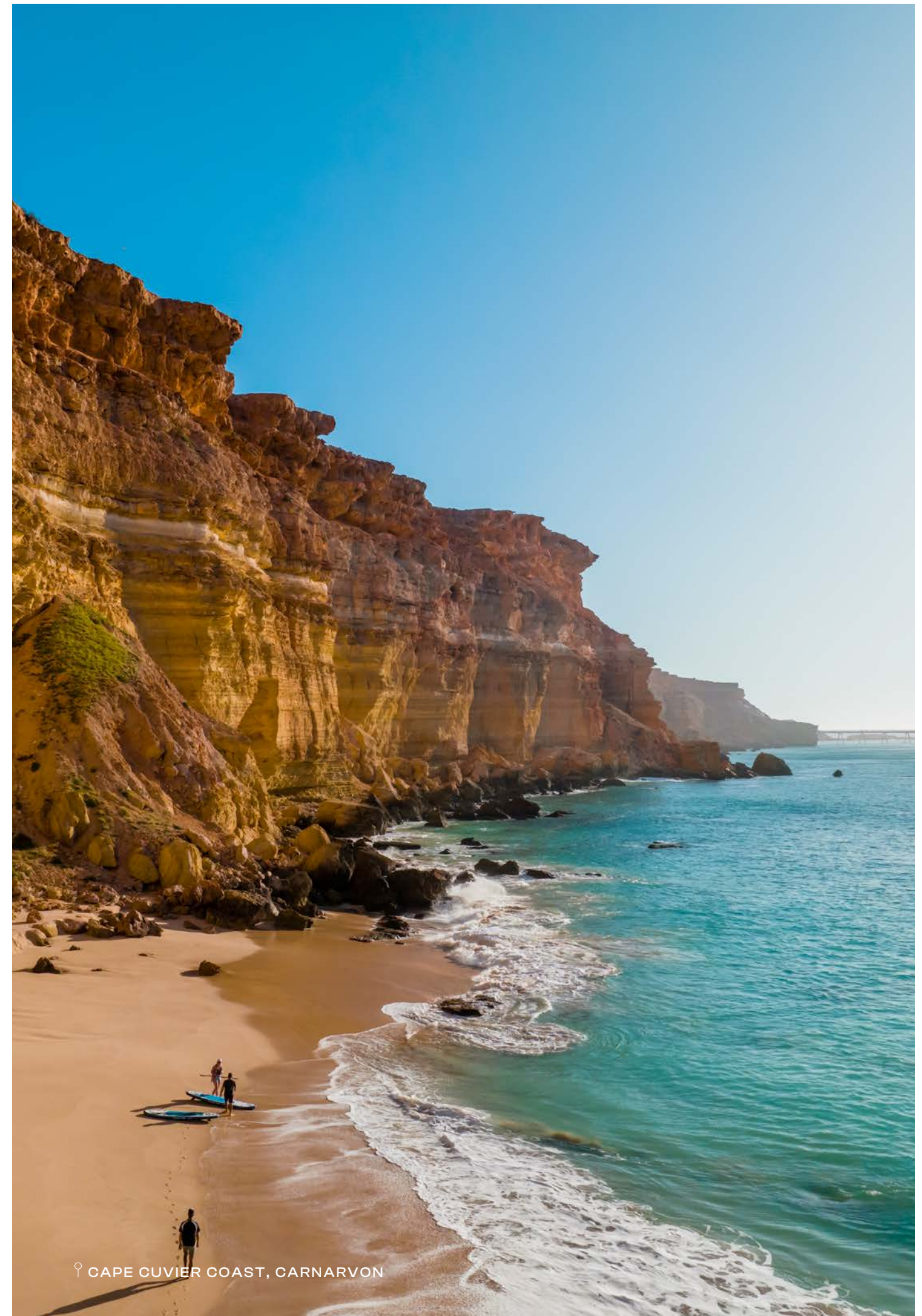
Exmouth (Warnangoora), Coral Bay and Carnarvon sit on the northern shores of Australia's longest fringing coral reef. Home to one of the world's most pristine marine environments, even whale sharks choose to linger a while before continuing on their annual migration.

Beyond the fruit bowl of WA, where banana trees sway and seafood is plentiful, landscapes morph from termite mounds and deep red earth to alabaster sandbanks stretching into limpid waters. Schools of fish dart and weave through beds of rainbow coral.

Take the plunge to get up close and personal with gentle giants; a once-in-a-lifetime experience the region is renowned for, or witness a wondrous underwater world through a glass bottomed boat.

Go cruising up canyons, bugging through dunes or trekking through ranges. No day is complete without witnessing a sunset from Vlamingh Head lighthouse.

Whether you choose to stay at a world-class eco-retreat, a stationstay, or a back-to-basics campsite, the theme here is simple; relax, unwind and enjoy a whale of a time.



GERALDTON

An adventure of seafarers and the sea

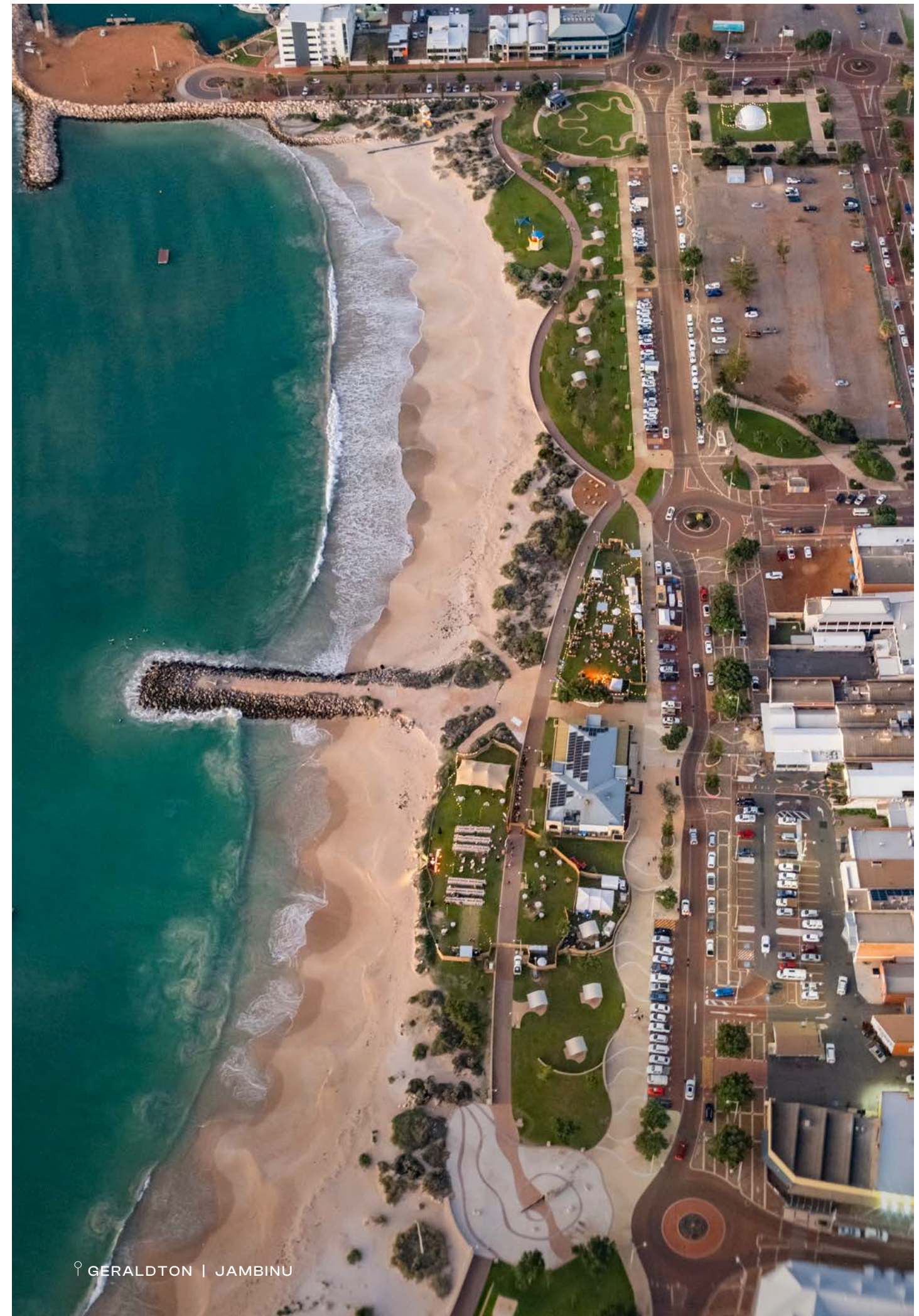
Along the Coral Coast Highway where snow-like dunes rise unexpectedly from sage-green scrub and trees bow low acknowledging your arrival, a modern beachside city emerges.

Hilltop memorials immortalise the souls of shipwrecked sailors, museums keep maritime stories. Historical villages preserve memories of both a prosperous and stormy past.

Off the mainland, the remote Abrolhos Islands invite you to explore by sea or air. Snorkel around coral-fringed atolls, beachcomb, explore, nature watch. Cast your line into one of the world's top ranked fishing spots or pull up a lobster pot and dine on the delicacy the region is famous for.

Tutu pink lakes, fields of wildflowers and blooms from it's namesake the Geraldton Wax are poised to fill your camera-roll with colour.

A mecca for wind sports, a haven for fishermen, a paradise for lovers of seafood and the sea.



📍 GERALDTON | JAMBINU

INDIAN OCEAN DRIVE

A windswept adventure

Beach shacks and shanties, boat ramps and bakeries, are signature staples of the seaside communities along this gateway to the north.

Beyond shifting white sand dunes, a misty blue ocean ebbs and flows. Salty sea air evokes a natural holiday high, lifting the spirits against a rhythm of crashing waves and masterpiece sunsets.

The limestone Pinnacles of Nambung National Park jut haphazardly from the earth providing a strange moonscape to wander. Nightfall showcases the starry milky way against dark skies.

Seals laze, rock lobsters fill fishman's pots, WWII memorabilia regale stories of the past and wildflowers and caves add to the adventure of discovery.

Absorb the untainted coastal beauty, its laid-back nature. Sink your toes in the sand or dangle a hook from the jetty. Feel windswept and rustically romantic under sunshiny skies and blissfully unaware of the passing of time.



KALBARRI

An adventure of rest and exploration

Where the Murchison River meets the Indian Ocean, the coastal town of Kalbarri (Wurdimarlu) is a marriage of rugged inland beauty and a relaxed resort lifestyle.

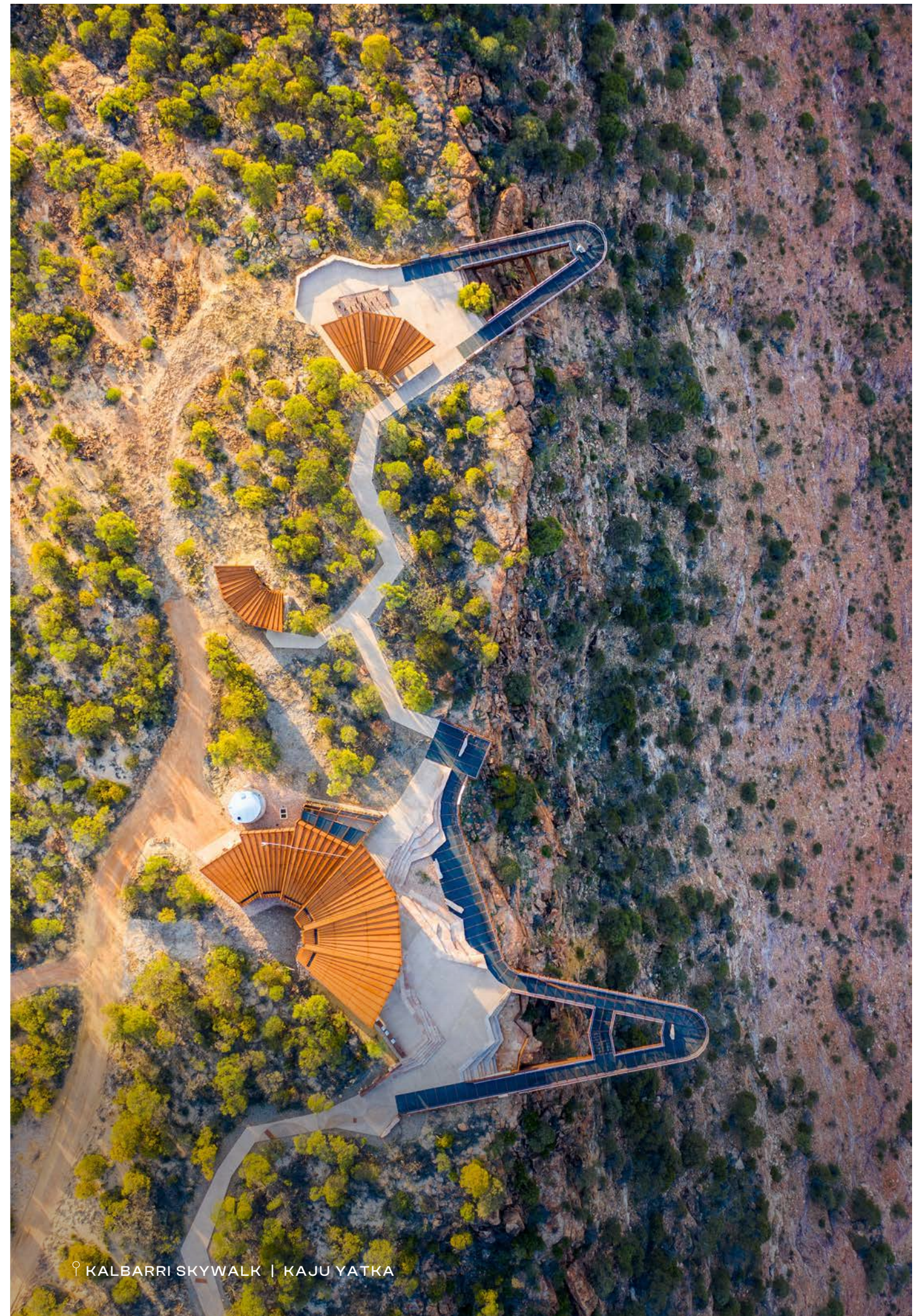
Snorkel through blue holes, admire the wonder of a nearby pink lake or capture an iconic photo sitting on the sill of nature's window. Defy gravity along the bridge of Kalbarri Skywalk (Kaju Yatka), hovering above 400 million year old canyons of the national park.

Learn of the Nanda people of Wurdimarlu. Visit one of the region's oldest settlements and other nearby fishing and holiday hamlets.

Behind the backdrop of an endless sunshine, landscapes sprawl from coast to outback. Seafood feasts are always guaranteed, whether caught by hand or served by local chefs.

Feed the pelicans, absorb the sunshine, take in the colours of nature's art.

Whether you're in search of wildflowers, wildlife, whales or wow-factor. Kalbarri gifts in buckets and spades.



SHARK BAY

An oceanic adventure

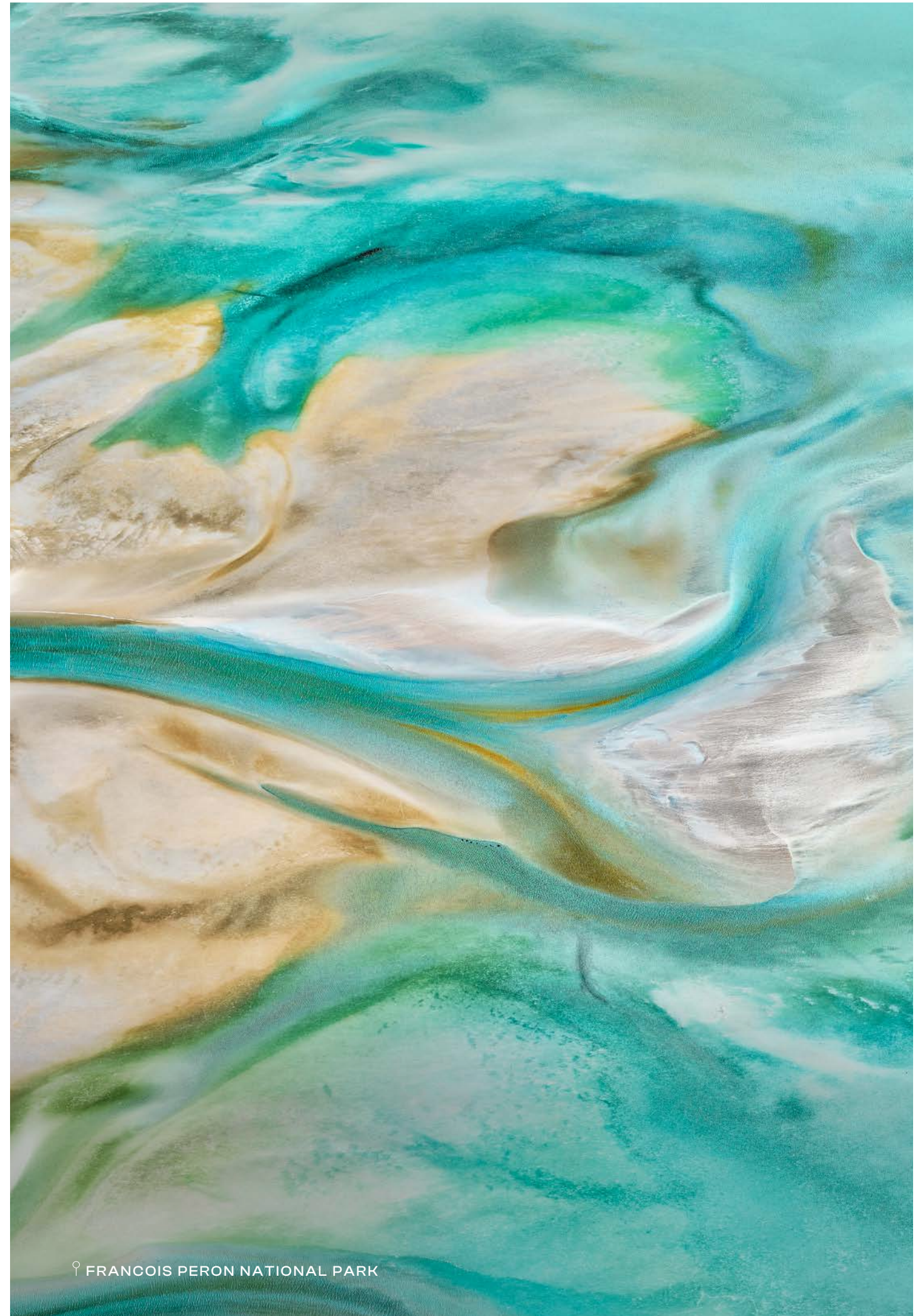
On the Western-most point of the continent lies Shark Bay (Gutharraguda) country; the land of two waters.

Shell-coated shorelines stretch out, flanked by craggy red cliffs and azure blue skies. Underwater meadows of seagrass sway as marine life dash and dart against the currents.

Edged by white coastal mangroves, salt-water channels weave a course to lagoons where emus bathe. Sandy tracks and corrugated roads lead to lofty lookouts, historical sheep stations and beaches where ancient lifeforms survive.

Follow the footsteps of Dutch explorers to WA's largest island, swim with majestic humpbacks and whale sharks or join the throngs to share a magical sunrise with Monkey Mia's famous dolphins.

This is a journey into a fragile landscape. A fascinating ecosystem of colours, creatures and ocean vistas that will leave an imprint on your heart and renewed respect for life on the land and under the sea.



FRANCOIS PERON NATIONAL PARK

WILDFLOWER COUNTRY

A magical carpet ride adventure

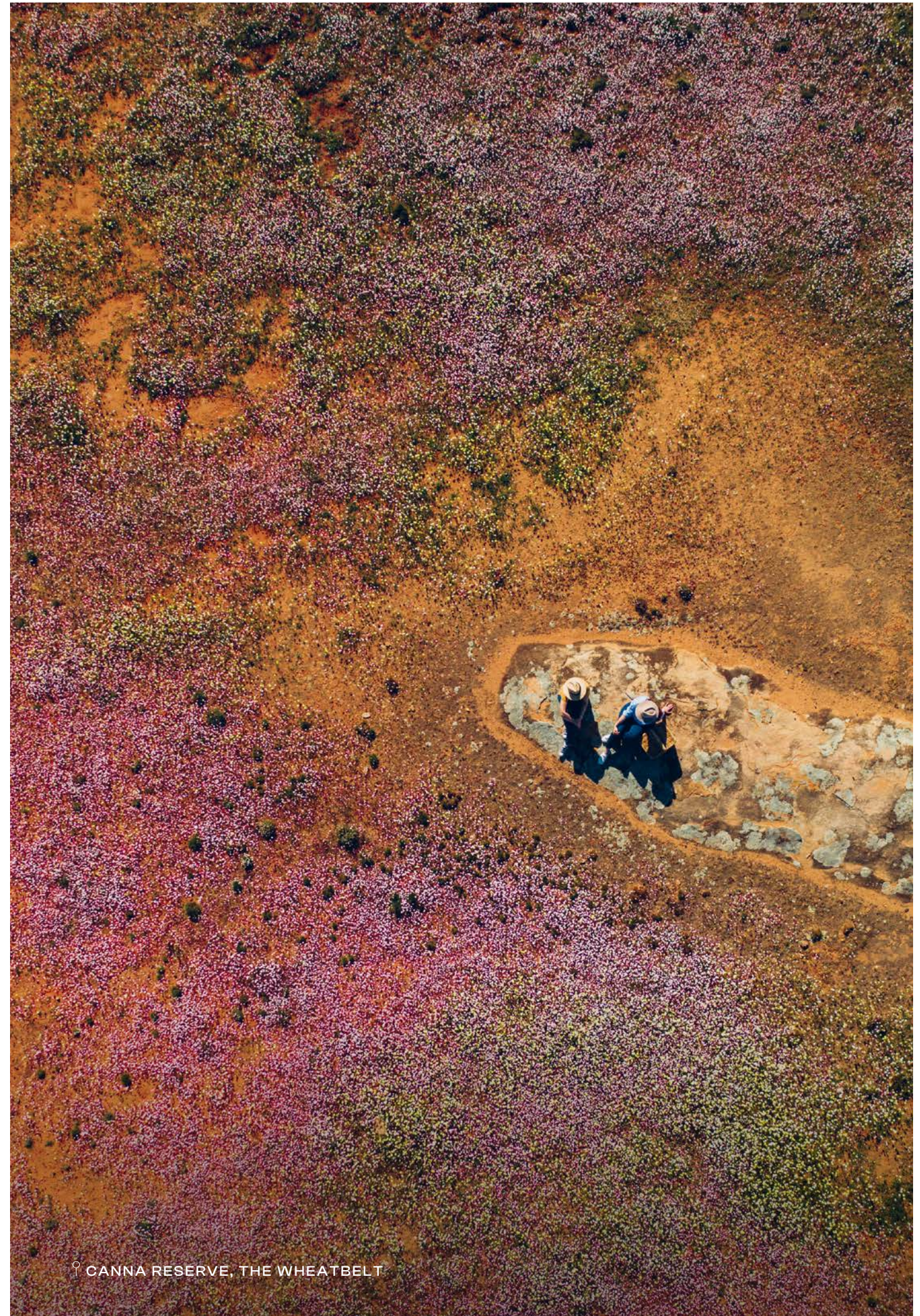
From May to September, outback plains burst into otherworldly collages of floral colour. Carpets of pink and white everlastings take over, shrubs bloom in yellows, oranges and purples. The hunt for rare orchids and wreath flowers begins.

This is farming country where roadside wheat fields change colour with the seasons, as tractors and harvesters go about their daily routine.

At night, dark skies unimpeded by artificial light reveal a celestial world of planets and stars, a mind-bending encounter of distant universes beyond imagination.

An eclectic array of attractions will ensure your stay in Wildflower Country is full of charismatic characters and whimsical experiences. bush tucker tours, self-drive trails, 'painted roads' and 'dinky di' outback pubs.

Whether you're chasing space, grace or the ace, Wildflower Country is the place to be.



📍 CANNA RESERVE, THE WHEATBELT

THE SPIRIT OF ADVENTURE

AUSTRALIA'S GOLDEN OUTBACK

The most otherworldly outback adventure in the world.

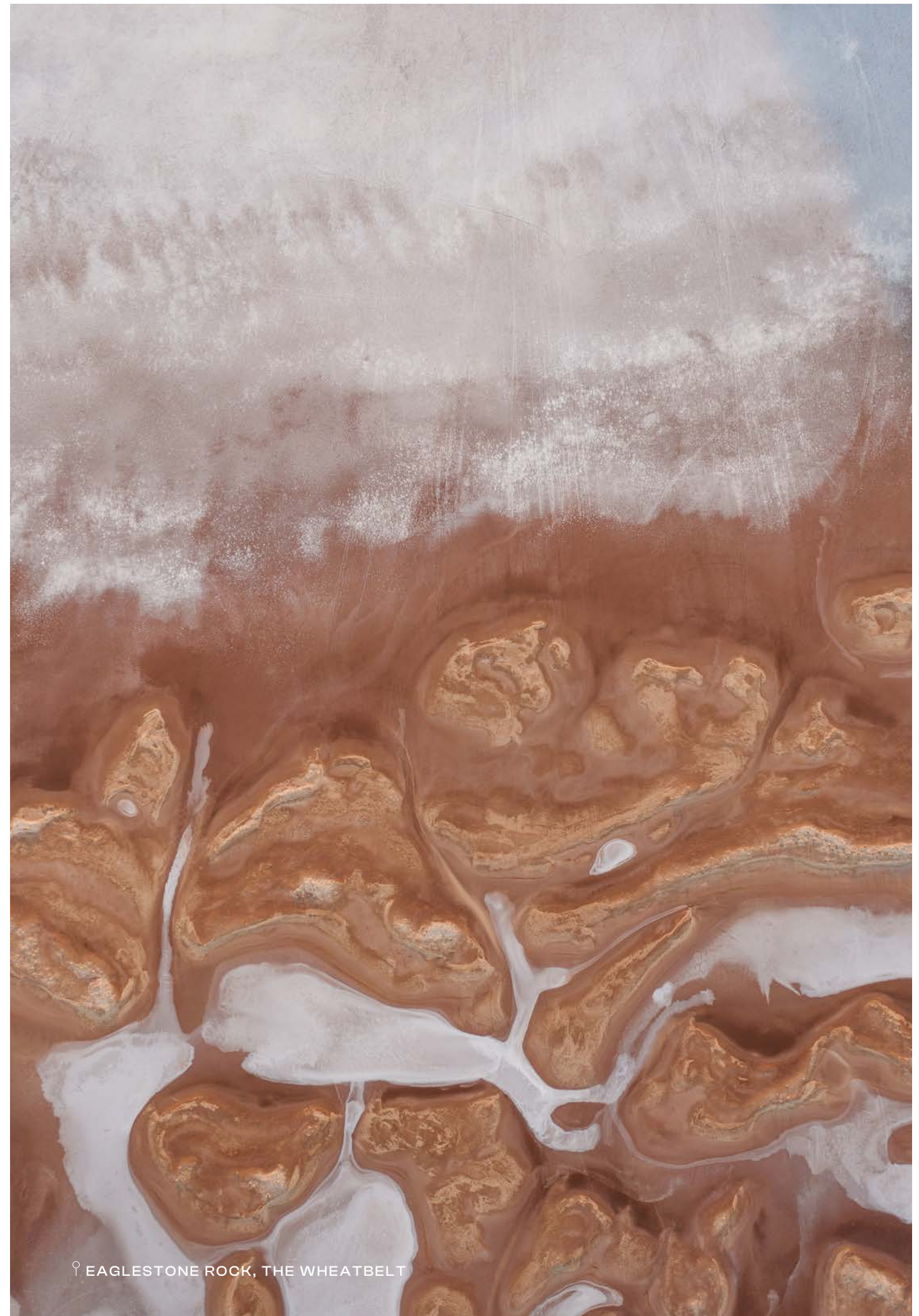
The Golden Outback extends inland from Esperance (Kepa Kurl) to Mount Augustus (Burringurrah), the world's largest rock. From Australia's whitest beach to red dirt, green bush, golden fields, bronze trees and big blue skies.

In Esperance, Lucky Bay offers the world's only kangacino, with sunbathing kangaroos and surfing dolphins for company. A bubble gum pink lake sits offshore for flyovers.

In Kalgoorlie (Karlkurla), discover a heritage town on the edge of a Super Pit in the middle of the outback, with a giant mirror left by an American President who fell in love. This is gold rush country, where a mythical and extra-terrestrial heavy metal has changed the fortunes of many.

Explore roads less travelled. Witness the oldest wave in the world and the surreal sculptures of Lake Ballard. Be alone with your footprints on a salt lake; it changes colour with the weather and leaves you wondering if you're in Outer Space.

This part of the world blows your mind then takes you right back down to earth.



📍 EAGLESTONE ROCK, THE WHEATBELT

ESPERANCE

A bountiful adventure of natural beauty

Home to the whitest sand in Australia, Esperance (Kepa Kurl) is a natural wonder. Beautiful bays with jaw-dropping beaches hug the coastline as the wind whistles ancient stories.

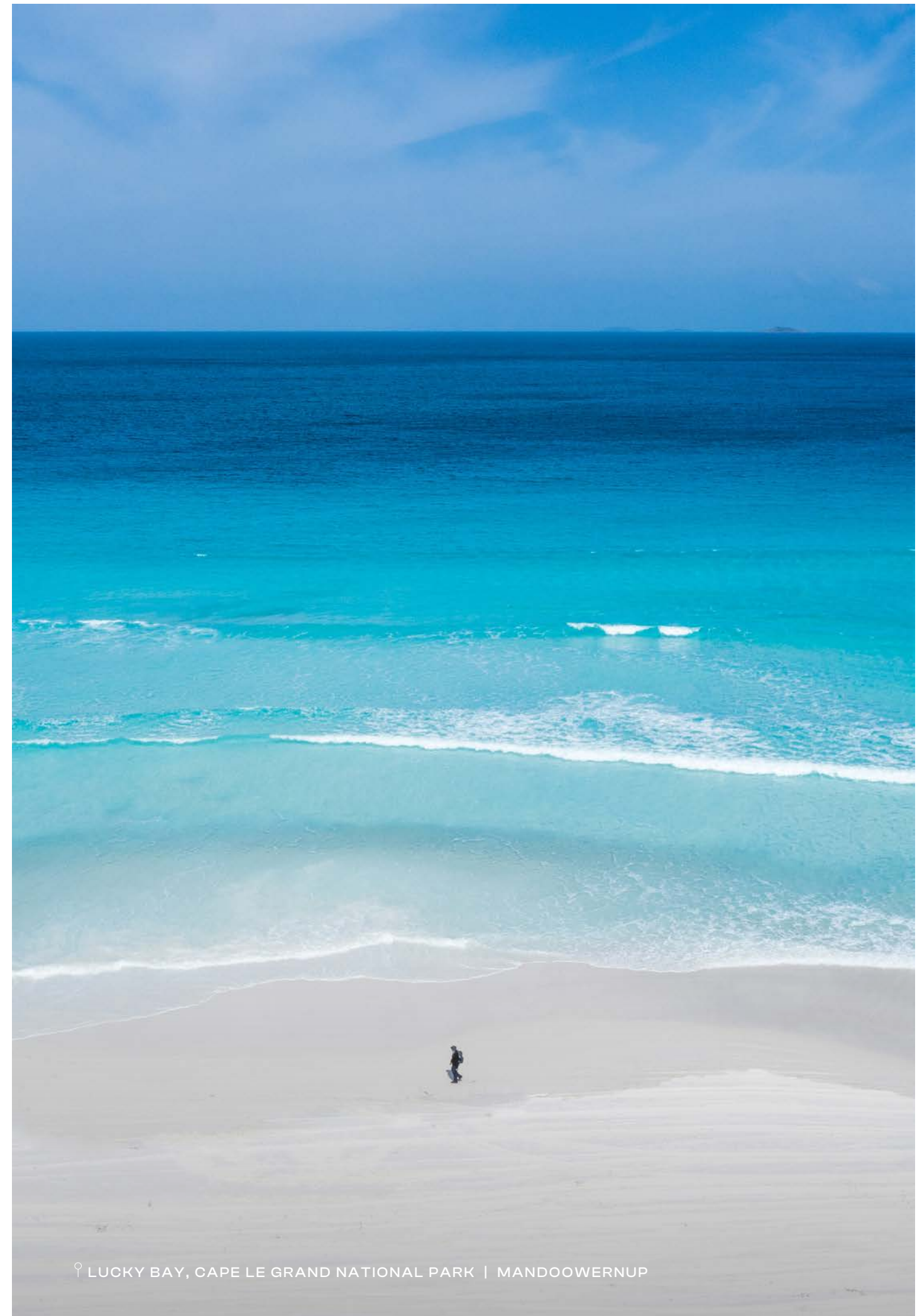
Its teal and turquoise waters are an attraction all on their own. If beaches won beauty pageants, Esperance would be crowned Miss Universe.

Rock pools form natural aquariums where hermit crabs and starfish play hide and seek. Seals and dolphins show off their synchronised swimming routines. Kangaroos sunbathe at Lucky Bay, happy to pose for a selfie, while you sip a signature kangacino.

An archipelago of islands peek across the horizon, a maritime maze to explore by boat or air. Camouflaged campsites dot the landscape. Unique flora, fauna and rock formations are a photographer's dream.

The quintessential Aussie beach holiday. No crowds, just space. Leave the devices at home. Pack a book instead. Find a private cove, lay out your towel and exhale.

Idyllic isolation, the perfect place to retreat, get back to basics and marvel at the opulent earth.



📍 LUCKY BAY, CAPE LE GRAND NATIONAL PARK | MANDOOWERNUP

GASCOYNE MURCHISON

A rock solid adventure

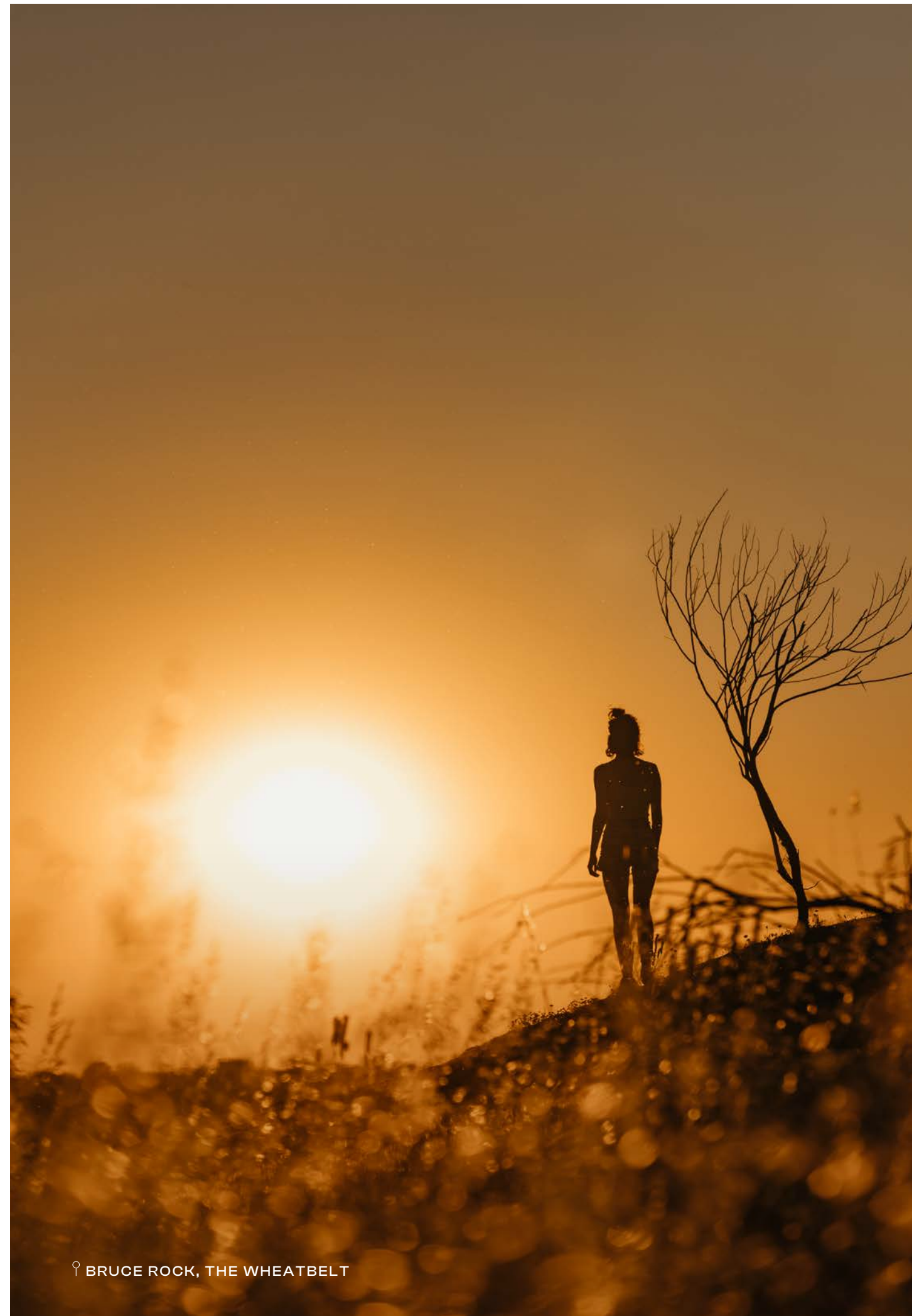
Space, silence, stillness, stars. Burnt-red plains, soaring rocks. This is the real 'WA outback', with a beauty so understated, only the pure-hearted adventurers will find it.

Road trains and roadhouses, a general store and a pub, 'blink-and-you-might-miss-em' towns. Story seekers unearth treasure chests of history, timeless tokens of a lively past. Abandoned mining towns, rusty relics, whispers of ghosts.

Walk on Badimaya and Wajarri country, let your skin absorb its spirit, let its serenity be a lasting memory. Proud custodians, timeless legends.

Home to Mount Augustus (Burringurrah), Australia's 'island mountain' rising out of the alluvial plain and Western Australia's hub of geo-tourism. Rock caves, mighty rivers, station stays and monumental road trips.

The essence of this journey lies in the spaces between, where the disconnect becomes a reconnect; to land, to history and those who share this adventure with you.



KALGOORLIE & THE GOLDFIELDS

A golden adventure

Way out west, a golden adventure awaits.

Built on the dreams of fortune seekers, the ruins of remote metropolises appear from nowhere while the grandiose buildings and wide streets of Kalgoorlie (Karlkurla) and Coolgardie still stand proud as a symbol of a powerful and wealthy past.

Scandals, scallywags, successes and swindles. Abandoned towns, brothels, bootleggers and rebellions, the Goldfields has seen it all. Imagine yourself as an early prospector in this iconic and unique place.

Go hunting for abandoned towns and gold nuggets, watch a gold pour or go road-tripping through Wongi country. Be bewildered by otherworldly statues in the middle of a salt lake, or a super-sized mining pit you can see from space. Marvel at the innovation and engineering feats, the many stories of triumph and tragedy.

The Goldfields is a mash-up of modern day living and a past laced with gritty and glorious boom and bust tales. Strap yourself in for a wild ride, there is nowhere else like it.



📍 LAKE BALLARD, MENZIES

THE WHEATBELT

An otherworldly road trip adventure

Prepare yourself for a journey of discovery. Open roads stretch through rustic country, where far horizons reveal hidden surprises.

Self-drive trails lead to spectacular granite outcrops with infinite views and unique ecosystems to explore. Feel weightless as you float on Magic Lake or surf Katter Kich (Wave Rock) without an ocean in sight. Look up to dark desert skies for a boundless canopy of bejeweled stars.

Spring wildflowers and winter orchids light up the land, while roadside grain crops ripen in the golden sun.

Aboriginal and farming history is captured along interpretive trails and in museums of military and railway memorabilia. Tin horse sculptures, an art deco theatre and a historical retro drive-in cinema, form part of a huge collection of curiosities and legends.

Each country community offers its own quirky party piece. Life here is unpretentious.

Custom-made for lovers of the open road, who carry with them the most important of travel essentials; a lust for adventure and an open mind.



📍 WAVE ROCK, HYDEN | KATTER KICH

THE SPIRIT OF ADVENTURE

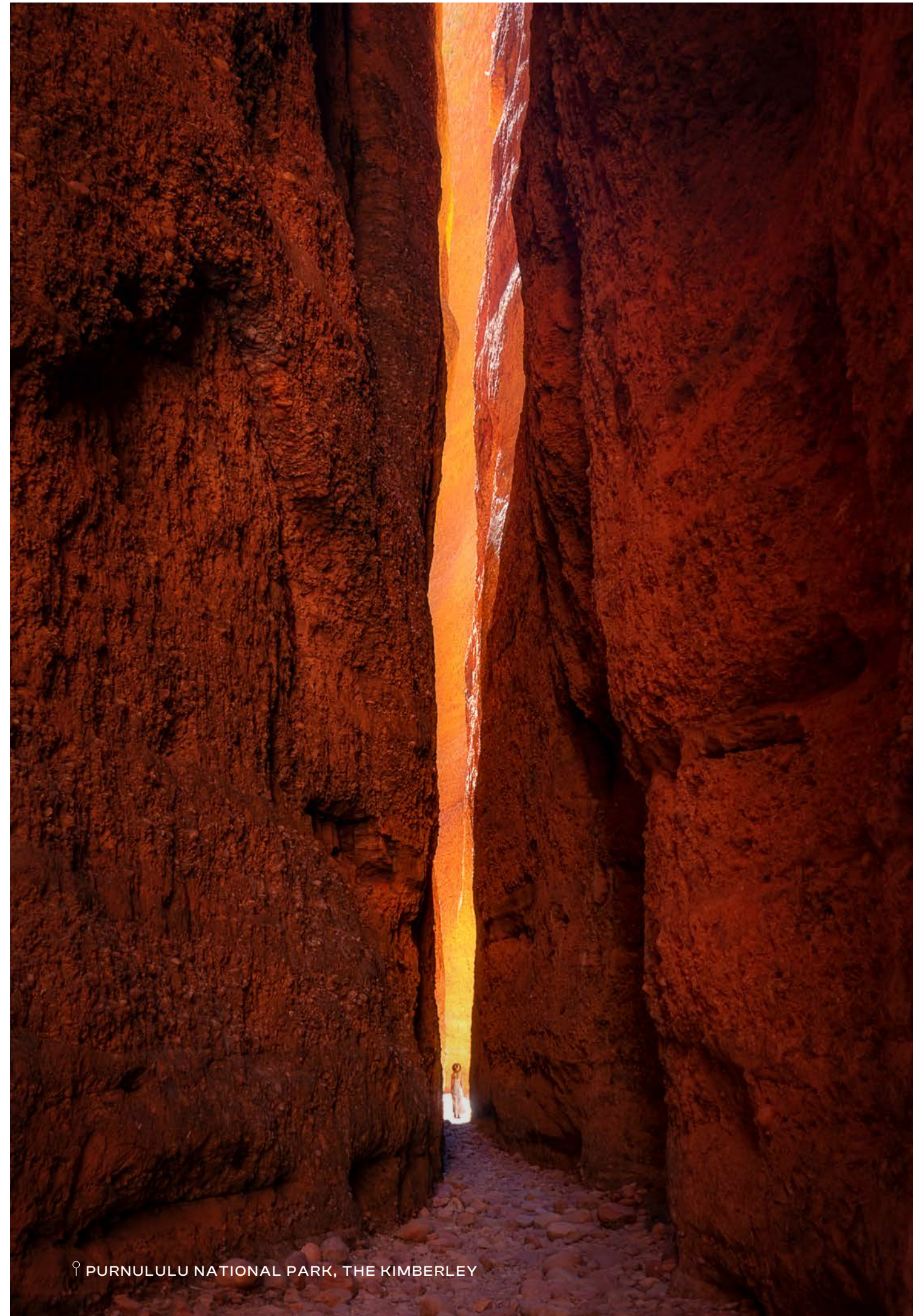
AUSTRALIA'S NORTH WEST

The most awe-inspiring wilderness adventure in the world.

The Kimberley is where ancient culture, landscapes and nature abound. A land of horizontal waterfalls, gorges shaped like cathedrals, ancient art galleries, boab trees giant tides, rapid evolution, snubfin dolphins and an 80 mile beach.

The adventure is for all senses and all seasons; whether it's staying at El Questro, taking a scenic flight through the Bungle Bungle Range at Purnululu National Park, cruising the Kimberley coastline, the Ord River or Lake Argyle, admiring Argyle pink diamonds, snorkelling at Rowley Shoals, fishing for barramundi, discovering waterfall season, or challenging yourself to the Gibb River Road.

Quiet but powerful, part soulful, part magic. The Kimberley grounds you and the red dust never leaves you.



📍 PURNULULU NATIONAL PARK, THE KIMBERLEY

BROOME

A sun-soaked adventure

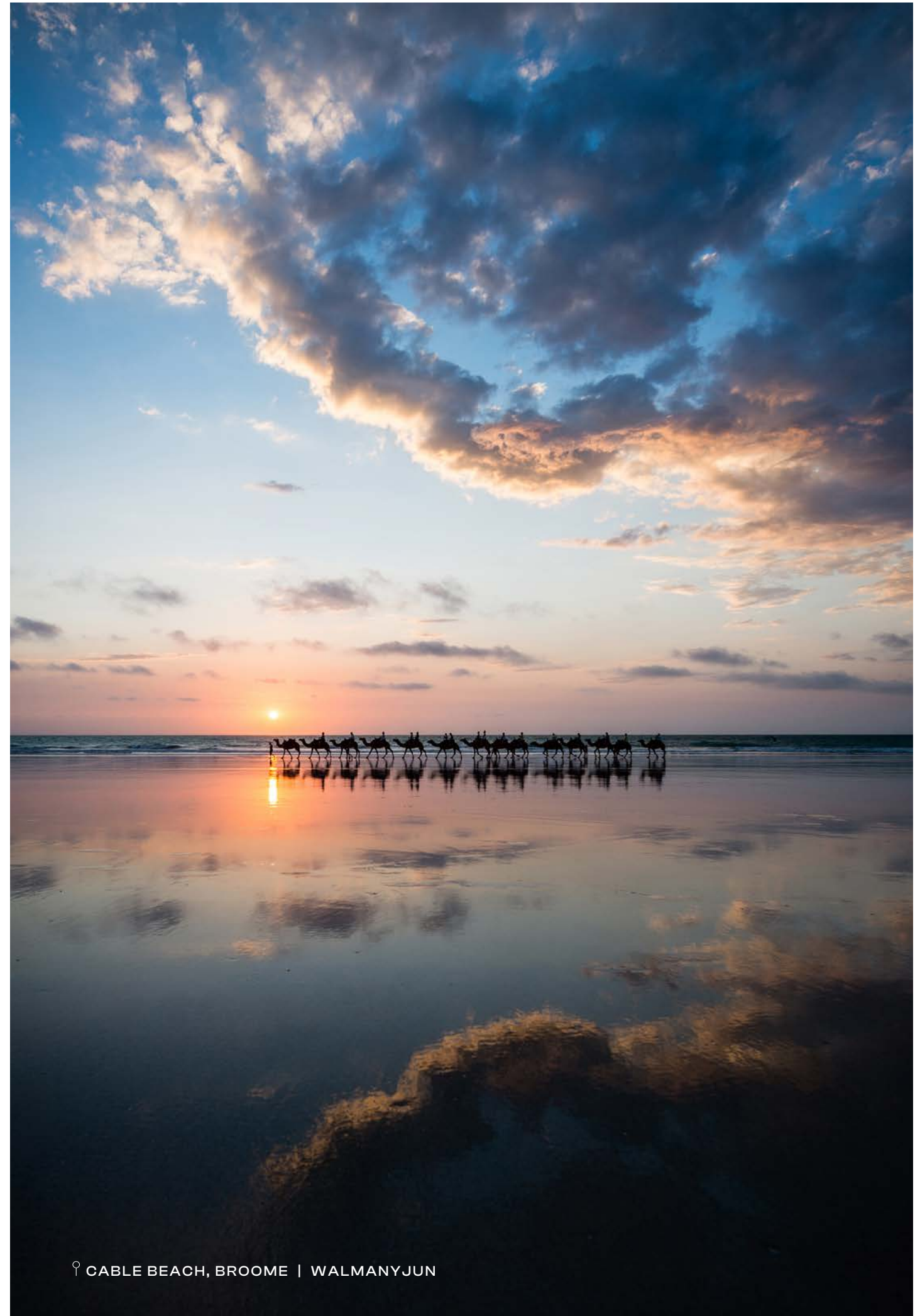
Broome (Rubibi) is a luxury escape, where socks and jumpers are a foreign concept. Its multicultural vibe gives it an international feel, with palm-lined beach resorts and the perfume of frangipani sailing on the breeze.

Cable Beach (Walmanyjun), camel trains and citrus sunsets draw the crowds, epic tides reveal the real magic of horizontal falls, staircases to the moon, dinosaur footprints, creeks and waterways in ombres of blue.

Ancient Yawuru tracks take you to sacred land where Boab trees stand majestic in pindan earth and Mulla Mulla flowers dot the landscape in a purple hue.

Down red dusty tracks, find pearl farms, beer breweries and mangroves with mud crabs. Let the trademark flavours of ginger beer, mangoes, pearl meat and barramundi leave a sensory souvenir on your tongue. A tropical holiday, Kimberley style.

Broome is a gateway to unforgettable adventures. Slow down, relax, you're on 'Broome time' now. Flop in the hammock and set your watch accordingly.



📍 CABLE BEACH, BROOME | WALMANYJUN

KUNUNURRA & SURROUNDS

A timeless adventure

Kununurra (Goonoonoorrang) is not a place, it is an awakening. A connection to the land, the beginning, creation itself.

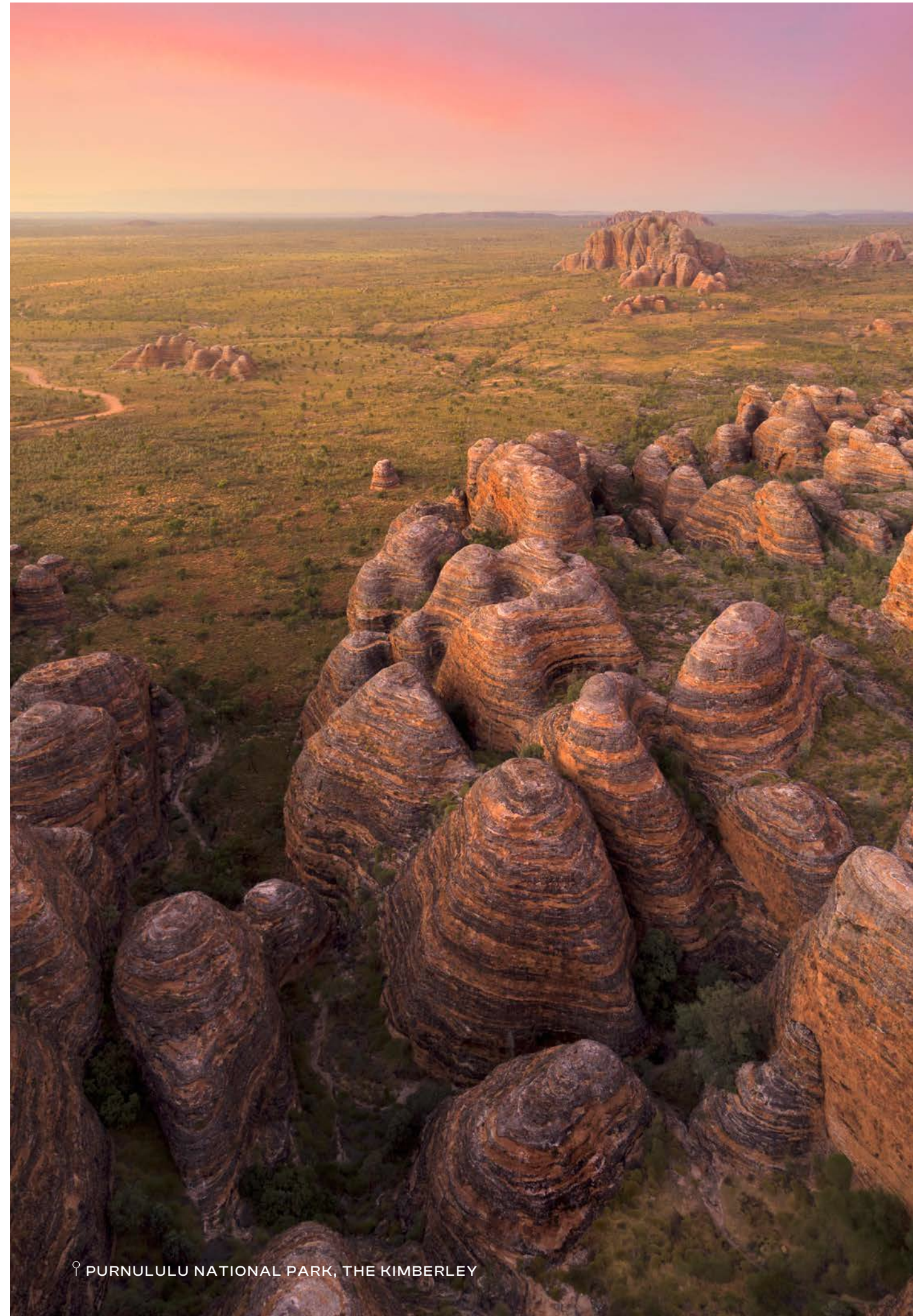
Sprawling landscapes, mammoth lakes, a tangle of rivers and creeks. Waterfalls, billabongs, dams and rockpools; water as far as the eye can see. Gorges dive deep into the earth, cliffs and rugged hills reach skyward. You are on Miriwoong country, a spiritual land where ancient stories feel tangible.

A place defined by two seasons; Wet season brings the rain, the plunging waterfalls. Dry reaps its rewards, temperate weather, time to explore.

Nature shines in all its glory. Birds, lizards and the odd freshwater croc. Flowering patches of Mulla Mulla and Kapok colour the roadside alongside forests of rotund boab trees.

Epic journeys start here. Bucket-list road trips, flights into Purnululu National Park and across the Bungle Bungle Range, lake cruises with sunsets seeping seamlessly into golden hour as blush and as dazzling as its famous pink diamonds.

Absorb its magic, its timelessness; its beauty so raw, you'll feel humbled by its majesty.



THE PILBARA

A naturally rugged adventure

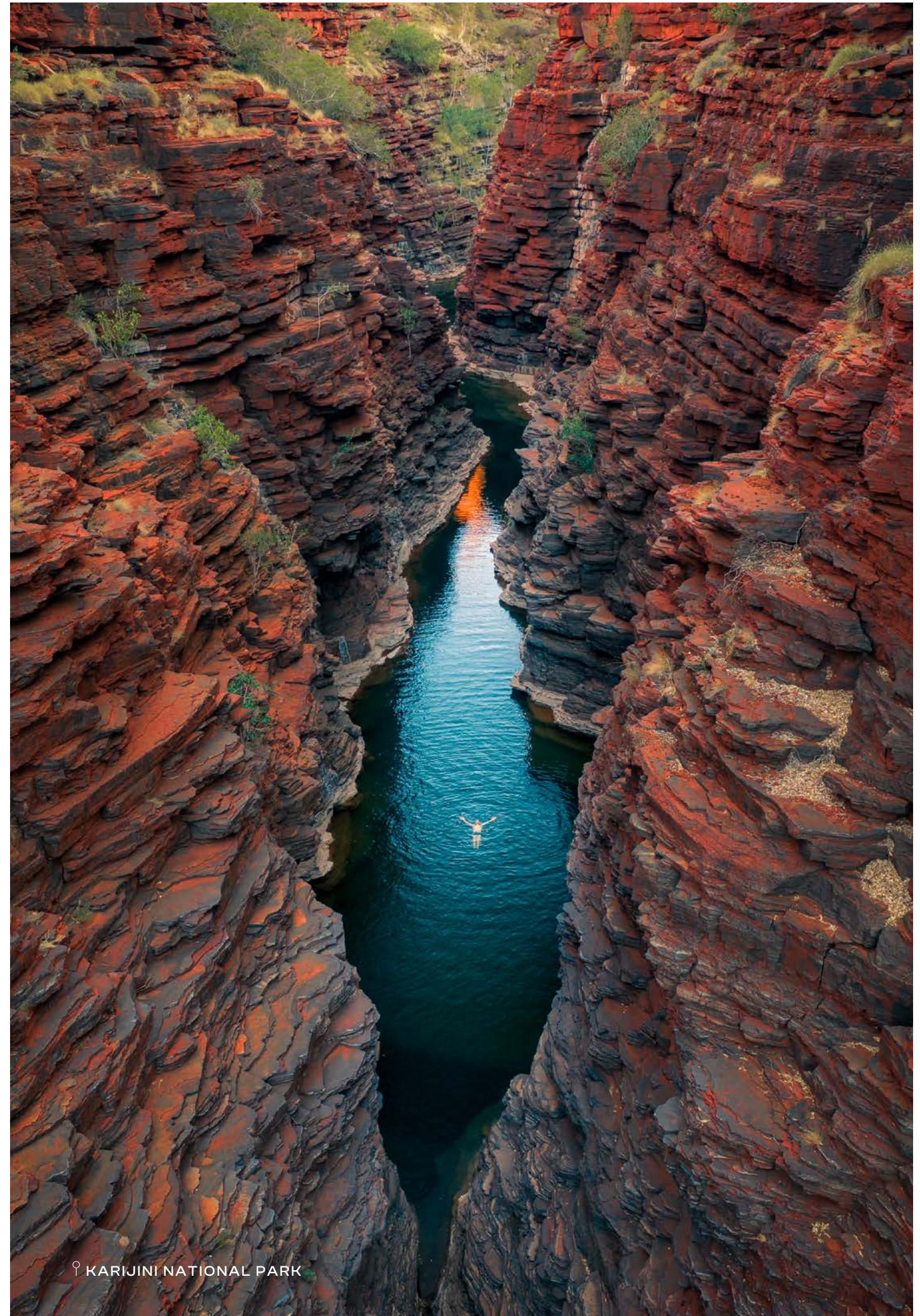
The Pilbara is like nowhere else on earth. It's super-sized, remote and embodies raw beauty. The spirit of the Aboriginal people is engrained in the land and sea, their stories of creation carved into rocks in the world's most ancient open-air gallery.

The 42 islands of the Dampier Archipelago swarm with birds and wildlife, inviting you to dive, snorkel, swim and fish. Sea breezes bring welcome relief from the summer heat.

The Warlu Way winds through undulating terrain, past sheer cliff faces and hills where spinifex clings and desert gorges cut through the earth. It is home to Chichester and Karijini National Parks, with eye-popping waterfalls, swimming holes and rocky escarpments.

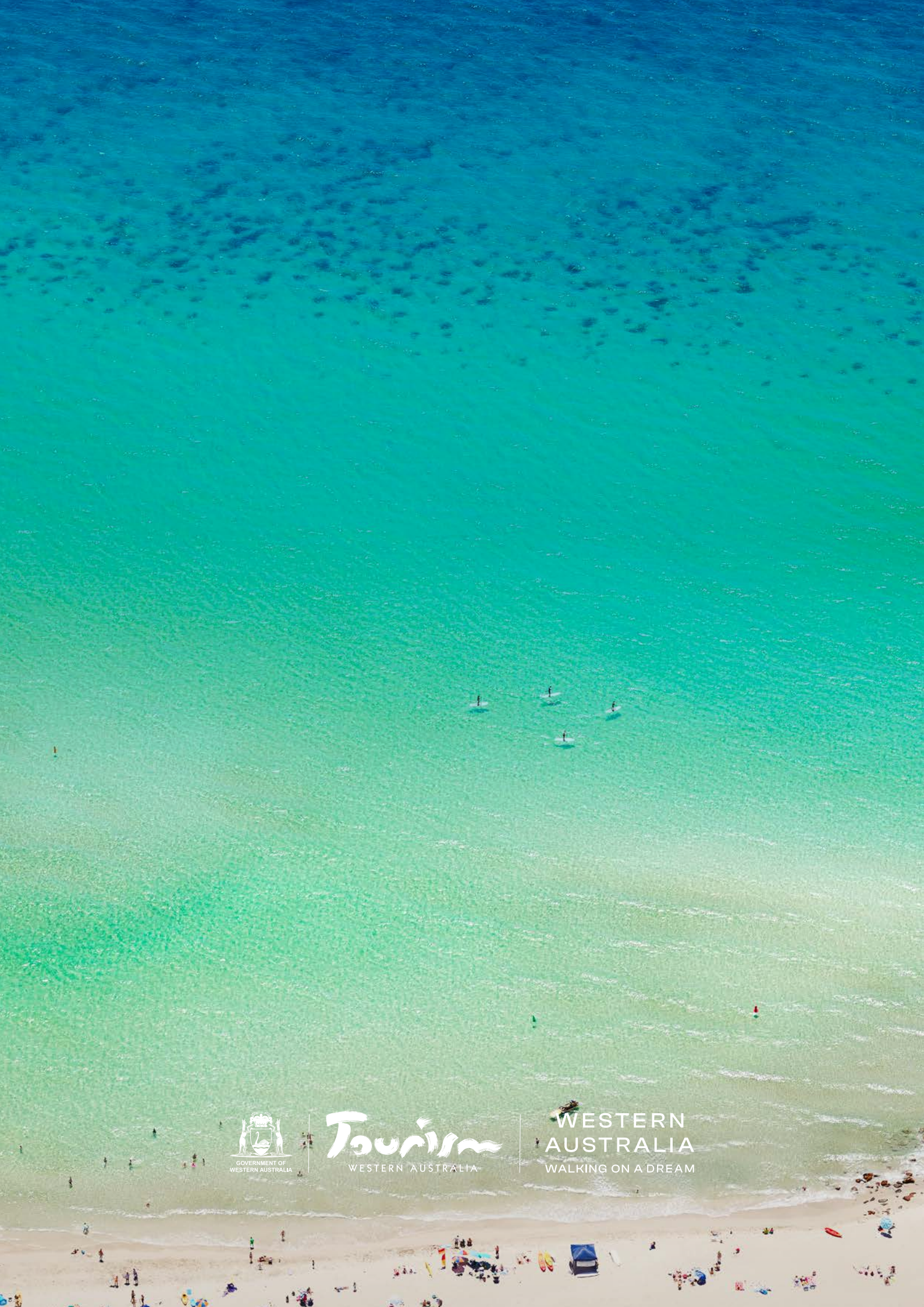
In contrast to the natural beauty, this is also WA's economic powerhouse. Rich in natural resources, mines, big trucks and ore trains form part of the modern landscape.

The Pilbara is a timeless and ancient land boasting evidence of earth's earliest lifeforms. It's for the explorers, the off-the-beaten trackers, true embracers of the spirit of adventure.



KARIJINI NATIONAL PARK





Tourism
WESTERN AUSTRALIA

WESTERN
AUSTRALIA
WALKING ON A DREAM