

A romantic couple is shown from the chest up, standing in a shallow, clear stream. The man, on the right, is shirtless and has his arm around the woman's shoulder. They are both looking upwards with expressions of awe. The background is a dense, lush tropical forest with various palm trees and green foliage. Numerous large, sparkling diamonds are scattered throughout the scene, appearing to float in the air and reflecting on the water's surface. The overall atmosphere is dreamlike and idyllic.

# HOW TO SELL WESTERN AUSTRALIA

WESTERN  
AUSTRALIA  
WALKING ON A DREAM

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# ACKNOWLEDGEMENT OF COUNTRY

Tourism Western Australia acknowledges Aboriginal peoples 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.

# GETTING STARTED

## VISIT OUR TRADE PAGE

Tourism Western Australia's (Tourism WA's) [Trade Page](#) on the corporate website is a dedicated resource for travel agents and advisors. You'll find everything you need to educate yourself and inspire your clients.

It includes trade training, destination videos, recorded webinars, sample itineraries and links to key resources including the Image Gallery, Market Ready Product Guide and Regional Tourism Organisation holiday planners.

## SUBSCRIBE TO TRADE E-NEWS

You can subscribe to the latest trade news and product updates through your nearest Tourism WA office. See the [Contacts](#) section on the [Trade Page](#).

## SELECT AN INBOUND TOUR OPERATOR

Inbound tour operators (ITOs) connect Western Australia tourism operators (sellers) with international travel companies (buyers). ITOs understand the needs of their international markets and are connected with relevant international ready tourism operators. The [Australian Tourism Export Council](#) has a list of WA members.

## FAMILIARISATION PROGRAM

Tourism WA hosts annual domestic and international trade familiarisations (famils) for product managers, agency owners and frontline sales staff.

Famils are designed to educate trade and increase awareness of Western Australia tourism product and experiences, to assist with itinerary building and increased sales.

Famils are planned by in-market teams and operate outside peak seasons and school holidays. Learn more through your local Tourism WA office.

## ROADSHOWS AND EVENTS

Tourism WA regularly hosts roadshow events in market, providing an opportunity for travel agents and advisors to connect and build relationships with WA tourism businesses. The roadshows are designed to increase awareness of WA as a destination of choice for High Yielding Travellers and educate on WA products and operators.

Other trade events also take place in market including in-office destination training, brand and flight launch dinners, consumer travel shows and other cooperative events with trade partners and tourism operators.

Stay connected with your local Tourism WA office and keep up to date with upcoming trade events on our [Trade Page](#).

# BECOME AN EXPERT ON WESTERN AUSTRALIA

## AUSTRALIA & NEW ZEALAND

### WEST AUSSIE ALL STARS

The West Aussie All Stars trade training program is designed for Australia and New Zealand travel sellers to upskill their destination and experience knowledge of Western Australia and to build inspiring itineraries for their clients.

The program is made up of interactive modules on the five regions of Western Australia, as well as experiential modules on cruising, road trips, events, Aboriginal experiences and WA's brand, Walking On A Dream. Completion of all modules is required to become a West Aussie All Star.

### WHY BECOME A WEST AUSSIE ALL STAR?

- Receive a digital badge and destination expert status to include on email signatures and websites.
- First consideration for Tourism WA famils and trade events.
- Feature on Western Australia's [Travel Agent Finder](#) page as a WA Travel Expert.
- For Cruise Lines International Association (CLIA) member agents, upload your West Aussie All Stars certificate to your CLIA Professional Development profile to earn 10 CLIA points.

Register through the [Trade Page](#).

# BECOME AN EXPERT ON WESTERN AUSTRALIA

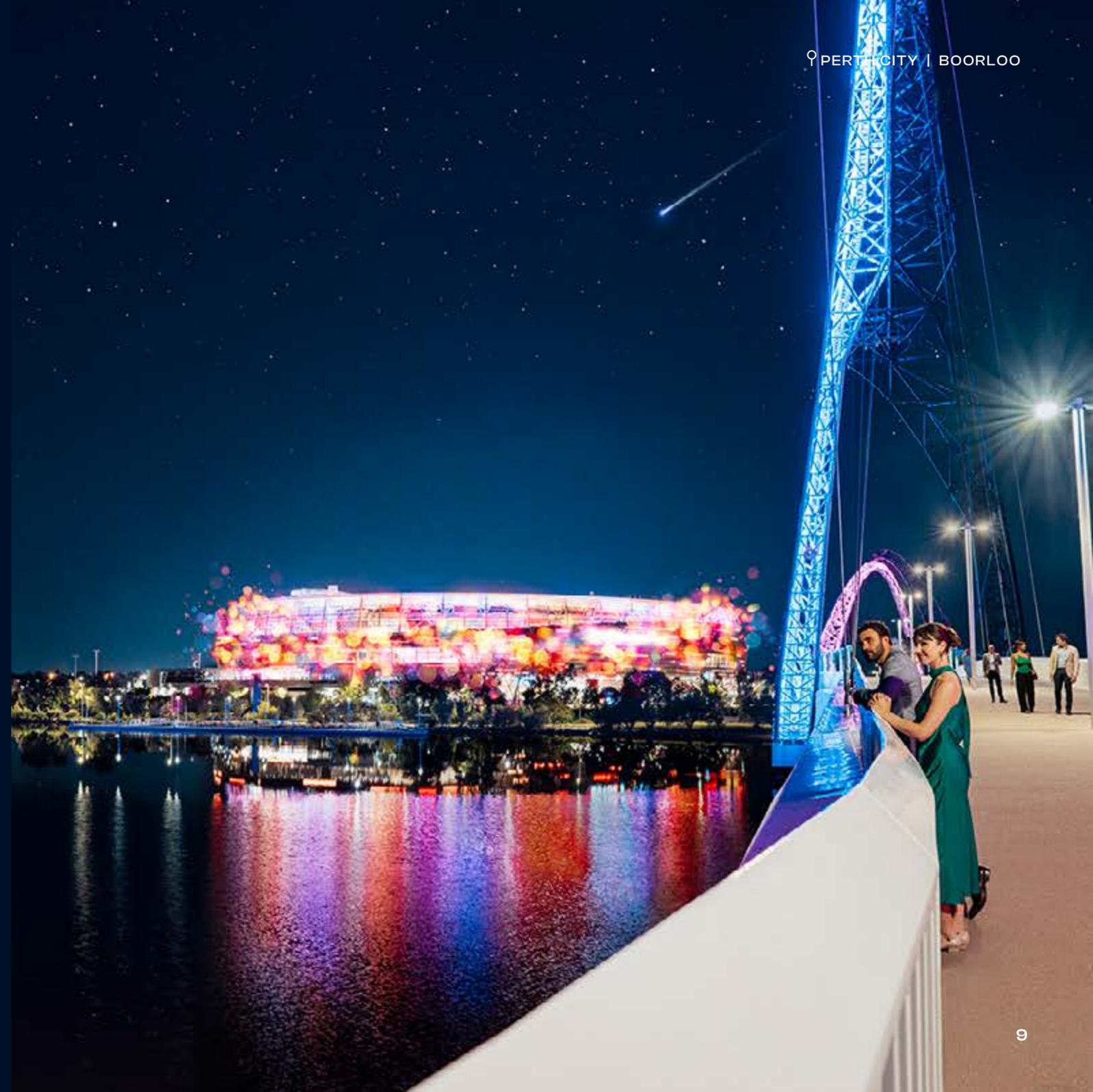
## ALL INTERNATIONAL MARKETS

Tourism Australia's Aussie Specialist Program (ASP) is a travel agent only online training program offering everything you need to become an expert in selling Australia. It features short online training modules, virtual sessions and product training videos.

The ASP is available in select international markets and languages including:

- CANADA
- CHINA
- FRANCE
- GERMANY
- HONG KONG
- INDIA
- INDONESIA
- ITALY
- JAPAN
- MALAYSIA
- NEW ZEALAND
- SINGAPORE
- SOUTH KOREA
- UNITED KINGDOM
- UNITED STATES OF AMERICA
- VIETNAM

Find out more and register [here](#).



# HOW TO SELL THE DREAM STATE

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.

Western Australia is dreamlike and otherworldly. It's a place of natural wonders, pink lakes and horizontal waterfalls. Our global brand shows Western Australia in the form of a dream, and just like a dream sometimes everything is quite real, sometimes quite otherworldly.

Western Australia targets the High Yield Traveller (HYT). HYTs 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.



# STEP INTO A DREAM IN WESTERN AUSTRALIA

The following is how we market Western Australia to the world.

Western Australia is a place that calls to you. To feast upon the remarkable beauty of the Margaret River Region, where world-class wine and produce create a symphony of flavour. To peddle from secluded bays to pristine beaches, exploring the island paradise of Rottnest Island / Wadjemup.

It calls you to immerse yourself in the capital of Perth / Boorloo, a city that will light you up with its culture, cuisine and creativity. To quiet your mind and breathe in the magic of the Kimberley, an ancient land where remarkable adventures and natural phenomena await. To dive into the azure waters of Ningaloo Reef / Nynggulu and glide alongside gentle giants through underwater dreamscapes.

Western Australia's otherworldly beauty will leave you questioning whether it is real or a dream. Perhaps it is a bit of both.

# THE PERFECT CLIMATE

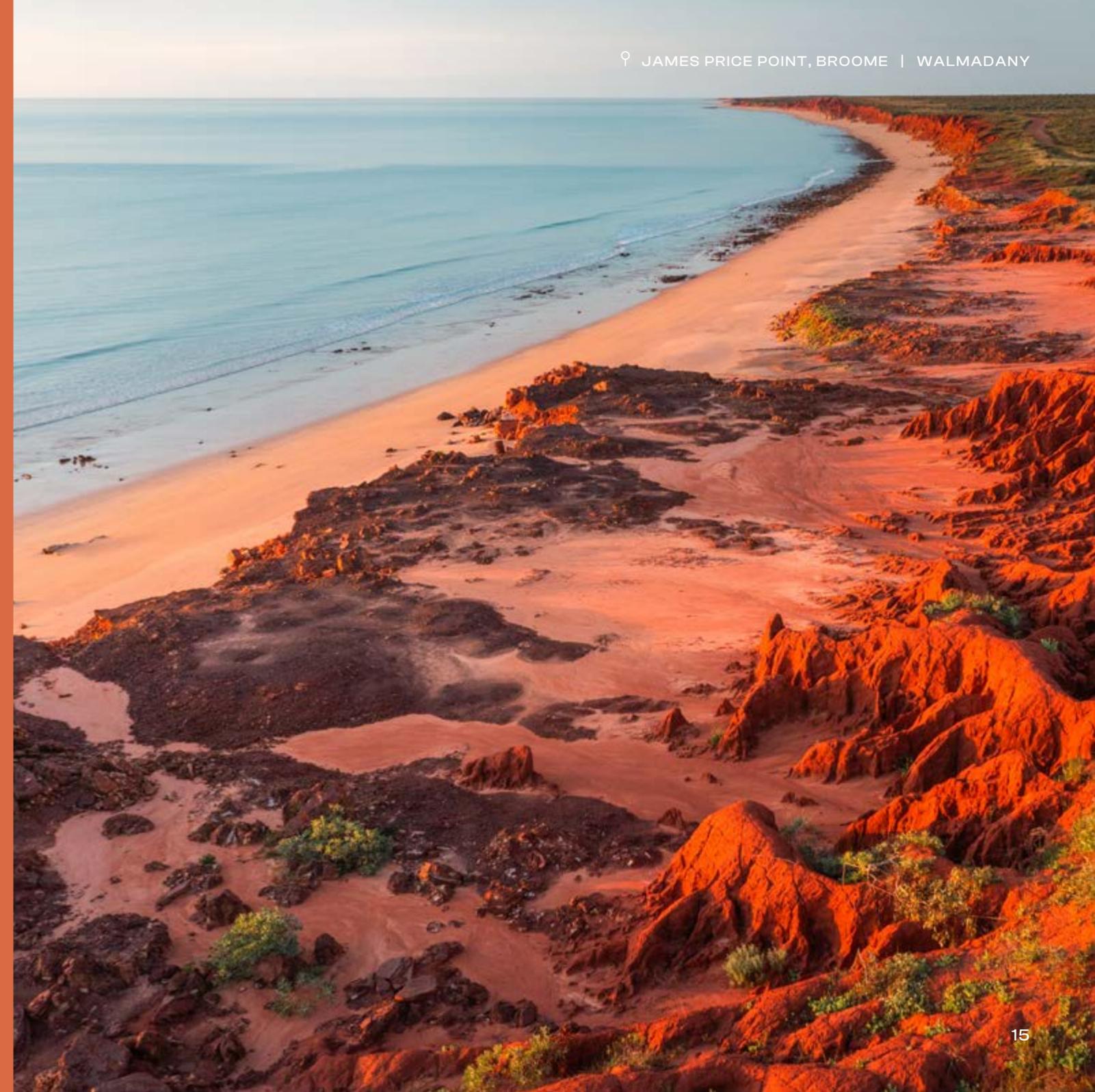
Western Australia's varied climate – Mediterranean in the south and tropical in the north – means visitors will always find summer somewhere for year-round adventures.

## TROPICAL NORTH

- Winter Dry Season: April – October (24°C to 34°C)
- Summer Wet Season: October – March

## MEDITERRANEAN SOUTH

- Ideal all year round
- Temperatures range from 14°C in winter to 32°C in summer



# NATURE'S CALENDAR

Visitors can swim with gentle whale sharks, the biggest fish in the sea, when they visit Ningaloo Reef / Nyinggulu between March and August.

Witness humpback whales breach, as they make their annual migration up and down the coast between March and December.

See colourful carpets of wildflowers between June and November in landscapes that may appear almost barren for the rest of the year.

Western Australia boasts a wondrous line-up of spectacular natural events and attractions, many of which are only found in a handful of locations on Earth. Many are seasonal so visitors must visit at the right time of the year, especially if their visit is once in a lifetime.

## Wildlife highlights calendar

■ SOUTH WEST ■ CORAL COAST ■ NORTH WEST ■ PERTH ■ GOLDEN OUTBACK ■ STATEWIDE

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Whale sharks			MAR	APR	MAY	JUN	JUL	AUG				
Orcas (killer whales)	JAN	FEB	MAR	APR								DEC
Humpback, southern right, and blue whales					MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
						JUN	JUL	AUG	SEP	OCT	NOV	
						JUN	JUL	AUG	SEP			
			MAR	APR	MAY				SEP	OCT	NOV	DEC
Manta rays	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Dugongs	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Dolphins	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Seals and sea lions	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Sea turtle nesting / hatchlings	JAN	FEB	MAR									DEC
	JAN	FEB	MAR							OCT	NOV	DEC
Emus	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Kangaroos	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Quokkas	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Numbats	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Freshwater and estuarine crocodiles	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC

## Natural phenomena calendar

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Wildflowers						JUN	JUL	AUG	SEP			
							JUL	AUG	SEP	OCT		
						JUN	JUL	AUG	SEP	OCT	NOV	
									SEP	OCT	NOV	
Horizontal Falls (boat trip)				APR	MAY	JUN	JUL	AUG	SEP	OCT		
Staircase to the Moon			MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT		
Coral spawning			MAR	APR								
Waterfalls		FEB	MAR	APR	MAY	JUN						
						JUN	JUL	AUG				
						JUN	JUL	AUG				
Pink Lakes	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	JAN	FEB	MAR							OCT	NOV	DEC

# WESTERN AUSTRALIA'S FIVE REGIONS



# PERTH

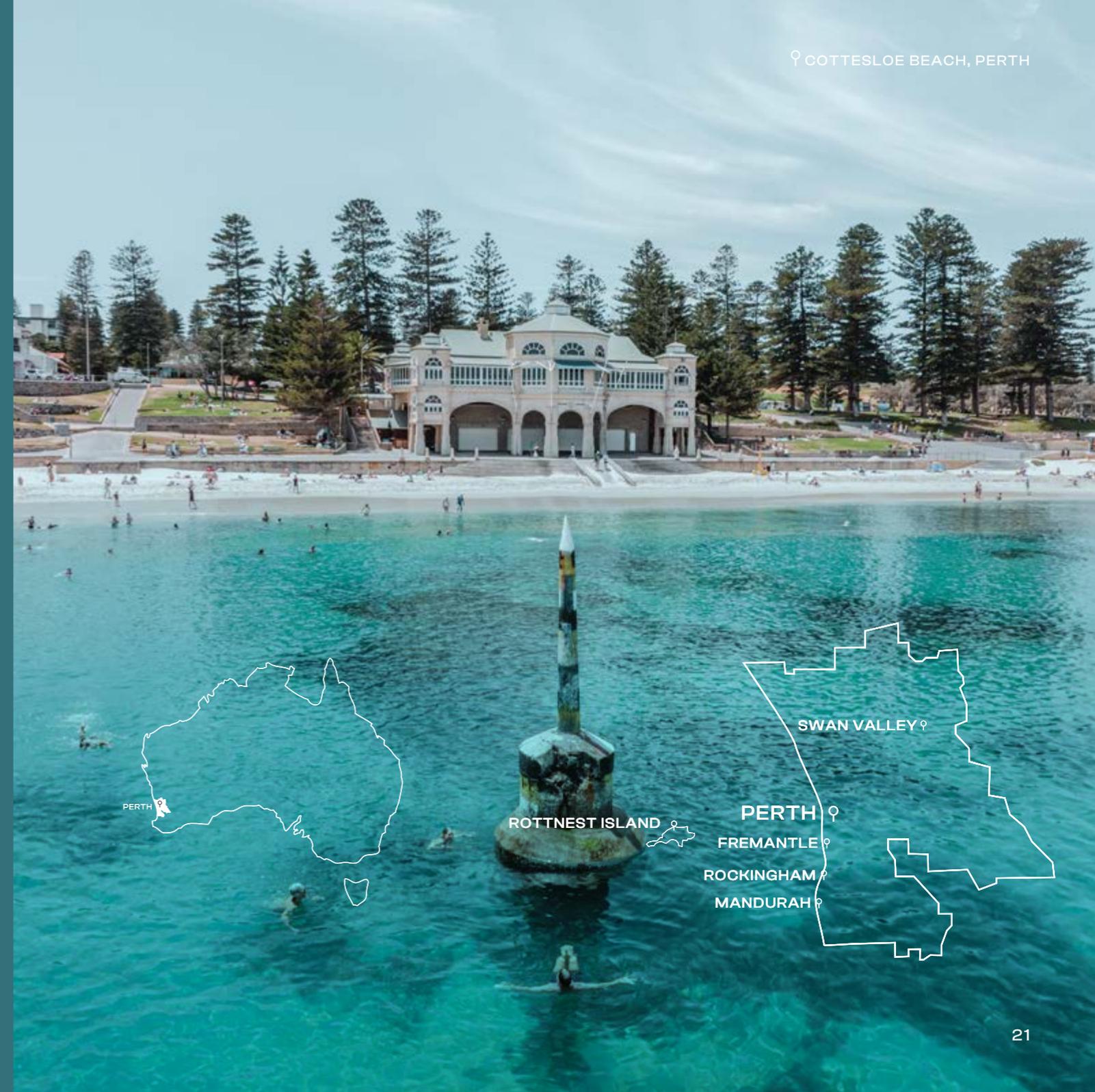
## AUSTRALIA'S SUNNIEST CAPITAL CITY

With weather as welcoming as its friendly locals, Australia's sunniest capital city of Perth offers adventures for everyone.

Framed by the Swan River / Derbarl Yerrigan and nestled in nature, cosmopolitan Perth is a lively metropolis that boasts 19 pristine beaches, Indian Ocean sunsets, and one of the world's largest inner-city parks, Kings Park and Botanic Garden / Kaarta Koomba.

For lovers of fine wine and artisan providores, it's also home to the Swan Valley, the only wine region within an Australian capital city. This is just one of Perth's effortless day trips to enjoy, all within 30 minutes of the city.

You can also discover Perth's eclectic port city of Fremantle / Walyalup, swim with wild dolphins in Rockingham, or take a selfie on Rottnest Island / Wadjemup with a quokka, the world's happiest animal.



# THE MARGARET RIVER REGION AND SOUTH WEST

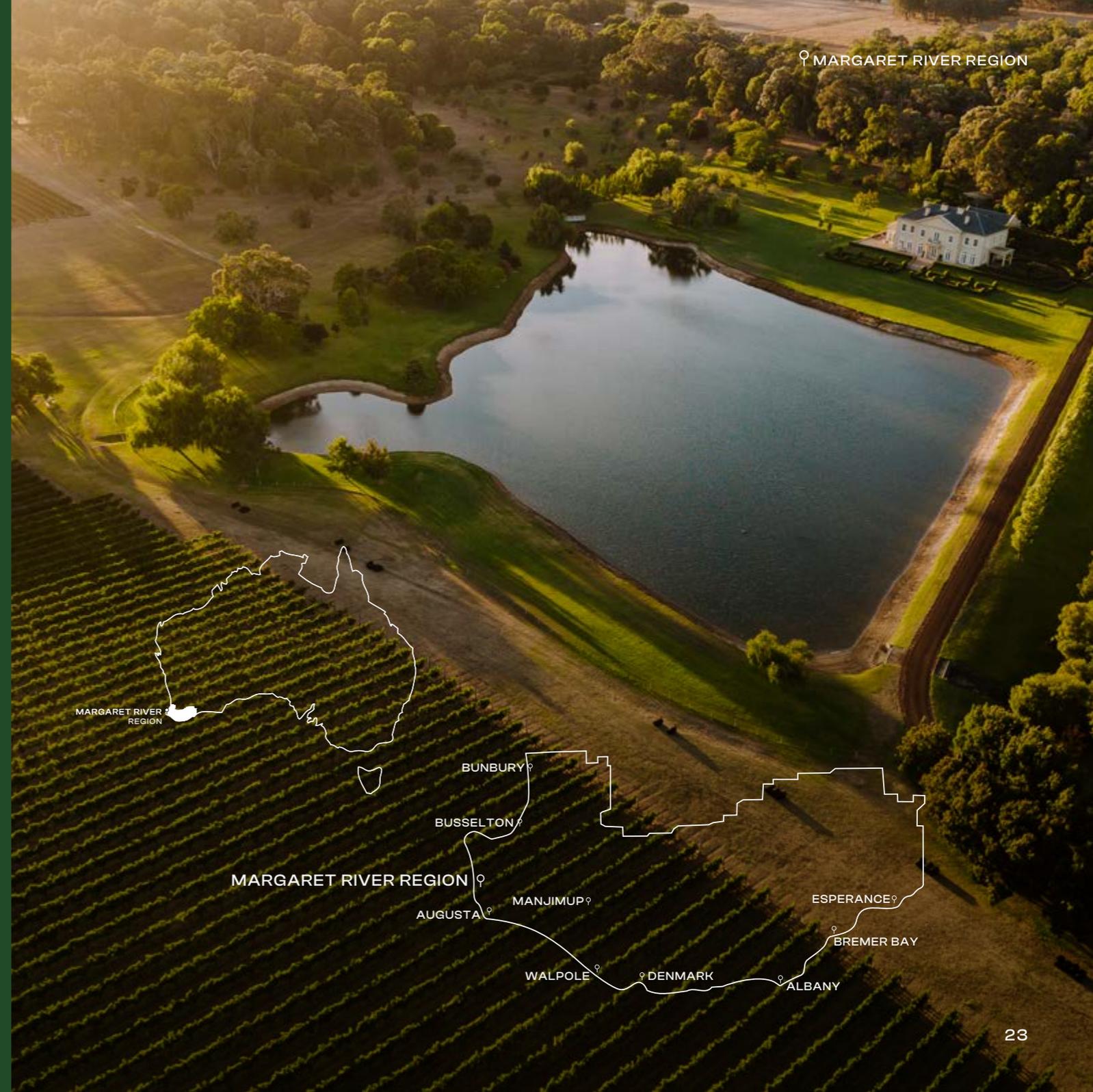
## WHERE ADVENTURE MEETS INDULGENCE

Serving up a coastal culinary adventure, the world-class Margaret River Region is an unparalleled destination for gourmet experiences and unforgettable outdoor adventures.

Amid its sprawling vineyards, find welcoming cellar doors, award-winning restaurants, local providores and distilleries just waiting to be discovered. Beyond the delicious food and wine scene, the South West's natural attractions invite adventurous travellers to explore.

Take to the ocean at the breathtaking surfing, swimming and snorkelling spots dotted along the coast, or spot humpback whales and orcas in Bremer Bay majestically making their way through the water on their annual migration.

On land, experience barefoot luxury on a section of the iconic Cape to Cape Track, connect with Aboriginal culture in Wadandi and Bibbulmun country, walk through 400-year-old tingle trees at the Valley of the Giants Tree Top Walk, swim in the crystal clear waters of Elephant Rocks and Greens Pool, or visit the National ANZAC Centre and dramatic coastline of Albany / Kinjarling.



# ESPERANCE AND THE GOLDEN OUTBACK

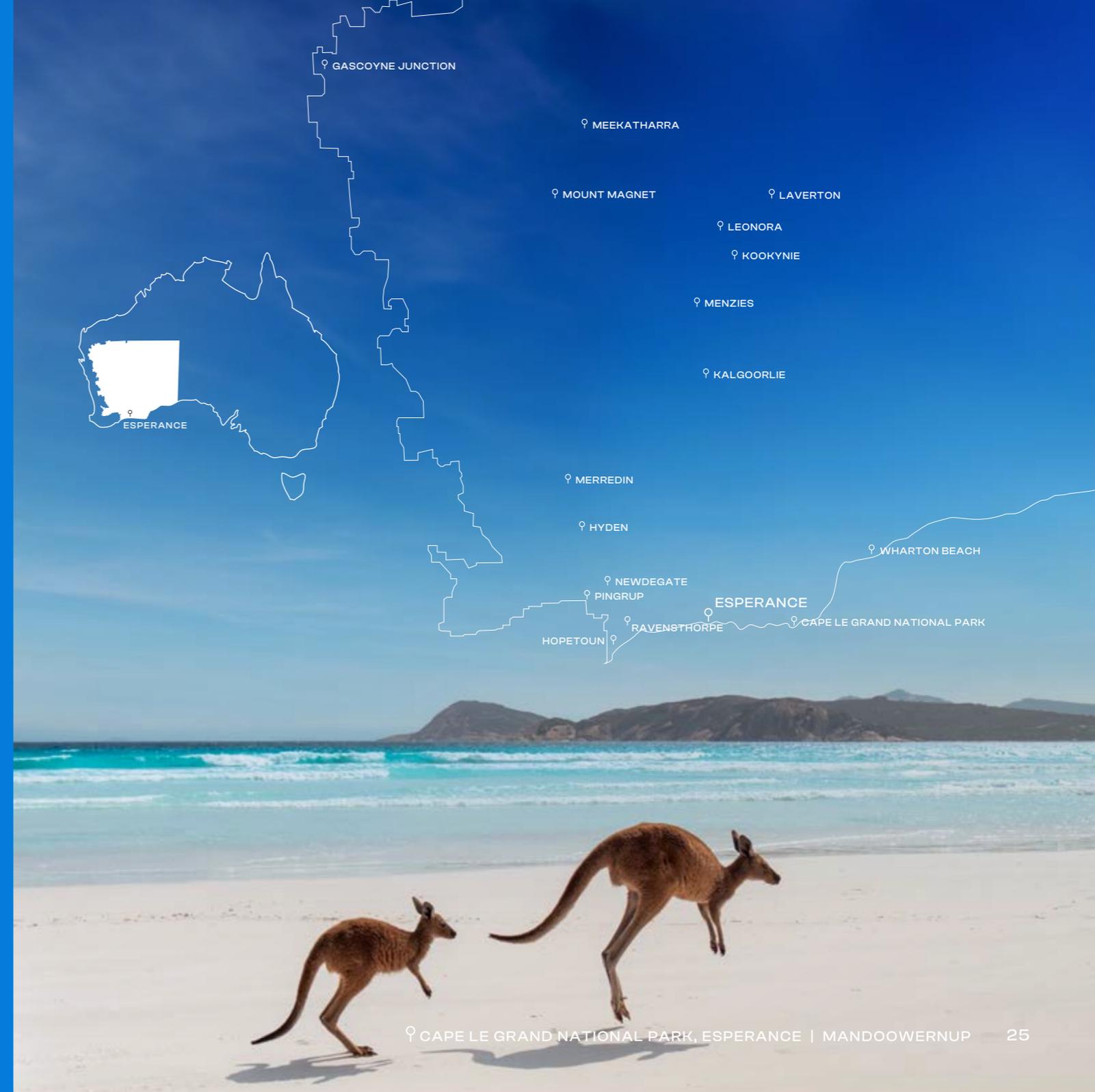
## DISCOVER AUSTRALIA'S WHITEST BEACH

Western Australia's Golden Outback stretches far, covering just over half of the state. From the rugged red north and the jewel of the pristine southern coast, Esperance / Kapa Kurl, to the historic outback Goldfields of the east, and the charming farm stays, spectacular wildflowers and Wave Rock / Katter Kich of the Wheatbelt.

On unspoilt coastline, fringed by islands, you'll find Esperance nestled amongst white sandy beaches, turquoise waters, pristine national parks, dramatic rock formations and untouched islands.

Share Australia's whitest beach, Lucky Bay, with friendly sunbathing kangaroos. Across five peaceful kilometres, with a stunning backdrop of the Recherche Archipelago's 110 islands, you can swim, surf, fish or four-wheel-drive along the beach. Esperance is surrounded by some of the best beaches in the world—and here, you often have them to yourself. Local favourites include Hellfire Bay, Twilight Beach and Blue Haven.

Explore Cape Le Grand National Park / Mandoowernup to swim, camp or hike, with Frenchman Peak providing spectacular views. Or, cruise to the small nature reserve of Woody Island and spot dolphins, sea eagles and sea lions on the boat ride over.



# NINGALOO REEF AND THE CORAL COAST

## DIVE INTO A WORLD OF EXHILARATING MARINE ADVENTURES

Over 300-kilometres long, World Heritage-listed Ningaloo Reef / Nynggulu is one of Earth's most biologically diverse marine environments. It's the closest fringing coral reef to a land mass in the world — you can walk straight off the beach and snorkel amongst 200 species of coral teeming with 500 species of colourful fish.

Here, you can swim with gentle whale sharks, the biggest fish in the world, as well as majestic humpback whales, turtles and manta rays. Or, explore the wildflowers, wildlife and rugged open spaces of Cape Range National Park.

Journey along the Coral Coast Highway for more otherworldly adventures. Swim with playful sea lions in Jurien Bay, marvel at the pink hues of Hutt Lagoon by scenic flight, or hike Kalbarri's / Wurdimarlu's dramatic 400-million-year-old river gorges.

Take an ocean kayak tour in Shark Bay / Gathaagudu with your Aboriginal guide, meet inquisitive wild dolphins at Monkey Mia, or witness the kaleidoscopes of colour as over 1,000 species of wildflowers bloom spectacularly during season.



# THE KIMBERLEY AND NORTH WEST

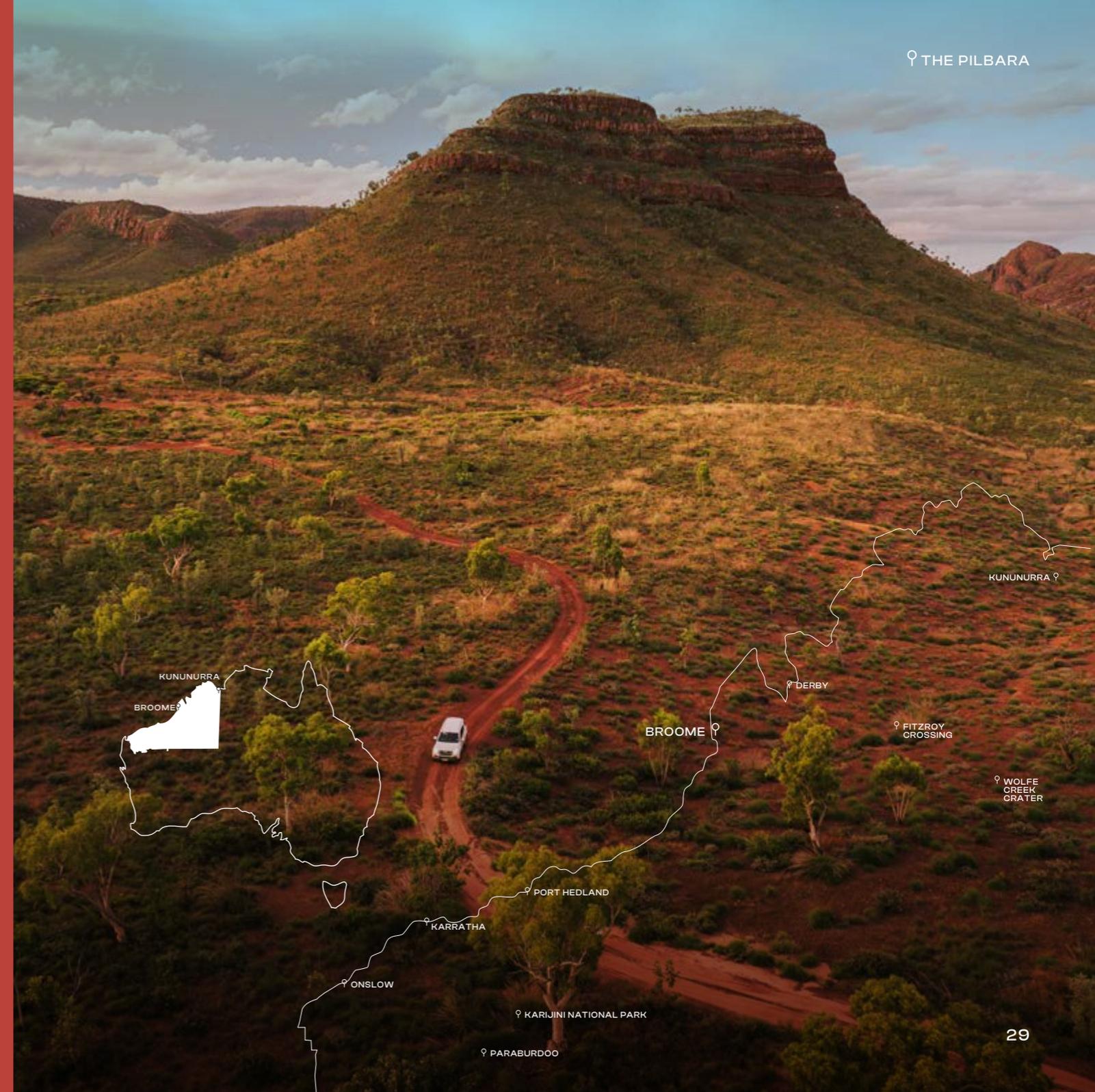
## ONE OF EARTH'S LAST TRUE WILDERNESS AREAS

Embark on one of the most awe-inspiring wilderness adventures on the planet and discover what billions of years of rock formations have left behind in the stunning natural landscapes of the Kimberley.

With breathtaking beauty at every turn, this fascinating region offers plenty of ways to uncover its best-kept secrets – from an Aboriginal walking tour through the World Heritage-listed Purnululu National Park, home to the Bungle Bungle Range's dramatic sandstone karsts, to an iconic sunset camel ride along Cable Beach / Walmanyjun in tropical Broome / Rubibi, or a scenic flight over the turquoise tidal waters of the mighty Horizontal Falls / Garaan-ngaddim.

In sheer luxury, take a Kimberley expedition cruise to faraway bays, thundering waterfalls and tropical islands. Witness a staircase to the moon, or tackle the legendary 660-kilometre Gibb River Road by four-wheel-drive.

Step away from everyday life and head off the beaten track. Descend into Karijini National Park's cavernous gorges and crystal-clear waterways, then end each exhilarating day under a star-studded sky at the eco-resort.



**Tourism Western Australia**

Level 10, 1 William Street, PERTH WA 6000

GPO Box X2261 PERTH WA 6847

T. +61 8 9262 1700

info@westernaustralia.com

[westernaustralia.com](http://westernaustralia.com)

[tourism.wa.gov.au](http://tourism.wa.gov.au)

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#WAtheDreamState



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♀ EL QUESTRO, THE KIMBERLEY