

WESTERN AUSTRALIA'S ABORIGINAL TOURISM SNAPSHOT

📍 ROEBUCK BAY, BROOME | YAWURU NAGULAGUN

INTEREST AND PARTICIPATION

Visitor interest in an Aboriginal activity or experience continued to far outweigh participation, which indicates a clear opportunity to capitalise on the increased interest in Aboriginal tourism.

Tourism WA's research shows that four in five (82%) of visitors are interested in experiencing Aboriginal tourism in Western Australia if it were easily accessible. However, participation levels remain relatively low, with just quarter (24%) of visitors actually having an Aboriginal tourism experience in WA in 2024-2025.¹

82%
of visitors interested in
Aboriginal tourism¹

24% UP FROM 17% IN 2019-20¹
of visitors participated
in Aboriginal tourism¹

ECONOMIC IMPACT

In 2023-2024, Aboriginal tourism businesses in Western Australia contributed:

\$55.1
MILLION
to the Gross State
Product²

↑ 25.3%
+ \$11.1 M
from 2021-22²

\$31.3
MILLION
in wages and salaries
to WA employees²

↑ 25.4%
+ \$6.3 M
from 2021-22²

Aboriginal tourism businesses in Western Australia created or supported (2023-2024):

514
full-time equivalent
(FTE) jobs²

↑ 11.6%
+ 54 FTE JOBS
from 2021-22²

SOCIAL IMPACT

Aboriginal tourism businesses in Western Australia are providing a range of social benefits to individuals and community. More than 9 out of 10 Aboriginal tourism businesses in Western Australia believe that tourism can:

- Give Aboriginal people the opportunity to pass down culture to future generations;
- Increase the level of respect for Aboriginal people, culture and knowledge;
- Have a positive impact on the way Aboriginal people consider their future opportunities;
- Deliver authentic cultural experiences;
- Inspire young Aboriginal people to view tourism as a career path; and
- Give Aboriginal people the option to live within their chosen community.³

LOCAL JOBS AND SUPPORT

Aboriginal tourism businesses help drive economic growth by creating local jobs and financially supporting Aboriginal communities.

COMMUNITY WELLBEING

They strengthen community bonds by fostering social and emotional wellbeing amongst Aboriginal people, promoting belonging.

CULTURAL AWARENESS AND EDUCATION

Aboriginal tourism businesses significantly enhance cultural awareness by educating both communities and visitors.³

FUTURE OUTLOOK

The outlook for Aboriginal tourism businesses is strong, with 9 in 10 (89%) businesses surveyed saying they intend to grow their business, and 84% saying they intend to employ new staff in the next 2 years!³

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DISCOVER ABORIGINAL EXPERIENCES PROGRAM

As of 2024, Western Australia has 13 operators in Tourism Australia's Discover Aboriginal Experiences (DAE) program, compared to seven in 2020. Western Australia has the largest amount of Aboriginal owned businesses in DAE in Australia.

1 | Tourism Western Australia, *Visitor Experiences and Expectations Research (VEER)*, survey of n=401 visitors to/within Western Australia, 2024-2025.

2 | ACIL Allen, *Economic Contribution of the Aboriginal Tourism Industry in Western Australia*, 2023-2024.

3 | Metrix Consulting, *The Value of Aboriginal Tourism in WA*, 2023-2024.

Historical 2021-22 economic impact figures have been updated, aligning the methodology and assumptions with enhancements made in the 2023-2024 study.

Revised 2021-22 figures: \$44 million to the Gross State Product, \$25 million in wages and salaries to WA employees and 460 full-time equivalent (FTE) jobs.

Image provided by Narlijia Experiences.