An aerial photograph of a coastal landscape. On the left, the ocean waves gently wash onto a wide, sandy beach. Two small figures of people are walking along the water's edge. To the right, a prominent, eroded cliff face of vibrant red earth rises from the beach. The cliff has a jagged, layered appearance. The overall scene is bathed in warm, golden light, suggesting late afternoon or early morning.

TOURISM WESTERN AUSTRALIA
TRADE READY INTRODUCTION
PROGRAM | 2026 OPERATORS

WESTERN
AUSTRALIA
WALKING ON A DREAM

📍 FRANCOIS PERON NATIONAL PARK

TRADE READY INTRODUCTION PROGRAM

The Tourism WA Trade Ready Introduction Program (TRIP) has been developed to assist established WA tourism operators who are ready to expand their business into interstate and international markets. Through the facilitation of trade-engagement opportunities over a three-year period, operators participating in the program will showcase their diverse product offerings by attending in-market trade events.

In 2026, 28 operators are participating in the program, receiving support in their preparation to attend the 2026 Australian Tourism Exchange (ATE26) in Adelaide. Tourism Western Australia is excited to introduce to trade the 2026 cohort of TRIP operators and encourage buyers to preference and meet with these experienced, new-to-trade businesses.

Read on for more information about each of the operators participating in the program and showcasing, either in a share or single booth, at ATE26.

2026 TRIP COHORT

ATE BOOTH	OPERATOR	OPERATOR
Share	Broome Adventure Cruises	Broome and Around
Share	Exmouth Adventure Co	Trek Ningaloo
Share	4xploring Rentals	Lethal Adventures
Share	Garde Hotel	Amaroo Retreat & Spa
Share	Pemberton Discovery Tours	Ampersand Estates
Share	Dolphin Discovery Centre	South West Eco Discoveries
Share	Adventure West 4x4	Dabungool Cultural Experiences
Share	Albany's Historic Whaling Station	The Aqua Resort
Share	Scenic Helicopters	Aravina Estate
Share	D'Guy Journeys	Sail Ningaloo
Share	Mount Hart Wilderness Lodge	Ocean Dream Charters
Share	Oh Hey WA	Rottnest Snorkel
Single	Chimes Spa Retreat	
Single	Harvest Tours	
Single	Heyscape – Tiny Cabins	
Single	The Billi Resort	

BROOME ADVENTURE CRUISES

Broome Adventure Cruises provide dreamlike cruising adventures through the hypnotising Roebuck Bay (Yawuru Nagulagun), a heritage-listed marine park located in Australia's majestic North West region. As a family owned and operated business, Broome Adventure Cruises has a tour to suit all ages, groups and occasions, delivering awe-inspiring experiences with unrivalled passion and enthusiasm.

broomeadventurecruises.com

bookings@broomeadventurecruises.com.au

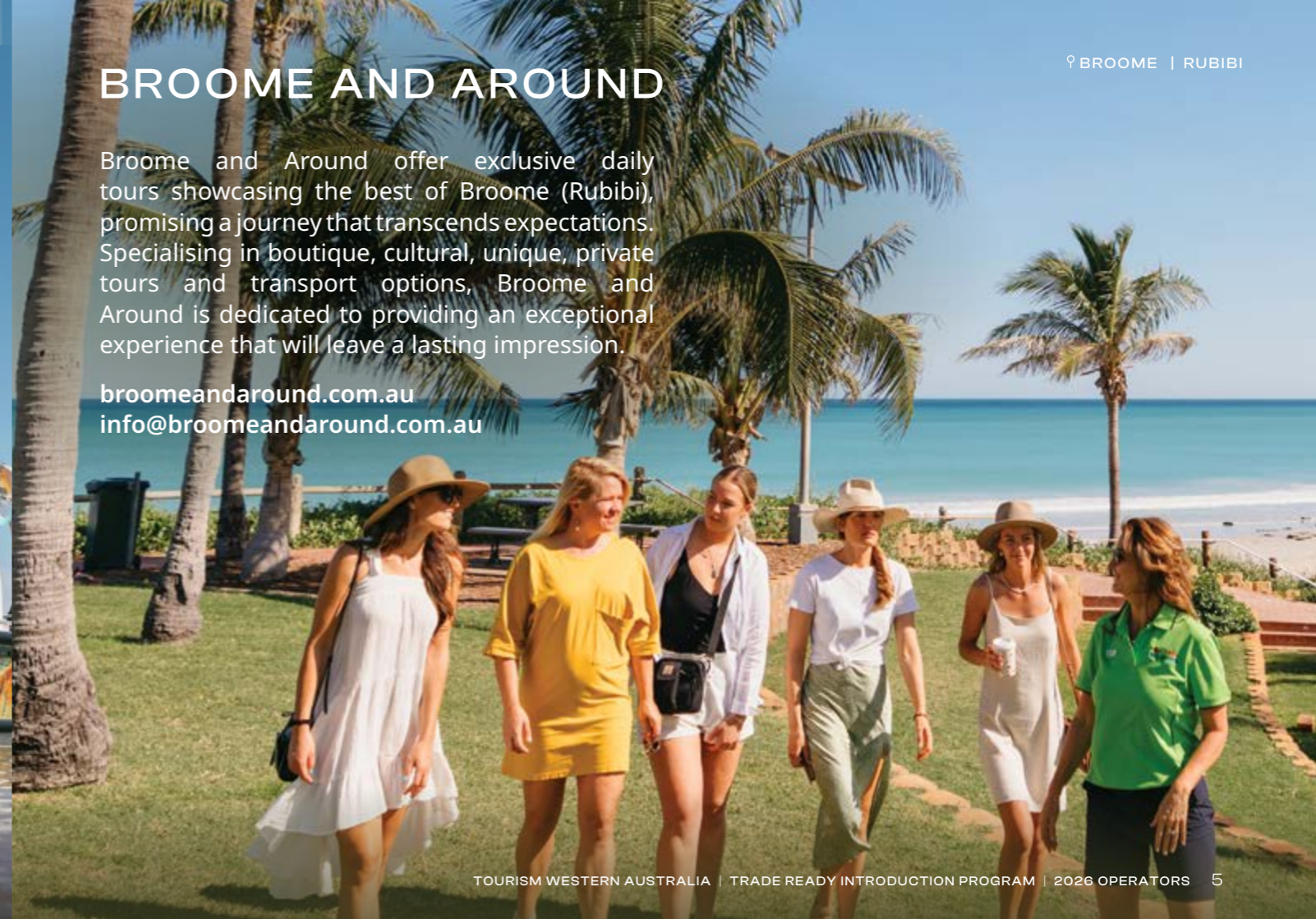


BROOME AND AROUND

Broome and Around offer exclusive daily tours showcasing the best of Broome (Rubibi), promising a journey that transcends expectations. Specialising in boutique, cultural, unique, private tours and transport options, Broome and Around is dedicated to providing an exceptional experience that will leave a lasting impression.

broomeandaround.com.au

info@broomeandaround.com.au



EXMOUTH ADVENTURE CO

Exmouth Adventure Co will take you on a dreamlike adventure with their eco tours that explore the UNESCO World Heritage-listed, Ningaloo Reef (Nyinggulu). Specialising in small group tours based out of Exmouth along Australia's Coral Coast, the experienced team at Exmouth Adventure Co have a range of tour options including half day and full day excursions, and multi-day tours.

exmouthadventureco.com.au
info@exmouthadventureco.com.au

TREK NINGALOO

Trek Ningaloo offer immersive one or multi-day treks, traversing the majestic North West Cape and Ningaloo Coastline. Offering intimate, small-group and immersive experiences led by an experienced and passionate wilderness guide, guests are provided with all the gear required to embark on a journey of discovery.

trekningaloo.com.au
ian@trekningaloo.com.au

4XPLORING RENTALS

Unlock adventure and explore the outdoors with 4xploring Rentals who provide adventurers the freedom to explore Western Australia in style and comfort. Specialising in top-quality four-wheel drive vehicles, the team is passionate about the great outdoors and are dedicated to helping clients discover the beauty and excitement of off-road travel.

4xploringrentals.au
stefan@4xploringrentals.au

LETHAL ADVENTURES

Have the adventure of a lifetime with Lethal Adventures who provide unforgettable journeys through the Pilbara's rugged Dampier Archipelago, connecting travellers with nature on guided boat tours led by an experienced local. Offering corporate and private charters, Lethal Adventures offer tailor-made tours to meet their clients needs.

lethaladventures.au
leith@lethaladventures.au

GARDE HOTEL

Garde Hotel, located in Fremantle's cultural and historic precinct, is the perfect escape to rest, revel, savour and discover. Recently opened in 2025, this property showcases the heart of Fremantle (Walyalup) with its rich history, food and culture. A heritage-precinct reimagined, the property boasts luxurious hotel rooms and boutique converted Warders Cottages, with onsite food and beverage options and event spaces.

gardehotel.com.au
hello@gardehotel.com.au

AMAROO RETREAT & SPA

Unwind and indulge in luxury at Amaroo Retreat & Spa, located within the natural surrounds of the Perth Hills. An award-winning, luxurious private getaway offering eight individual chalets, pool, day spa facilities and a stunning restaurant and bar. Tending to guests' bodies, minds and spirit, the retreat provides the perfect setting to completely relax in nature, all within a short 45 minutes drive from Perth.

amaroo retreat.com.au
manager@amaroo retreat.com.au

PEMBERTON DISCOVERY TOURS

Pemberton Discovery Tours take you off road to encounter the natural beauty of the Southern Forests and Valleys. Their tours are carefully crafted to take guests on an unforgettable journey encountering majestic forests, pristine rivers, and rugged coastlines. With regular departures, their guides are ready to take care of all the details, providing an informative, fun and safe experience whilst showcasing their passion for their breathtaking destination.

pembertondiscoverytours.com.au
info@pembertondiscoverytours.com.au

AMPERSAND ESTATES

Experience luxury at Ampersand Estates, located within the Pemberton region surrounded by the majestic Donnelly River and the ancient karri forests of Easter National Park. Offering guests high-end, self-contained residences and indulgent experiences, Ampersand Estates offers a winery and cellar door, luxury accommodation, wedding venue, events, and Rainfall Distillery.

ampersandestates.com.au
info@ampersandestates.com.au

DOLPHIN DISCOVERY CENTRE BUNBURY

The Dolphin Discovery Centre is a not-for-profit organisation and ecotourism venue located at Koombana Bay Bunbury, only two hours south of Perth on the way to Busselton (Undalup) and Margaret River. The Bay is home to over 100 wild bottlenose dolphins who often visit the wild and free Dolphin Interaction Zone.

The Centre runs all year, offering interactive, educational experiences to learn about and observe dolphins in their natural habitat.

dolphindiscovery.com.au
info@dolphindiscovery.com.au

SOUTH WEST ECO DISCOVERIES

South West Eco Discoveries showcase the best of the Margaret River region with nature and wildlife tours, enhanced by local produce. Locally owned and operated with tours departing daily from Busselton (Quedjinup) and Dunsborough (Undalup), South West Eco Discoveries offer a unique guided insight into the marine environment, flora, fauna, geography and history of beautiful Geographe Bay and stunning Cape Naturaliste.

southwestecodiscoveries.com
info@southwestecodiscoveries.com.au

ADVENTURE WEST 4X4 RENTALS

Adventure West 4x4 Rentals gives adventurers the freedom to explore breathtaking landscapes and hidden gems in their range of 4x4 camper vehicles. Their expert team are passionate about Western Australia and are ready to guide visitors in planning their journey. With convenient one-way rentals, visitors can embrace the open road and create unforgettable memories.

adventurewest4x4rental.au
dan@adventurewest4x4rental.au

DABUNGOOL CULTURAL EXPERIENCES

Walk on country with Dabungool Cultural Experiences, offering various tours that explore scenic landscapes and cultural knowledge which has been passed on from one generation to the next. Through their walking tours, Dabungool explores the Aboriginal history of Kepa Kurl (Esperance), exploring the spectacular landscapes and ancient, cultural connections that the Wudjari people have to Country.

dabungool.com.au
dabungool@hotmail.com

ALBANY'S HISTORIC WHALING STATION

Located in the Great Southern region, Albany's Historic Whaling Station brings stories of Albany's unique history to life through engaging, educational experiences.

A state heritage-listed site, and the 2025 WA Tourist Attraction & Cultural Tourism Gold awards winner, the Whaling Station offers immersive activities to provide fascinating insight into Albany's colourful past.

discoverybay.com.au
marketing@discoverybay.com.au

THE AQUA RESORT

The Aqua Resort in Busselton (Undalup) offers a perfect coastal escape on the shores of Geographe Bay in the beautiful south west of Western Australia, only 2.5 hours drive from Perth.

With a choice of two - five bedroom self-contained beach houses, some with a heated plunge pool, the Aqua Resort can accommodate the largest of family gatherings through to the most intimate of getaways.

theaquaresort.com.au
info@theaquaresort.com.au

SCENIC HELICOPTERS

Scenic Helicopters provide aerial tours that will leave you awe-struck, soaring over and visiting locations along Western Australia's magical coastline. Offering one-day adventures and multi-day coastal tours, their sunset flights, rugged heli-fishing adventures, beach romance packages, helicopter winery tours and so much more, will leave everyone with something to get excited about!

scnichicopters.com.au
jackson@scnichicopters.com.au

ARAVINA ESTATE

Explore Aravina Estate and share their love affair with wine, fresh produce and beautiful surroundings. Relax and cast your eyes over native bushland, rolling hills, mature vineyards and gardens. Offering a new collection of 21 modern cabins set beyond the lake on Wildwood Ridge, each cabin features high ceilings, floor-to-ceiling windows, and thoughtfully designed spaces for comfort.

aravinaestate.com
info@aravinaestate.com

D'GUY JOURNEYS

D'Guy Journeys offer memorable and hassle-free tours in and around Kalbarri (Wurdimarlu), providing guests with unmatched local knowledge from friendly guides. Offering a wide range of sightseeing tours around the area, from Inland to Coastal Gorges, the famous Pink Lake, and some historical places such as Lynton Station Convict Depot.

dguyjourneys.com
christina@dguyjourneys.com

SAIL NINGALOO

Join Sail Ningaloo aboard a luxurious catamaran to sustainably explore vibrant, life filled coral on their unforgettable snorkelling and diving adventures.

Offering three, five and eight night all-inclusive, affordable yet luxurious live-aboard tours sailing in the pristine waters of Ningaloo Reef (Nynggulu), the team craft unforgettable journeys that deeply connect their guests with the wonders of nature.

sailningaloo.com.au
res@sailningaloo.com.au

MOUNT HART WILDERNESS LODGE

Mount Hart Wilderness Lodge is the perfect base to explore the West Kimberley region, providing an array of accommodation types with modern comforts. Nestled in the secluded Wunaamin Conservation Park, Mount Hart offers a truly authentic Australian outback experience, close to some of the region's world-renown landmarks and best kept secret spots.

Offering land tours, helicopter tours, indulgent dining experiences and all-inclusive packages, Mount Hart has one-day to six-day tour packages available, allowing guests to unwind and craft an unforgettable journey through the heart of the Kimberley.

mounthart.com.au
enquiries@mounthart.com.au

OCEAN DREAM CHARTERS

Ocean Dream Charters enable guests to cruise through ancient landscapes in style and comfort providing a truly unforgettable experience. Their luxury vessel is purposely built for navigating the water passages in the Kimberley, comfortably accommodating 12 guests across six elegant staterooms, all with private ensuites.

oceandreamcharters.com.au
admin@oceandreamcharters.com.au

OH HEY WA

Oh Hey WA will have guests uncovering the hidden gems of Perth with their range of walking tours. With a mission to help locals and visitors alike have the best possible experience in Perth, they offer private and public walking tours led by Perth enthusiasts, showcasing the vibrancy and history of Perth City and surrounds.

ohheywa.com.au
hey@ohheywa.com.au

ROTTNEST SNORKEL

Rottnest Snorkel will get you up-close and personal with the underwater locals of Rottnest Island (Wadjemup). Providing the highest quality guided snorkelling experience around Rottnest Island and led by a team of qualified snorkelling instructors on a luxury 17 metre flybridge cruiser, you can see the best of Rottnest Island from above and below the water.

rotnestsnorkel.com.au
info@rotnestsnorkel.com.au

CHIMES SPA RETREAT

Rest, relax and restore at Chimes Spa Retreat, featuring 10 luxurious suites and a day spa with panoramic views over the Wilson Inlet and a picturesque coastline. Close to the Denmark town centre, several eateries and wineries, Chimes Spa Retreat is the perfect stay to indulge and explore the Great Southern region of Western Australia.

chimes.com.au
stay@chimes.com.au

HARVEST TOURS

Indulge in the region's best produce with Harvest Tours, tasting the best of Margaret River and surrounds. Guests are taken through the region's top wineries, gourmet eateries, and hidden gems on an epicurean adventure. Offering half-day, full day tours and one or two-night getaways, Harvest Tours offer a mix of indulgence and adventure that will have guests getting to know Margaret River like a local.

harvesttours.com.au
indulge@harvesttours.com.au

HEYSCAPE – TINY CABINS

Heyscape Tiny Cabins offer home-comforts in nature, with premium cabins located across Western Australia that are more than just a place to sleep and dream. Surrounded with some of the most beautiful landscapes, their cabins unlock an eco-friendly experience that will create lasting memories.


With cabins located in Perth, Margaret River and The Great Southern regions of Western Australia, there is a Heyscape Tiny Cabin to provide guests with a picturesque oasis amongst nature.


heyscape.com.au
Hello@heyscape.com.au

THE BILLI RESORT


The Billi Resort welcomes guests to a dreamy private escape, nestled in lush tropical gardens, located in the tourist precinct of Cable Beach. Offering one and two-bedroom villas, studio rooms and luxury eco-tents fitted with their own kitchenettes and ensuites, The Billi has a range of self-catering accommodation styles. Being centrally located in Broome (Rubibi), and only a short distance to the famous Cable Beach and Broome Chinatown, The Billi is the perfect base to experience all that Broome has to offer.


thebilli.com.au
stay@thebilli.com.au


 Facebook: facebook.com/extraordinarywesternaustralia
[@ExtraordinaryWesternAustralia](https://twitter.com/ExtraordinaryWesternAustralia)


 Instagram: [Instagram.com/westernaustralia](https://instagram.com/westernaustralia)
[@WesternAustralia](https://twitter.com/WesternAustralia)

Hashtags: [#WAtheDreamState](https://twitter.com/WAtheDreamState)
[#westernaustralia](https://twitter.com/westernaustralia)

 [@Tourism-western-australia](https://twitter.com/Tourism-western-australia)

 YouTube: youtube.com/westernaustralia
[@WesternAustralia](https://twitter.com/WesternAustralia)

 Twitter: twitter.com/westaustralia
[@WestAustralia](https://twitter.com/WestAustralia)

 Website: tourism.wa.gov.au
westernaustralia.com



For further information about
the Program and the WA Tourism
Operators participating in 2026
Scan the QR code.

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