

50% OFF TOURS AND EXPERIENCES

EXMOUTH, CORAL BAY AND CARNARVON



Tourism
WESTERN AUSTRALIA

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AUSTRALIA
WALKING ON A DREAM

♀ CAPE RANGE NATIONAL PARK, EXMOUTH

Visitors have the opportunity to explore Western Australia's dreamy Coral Coast for half the price, with a new voucher program offering 50% off a wide range of tours and experiences in Exmouth, Coral Bay and Carnarvon.

How does the offer work?

Entrants 18 years and older will be able to receive 50% off tours and attractions on a first come, first serve basis via:

- 1. Western Australia Visitor Centre (WAVC):** online at www.wavisitorcentre.com.au, over the phone (+61 8 9483 1111 or 1800 812 80) or in person in store at 1/378 Wellington Street, Perth.
- 2. Ningaloo Visitor Centre (NVC):** online at www.visitningaloo.com.au, over the phone (+61 8 9949 3070) or in person in store at 2 Truscott Crescent, Exmouth.
- 3. Carnarvon Visitor Centre (CVC):** online at www.carnarvon.org.au, over the phone (+61 8 9941 1146) or in person in store at 21 Robinson Street, Carnarvon.

Consumers will complete an online form on the visitor centre's website to then be emailed a code to enter at the cart when completing their transaction. The 50% discount will then be applied to the booking. The code may also be mentioned in person or over the phone to receive the discount. The tour or experience will need to be paid in full at the time of booking. Throughout the booking process, consumers will be reminded that it is important they secure their accommodation prior to booking their tour or experience.

Where is the discount coming from?

The 50% off discount is being subsidised by the WA Government through Tourism WA as part of the Cyclone Narelle Tourism Business Support Package to drive visitation to areas impacted by the cyclone including Exmouth, Coral Bay and Carnarvon for the 2026 season. Operators will still receive their usual tour or experience value payment (less the visitor centre commission) whilst visitors receive 50% off.

What are the booking and validity dates for the discount?

The discount is available to be booked from 5 May 2026 to 30 June 2026, unless the total discount value is exhausted earlier for immediate travel through to 30 November 2026. Travel periods are subject to each operator's availability.

How much does it cost to participate in the campaign?

There is no cost to be involved with the campaign as long as you are a bookable tourism business through one or more of the participating visitor centres, using the Bookeasy booking system and fit the eligibility criteria.

Is my business eligible?

The discount is redeemable on tourism attractions and tours in Exmouth, Coral Bay and Carnarvon.

Your business must:

- Have product bookable and connected through one or more of the visitor centres, via the Bookeasy system;
- Accept all of the visitor centre terms and conditions, including payment schedules;
- Offer consistent departures throughout the campaign period; and
- Take bookings for a specific date, open ended tickets are not eligible.

How is a “tourism experience” defined?

A “tourism experience” is a fixed place of interest, offering a distinct visitor experience to the leisure tourist. For the purpose of the 50% off discount, tourism experiences are considered to be cultural experiences, specialised tourism food or beverage experiences, observatories, planetariums, zoos, sanctuaries, aquariums, amusement and theme parks, wildlife and animal parks.

How is a “tour” defined?

A “tour” is defined as any bookable product, organised excursion with a guide and or commentary bookable via the WAVC, NVC or CVC. These may vary in duration from less than a day, a day or extended touring that may include; walking, bike, segway, adventure or outdoor tours, coach tours, 4WD tours, aerial tours or aerial activities, marine, cruises, sailing, water, scuba diving or snorkelling tours, marine wildlife interactions and food or beverage tours.

What businesses are ineligible?

- Vehicle hire
- Point-to-point transport providers (unless there is a guided element or packaged with an experience or tour) - air, coach and rail
- Some charter services including air, coach, ferry, small charter vehicle, car, van charter, motor home hire and short-term leisure equipment hire (unless there is a guided element)
- Accommodation - hotels, holiday parks, farm stays, station stays, caravan parks, holiday homes
- Restaurants, cafes, food outlets
- Farmers markets, markets, retail precincts
- Food and beverage products provided without guided commentary or if not part of a group experience
- Events and festivals
- National Park entry fees
- Open ended tickets

Can consumers book directly through an operator?

No. All vouchers must be redeemed through one of the participating visitor centres. Discount codes presented directly at a tourism business will not be honoured.

Is there a cap on the maximum discount that is able to be accessed per operator and per booking?

Yes, via the Bookeasy system, visitor centres will limit the number of discounts that can be used per operator. The limit is set at \$10,000.00. Operators will be advised when the limit is reached. There is also a cap of \$500.00 discount value that can be redeemed by a consumer on a single booking.

Can consumers book multiple times using the same discount?

Consumers are required to enter a unique and valid email address to access the discount, which is limited to one transaction per person. However, multiple tours/ experiences up to the \$500.00 discount value can be booked within the one transaction.

Are there any consumer or business groups who are ineligible for the discount?

Employees of the participating operators are ineligible to receive their own business' discount. Any bookings made by employees of participating operators will be cancelled. Discounted tours and experiences cannot be purchased for commercial on-sale. This includes businesses with eligible tours and experiences included within their own tourism offering. Operators in breach of this will be removed from the program.

Is there a minimum spend for consumers to access the discount?

No, there is no minimum spend required in order to redeem the 50% discount.

How do I participate in the campaign?

Tour and experience operators need to be connected with one of the participating visitor centres and meet the eligibility criteria outlined above. If your business is already, it will automatically be included in the campaign. Make sure your product, availability, pricing and business details are up to date. If not, you can do this by getting in touch with them via email at:

1. Western Australia Visitor Centre:
info@wavisitorcentre.com.au
2. Ningaloo Visitor Centre:
reservations@exmouthwa.com.au
3. Carnarvon Visitor Centre:
info@carnarvon.org.au

You can also reach out to Tourism WA with any queries by emailing trade@westernaustralia.com

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