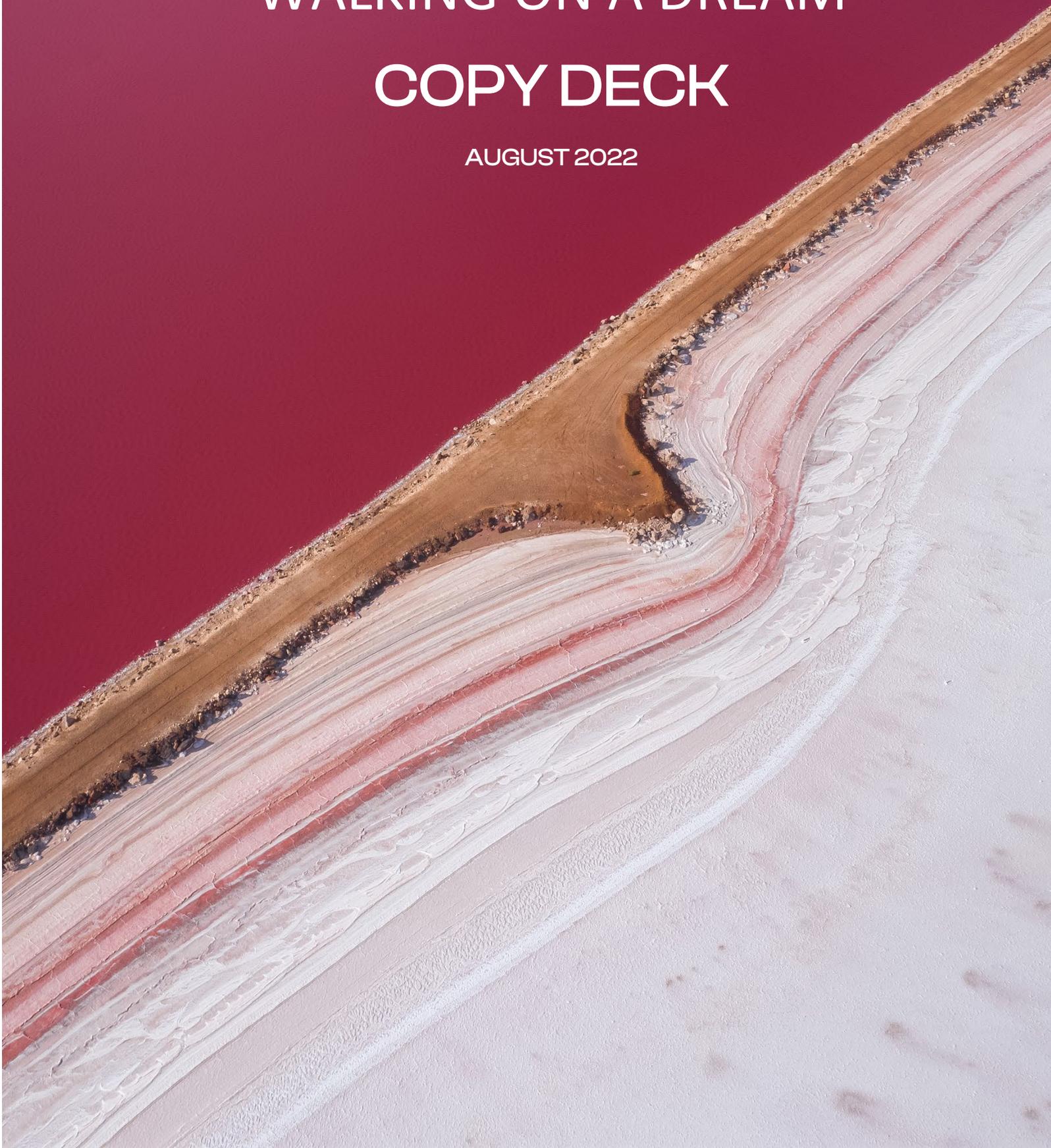


TOURISM WA  
WALKING ON A DREAM  
COPY DECK

AUGUST 2022



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## Copy Style

Guidance on how to tell the Walking On A Dream story:

|   |  |
|---|--|
| <p>Weave-in dreamlike language to highlight Western Australia as an otherworldly and dreamlike place to explore:<br/>         'wondrous', 'dreamy', 'dreamlike', 'magical', 'supernatural', 'enchantment', 'wonderland', 'transcendent', 'otherworldly contrasts of colour and texture', 'ancient stories', 'kissed by the gods', 'will leave you starstruck', 'the adventure of your dreams', 'creating a rich dreamscape', 'dive into a marine wonderland of colour and coral'.</p>   | <p>Use a smooth tone and relaxed pace to match the dream:<br/>         'cruise alongside', 'glide with', 'journey though', 'gaze at', 'soar over', 'beckoning you', 'slip into Broome Time', 'feel the freedom', 'soak up the sun', 'wander secluded sandy beaches', 'drift and watch the passing parade of sea life', 'slow down and stand in the stillness of an ancient cave', 'float in tranquil swimming holes', 'relax on pristine beaches, each blessed with dreamy Indian Ocean sunsets', 'pause to marvel at its otherworldly hues', 'witness a sunset from the saddle of an unhurried camel'.</p>  |
| <p>Be descriptive and romantic, to bring Western Australia to life in a visceral and meaningful way:<br/>         'crystal-clear rock pools below thundering waterfalls', 'watch Mother Nature paint another fiery sunset over the sparkling Indian Ocean', 'where tall-timber forests meet turquoise oceans', 'a floral fantasy bursting into bloom', 'natural phenomena shaped by billions of years', 'surreal pink hues', 'where the cool ocean breeze helps create world-famous wines', 'camp out under an endless canopy of constellations', 'a modern city, nestled in nature', 'watch a staircase climb to the moon', 'roam dazzling salt lakes and sweeping outback plains', 'a labyrinth of giant beehive-like domes', 'jewel-like caves'.</p> | <p>Seek to connect and evoke emotion, writing with soul and spirit:<br/>         'boundless', 'reconnecting with the land helps you reconnect with yourself', 'treasured memories', 'true awe', 'open your soul', 'recharge your spirit', 'quiet your mind', 'The Kimberley grounds you and its red dust never leaves you', 'hit the road less travelled', 'meet plenty of friendly locals eager to share their stories', 'immerse yourself in Saltwater Country', 'where friendly, passionate locals welcome you in', 'return home inspired after profound Aboriginal adventures', 'lose yourself amongst massive gorges and crystal-clear rock pools', 'escape to your own secluded beach', 'stargaze with the world's first astronomers on an Aboriginal tour'.</p> |

## Campaign copy

Below are some examples of copy used in creative assets to date, so you can understand how *Walking On A Dream* speaks to the consumer directly.

### Press Ad:

Step outside of the everyday and into a dream. A place where reality and the otherworldly combine.

Feel the freedom and experience the flavours of the Margaret River Region. Open your eyes to the underwater enchantment of Ningaloo Reef / Nyinggulu, glide with majestic whale sharks, and dive into a world of colour and coral.

Quiet your mind and breathe in the magic of the Kimberley, a transcendent landscape that comes to life through ancient stories shared. Reconnect and revel in the capital of Perth / Boorloo, a city that will light you up with its culture, cuisine and creativity.

And just like a dream, sometimes everything is quite real, sometimes truly magical. This is a place of natural wonders, supernatural contrasts and rare experiences. A truly wondrous and dreamlike place to explore.

## Social Media or Native ads:

### About Western Australia:

- Step outside of the everyday and into a dream. A place where reality and the otherworldly combine.
- Journey through otherworldly phenomena and majestic landscapes with supernatural contrasts of colour and texture.
- Western Australia is a place of natural wonders, supernatural contrasts, and rare experiences. A truly wondrous and dreamlike place to explore.
- Awe-inspiring wilderness and boundless natural adventures. A truly wondrous and dreamlike place to explore.
- Untouched and unspoilt, Western Australia is a special place where connecting with the land helps you reconnect with yourself.

### About Perth:

- Reconnect and revel in the capital of Perth / Boorloo, a city that will light you up with its culture, cuisine and creativity.
- Framed by the Swan River, Perth boasts 19 pristine beaches within easy reach of the CBD, each blessed with dreamy Indian Ocean sunsets.
- Cruise minutes across the sparkling Indian Ocean to Rottnest Island / Wadjemup to come face to snout with a quokka, the world's happiest animal.
- Dreamy ocean sunsets, vast scenic parks, pristine beaches, wine country and wildlife. It's easy to see why Perth is such a relaxed and naturally adventurous city.
- Whether you choose to live the 'Rotto life' for a day or a week, this is definitely the island getaway you've been dreaming about.

### About the Margaret River Region:

- Feel the freedom and experience the flavours of the Margaret River region.
- Explore Margaret River, where an otherworldly coastline and cool ocean breeze helps create Australia's most premium wine region.
- Journey through more than 150 wine producers and 100 cellar doors, where the forest meets the ocean and friendly, passionate locals welcome you in.
- Winemakers, farmers, surfers and creatives have congregated here on Wardandi Noongar Country, inspired by nature's beauty.

### About The Kimberley:

- Quiet your mind and breathe in the magic of The Kimberley, a transcendent landscape that comes to life through ancient stories shared.
- Lose yourself amongst massive gorges, crystal-clear rock pools and thundering waterfalls billions of years in the making.
- The Kimberley grounds you and its red dust never leaves you. Open your soul to one of Earth's last true wilderness areas.

### About Ningaloo:

- Open your eyes to the underwater enchantment of Ningaloo Reef / Nyinggulu.
- Glide with gentle whale sharks, manta rays or humpback whales over the world's largest fringing coral reef.
- Swim alongside gentle whale sharks in one of the world's most biologically diverse marine wonderlands, Ningaloo Reef / Nyinggulu.
- Dive into a world of colour and coral — visit World Heritage-listed Ningaloo Reef / Nyinggulu.

- Walk straight off the beach and into a marine wonderland of lively colour and coral.
- Feel true awe as you glide alongside gentle whale sharks — a rare wildlife encounter that will stay with you forever.
- Relax into the warm current, feel the freedom and enjoy the passing parade of sea-life, mere metres from the shore.

## Western Australia (Chief Copy)

**Head: Step into a dream in Western Australia**

**Sub: An ancient land of wondrous, otherworldly and dreamlike adventures**

Copy:

Leave the everyday behind, get away from the well-known and well-trodden and reconnect with something unspoilt — even a little wild — in Western Australia.

The country's largest State, boasting the nation's longest coastline and sunniest capital city of Perth / Boorloo, Western Australia is a place to recharge your spirit — outdoors in the fresh air and wide-open spaces, where it's always summer somewhere.

Experience otherworldly phenomena and majestic landscapes with supernatural contrasts of colour and texture. Awe-inspiring wilderness and boundless natural adventures.

See bubble gum pink lakes, horizontal waterfalls, tall timber forests and the world's oldest and largest outdoor art galleries. Swim with gentle whale sharks, manta rays or humpback whales over the world's largest fringing coral reef, or tackle an iconic four-wheel-drive outback adventure.

Gaze at dreamlike landscapes from an open-door helicopter or stand in the stillness of an ancient cave. Raise a glass to an Indian Ocean sunset at one of Perth's nineteen world-class beaches or escape to your own secluded coastline, including Australia's whitest beach. Witness carpets of colourful wildflowers in bloom, see a staircase to the moon or hike pristine wilderness to natural wonders shaped by billions of years.

Learn the stories of this land from Western Australian locals – from the urban laneways and scenic parks of Perth to walks on Country with an Aboriginal guide from the world's oldest living culture. Sip your way through Australia's most premium wine country in the Margaret River Region, where tall-timber forests meet turquoise oceans, or cruise to Rottnest Island / Wadjemup to meet a quokka, the happiest animal in the world.

## Western Australia (Aquatic & Coastal theme)

**Head: Dive into another world — above, under or by the water**

**Sub: Where it's always summer somewhere**

Copy:

Western Australia's otherworldly coastline stretches for 12,500km — the longest of any Australian state. Perth / Boorloo, Australia's sunniest capital city, is a city devoted to the life aquatic, framed by the gleaming Swan River, with 19 world-class beaches within easy reach of the city.

Cruise along the river to the Swan Valley wine region, raise a glass to an Indian Ocean sunset or swim with playful wild dolphins in Rockingham. Just a short ferry ride from the mainland lies Rottnest Island /

Wadjemup, Perth's relaxed car-free playground, which is home to even more beautiful beaches and bays, as well as the adorable quokka.

As you journey beyond the capital and surrounds, you'll discover dazzling white sand, pristine waters, exhilarating wildlife encounters and truly secluded beaches. Not to mention majestic experiences and sights that will stay with you forever.

Snorkel the world's largest fringing coral reef at Ningaloo / Nyinggulu or swim with gentle whale sharks, migrating humpback whales and acrobatic manta rays. Explore the Margaret River Region on Wardandi Noongar Country, where the wild, cool ocean breeze helps create its world-famous wines. Slip into 'Broome time' and relax on Cable Beach's 22km of white sand and turquoise water. Visit Lucky Bay near Esperance / Kepa Kurl to share Australia's whitest beach with friendly sunbathing kangaroos.

Travel to the Kimberley's spectacular outback gorges and thundering waterfalls teeming with unique wildlife. Relax in tranquil swimming holes, cruise along a mighty ancient river to see Aboriginal rock art or slow down on a sunset boat cruise on the Southern Hemisphere's largest freshwater lake.

## Western Australia (Nature & Wildlife theme)

**Head: Otherworldly phenomena. Majestic landscapes. Discover the colour and texture of Western Australia.**

**Sub: Awe-inspiring wilderness and natural adventures.**

Copy:

Untouched and unspoilt, Western Australia's landscapes, wildlife and plants have evolved over billions of years, creating a rich dreamscape for nature and wildlife lovers. It's a special place where connecting with the land helps you reconnect with yourself.

The capital city of Perth / Boorloo — home to 19 beaches and one of the world's largest inner-city parks — hosts a range of wildlife from dolphins, seals and penguins to kangaroos, emus and birdlife. Cruise minutes across the Indian Ocean to Rottnest Island / Wadjemup and you'll immediately come face to snout with plenty of quokkas, the world's happiest animal.

Western Australia is home to some of the world's most exhilarating marine life encounters. Swim alongside gentle whale sharks in one of the world's most biologically diverse marine wonderlands, the World Heritage-listed Ningaloo Reef / Nyinggulu. Along the Coral Coast, swim with graceful humpback whales, acrobatic manta rays or playful sea lions.

The South West region is one of the world's 36 biodiversity hot-spots. Hike world-class coastal trails, lose yourself in giant karri forests or feel the stillness of an ancient limestone cave. Take a boat cruise to watch graceful humpback whales or board a research vessel to a remote ocean canyon to see spectacular wild orcas.

Across the State, experience otherworldly natural phenomena from ancient cave systems, horizontal waterfalls and a staircase to the moon, to Australia's whitest beach, bubble gum pink lakes and lunar-like limestone pinnacles. Witness 12,000 species of colourful wildflowers bursting into bloom, from the coast to the forest, the city to the outback — more than half of which are found nowhere else on Earth.

Tackle one of Australia's greatest four-wheel-drive road adventures, the Kimberley's Gibb River Road. Cut through the rugged and remote Kimberley outback and lose yourself amongst massive gorges, crystal-clear rock pools and thundering waterfalls billions of years in the making.

## Perth (option 1)

[Note: key message behind this option - so many different adventures in/around the CBD]

**Head: The adventures you've dreamed of, right on your doorstep**

**Sub: Can't pick an adventure? Just pick a direction instead!**

Copy:

With weather as welcoming as its friendly locals, Australia's sunniest capital city of Perth / Boorloo offers adventures for everyone. Framed by the Swan River, the city boasts 19 pristine beaches, each blessed with dreamy Indian Ocean sunsets, and is home to one of the world's largest inner-city parks.

Perth is home to the Swan Valley, the only wine region within an Australian capital city — just one of the effortless day trips to enjoy within an hour of the city. You can also explore Perth's historic and bohemian port city of Fremantle / Walyalup, swim with playful wild dolphins in Rockingham, or cruise to Rottnest Island to meet plenty of quokkas, the world's happiest animal.

Add a thriving metropolis of curated cultural experiences, luxury hotels, shopping precincts, rooftop bars and waterfront dining at Elizabeth Quay / Goomup on the beautiful Swan River, and it's easy to see why Perth is such a relaxed and naturally adventurous capital city.

## Perth (option 2)

[Note: key message behind this option - so much nature in/around the CBD]

**Head option 1: Perth / Boorloo is naturally adventurous**

**Head option 2: A city rich with natural wonders**

**Sub: A cosmopolitan city with raw natural beauty**

Copy:

Situated on the banks of the Swan River, Perth / Boorloo is both a modern city, and nestled in nature. Discover unique wildlife encounters, vast scenic parks and wine country but also a thriving metropolis of small bars, creative restaurants, curated cultural experiences and street art. It's all here, in the one sunny city, filled with friendly and welcoming people.

With 19 stunning beaches within easy reach of the city, relaxing by the ocean is never far away. While you're there, sip a cool drink or savour delicious local seafood as the sun sinks dreamily into the Indian Ocean.

Kings Park / Kaarta Koomba — one of the world's largest inner-city parks — is yours to enjoy. Tour its botanic gardens with an Aboriginal guide or picnic among its wildflowers and native plants. Cruise along the river or take a short drive to the Swan Valley, Western Australia's oldest wine region on Whadjuk Noongar Country, and indulge in food, wine and art.

Swim with playful wild dolphins, take a boat cruise to spot migrating whales, kayak to islands with seals and the world's smallest penguins, or meet a koala or a wombat. Not many cities in the world have such cute and cuddly locals! And mere minutes across the ocean, visit Rottnest Island / Wadjemup, Perth's very own idyllic playground where you can meet friendly quokkas and explore its 63 stunning beaches.

## Fremantle

**Head: An eclectic port city with spirit and soul**

**Sub: History and heritage meet seaside sunsets**

Copy:

Fremantle / Walyalup, or 'Freo' as it is affectionately known, is Perth's / Boorloo's port city, situated where the Swan River meets the Indian Ocean. Just a 30-minute drive or train from Perth city, it's bursting with vibrancy, colour and quirky culture.

It's not just art galleries, pubs and cafés that are sprinkled throughout this bohemian town — the bustling Fremantle Markets (still going strong after 100 years) and one of Australia's first micro-breweries are there too. Savour fresh seafood harbourside, fine fare in historic buildings or sip a refreshing drink on the beach as you watch an Indian Ocean sunset.

Get to know Freo intimately on a walking tour with a local guide, passing buskers, performers and street art. For history buffs, no trip here would be complete without a visit to the WA Maritime Museum and the convict-built, World Heritage-listed Fremantle Prison. And just outside the city centre, you'll find gorgeous beaches, plus walking and cycling trails that meander along the river's edge.

Fremantle is like nowhere else in Australia: an eclectic collision of character, creativity, culture and cuisine.

## Rottnest Island

**Head: Perth's / Boorloo's relaxed island playground**

**Sub: Swap the city for an idyllic Rottnest Island escape**

Copy:

Rottnest Island / Wadjemup — or 'Rotto' as it's affectionately known — is a little pocket of paradise, jam-packed with adventure and a favourite local getaway. Getting to this car-free, protected nature reserve is easy: take a short ferry ride from the mainland or arrive in style by helicopter or airplane.

You'll be greeted by 63 stunning beaches, 20 beautiful bays, an abundance of spectacular marine life, and the world's happiest animal, the adorable quokka. Discover Rottnest Island's cultural significance and history on an Aboriginal guided tour, then enjoy an ocean boat cruise dining on sumptuous local seafood.

Explore the island by scenic flight, segway, bus, boat, waterbike, or even a glass-bottom kayak. One of the best ways to see the island is by bicycle — pedal from bay to bay at your own pace or take a guided bike tour to discover lighthouses, world war relics, pink salt lakes, caves and coves. Just make sure you stop at the legendary Rottnest Island Bakery for a delicious treat.

Hike through nature or join a guided snorkelling tour of the island's underwater wonders. Jump on an adventure boat to watch whales, dolphins and seals. Savour dinner and a refreshing drink while the sun sets over Thompson Bay, and then retire in luxury, eco or glamping accommodation.

And whether you choose to live the 'Rotto life' for a day or a week, one thing's for sure: this is definitely the island getaway you've dreamt about.

## The Swan Valley

**Head: The only wine region within an Australian capital city**

**Sub: Follow the Swan Valley's wine, food and art trails**

Copy:

A relaxed day trip from Perth / Boorloo, take a short drive or board a river cruise — it's the only wine region that you can cruise to from an Australian capital city.

Home to more than 40 wineries and 70 restaurants and cafes, the Swan Valley is both rich in history and contemporary, with much to offer curious eaters and drinkers. Thriving in its Mediterranean-style climate, this is Western Australia's oldest wine region and Australia's second oldest — the first grapes were planted in 1829.

Be sure to sample its signature grape varieties, including Chenin Blanc, Verdelho and Shiraz, hopping from winery to winery, maybe even in the back of a horse-drawn wagon or chauffeured classic car. And where there is wine, there's also locally crafted beer, cider and spirits.

Taste your way through artisan providores, with olives, cheese, chocolate, nuts, honey, nougat and ice cream among the local gourmet delights. There's a host of other adventures to enjoy too – including horse riding, cycling, hiking, golf, wildlife, art galleries and Aboriginal cultural experiences. At nearby Caversham Wildlife Park get some cuddly encounters with koalas, wombats and kangaroos.

## The Margaret River Region

**Head: Where adventure and indulgence meet**

**Sub: Australia's most premium wine region nestled among pristine beaches, ancient caves and tall-timber forests**

Copy:

Journey through more than 150 wine producers and 100 cellar doors, where the forest meets the ocean and where friendly, passionate locals welcome you in — and it's all just 2.5-hours' drive south of Perth / Boorloo. Winemakers, farmers, surfers and creatives have congregated here on Wardandi Noongar Country, inspired by nature's beauty.

Margaret River is rightly renowned as Australia's most premium wine region, producing a quarter of the country's fine wines, from Chardonnay and Sauvignon Blanc to Semillon and Cabernet Sauvignon. Boutique breweries abound, perched on lakes, adjacent to rolling farmland and many with treetop views.

Of course, it's not just about the wine and beer — there are plenty of other adventures here too. Hike or mountain bike along forest trails that hug the stunning coastline. Surf world-class breaks, watch migrating whales and be awed by other native wildlife.

Take an Aboriginal bush tucker tour or feel the thrill of rock climbing, abseiling, canoeing, horse riding or sky diving. Slow down and discover the stillness of an ancient cave, stroll along the longest timber piled jetty in the southern hemisphere or just relax on some of the world's best beaches. Here, you'll also find mainland Australia's tallest lighthouse, where two oceans meet, at Cape Leeuwin.

Add in fine restaurants, distilleries, art galleries and an abundance of fresh produce from beef and venison to chocolate and cheese, and it's easy to see why the Margaret River Region is a dream destination.

## The South West Edge

**Head: Adventure along the South West Edge**

**Sub: Collect lifelong memories on this iconic Western Australian road trip**

Copy:

Make your way along the 1,300 km from Perth / Boorloo to Esperance / Kepa Kurl with this once in a lifetime road trip. Meander along otherworldly coastlines, through premium wine regions and towering forests, before looping across the golden outback.

This iconic Western Australian journey is simply unmatched in its sheer scope of experiences. Visit art galleries and organic wineries. Indulge in delicious local cuisine and fresh produce. Get up close with native wildlife like kangaroos, orcas and whales or hear stories from your Aboriginal guide.

Hike through pristine national parks and pause for a moment in the stillness of an ancient cave. Soak up the sun on dreamlike beaches or feel the peace of a remote island wilderness. Even take to the sky to soar over a bubble gum pink lake.

The full trip can be done in as little as 12 days, but you can always choose the shorter sections that appeal to you most or dwell in the places that inspire you along the way. On the last day, drive back to Perth / Boorloo via Hyden or Kalgoorlie / Karlkurla or take a short 90-minute flight from Esperance / Kepa Kurl. Either way, prepare yourself for treasured memories on this epic road trip where the journey truly is the destination.

## Ningaloo Reef and the Coral Coast

**Head: Wildlife, wilderness and the world's largest fringing coral reef**

**Sub: Otherworldly adventures – under, on or by the Indian Ocean**

Copy:

Walk straight off the beach and into a marine wonderland of over 500 species of fish, 200 species of coral, and the 300-km-long World Heritage-listed Ningaloo Reef / Nyinggulu. Become part of one of the most biologically diverse ocean environments on Earth.

Swim with gentle whale sharks, manta rays or humpback whales, all attracted to Ningaloo's nutrient-rich waters. Spend your Coral Bay days snorkelling through lively and colourful coral gardens in crystal clear waters. Meet Monkey Mia's friendly wild dolphins or spot dugongs and turtles in the warm waters of Shark Bay / Gutharraguda, another World Heritage Area. In Jurien Bay, meet with playful 'sea puppies': endangered Australian sea lions.

For inland explorers, kangaroos, emus and an array of birdlife can be found in the Coral Coast's rugged red-dirt ranges and pristine national parks. Hike across the rugged limestone ranges of the vast Cape Range National Park, where the desert meets the reef, or explore spectacular Francois Peron National Park by four-wheel drive.

Venture out onto a 100-metre-high skywalk for dramatic views over Kalbarri National Park's / Wurdimalu 400-million-year-old river gorges. Kayak, cruise, abseil or fish. See the iconic Hutt Lagoon by foot, buggy or scenic flight and marvel at its otherworldly pink hues. Or witness kaleidoscopes of colour as over 1,000 species of wildflowers bloom spectacularly during season.

## Ningaloo Reef

**Head: Dive into a world of exhilarating marine adventures**

**Sub: Footsteps from the beach lies a reef like no other**

Copy:

Ningaloo Reef / Nyinggulu is simply unmissable. Spanning 300 thriving kilometres, this underwater dreamscape is one of the most biologically diverse marine environments on the planet, and it's World Heritage listed. From Exmouth or Coral Bay, you can walk straight off the beach and instantly be snorkelling amongst 200 species of coral teeming with 500 species of colourful fish.

At Ningaloo, you can swim with gentle whale sharks, the biggest fish in the world. Take an ecologically respectful boat tour run by passionate locals to float alongside these plankton-eating giants of the ocean. Feel true awe as you witness their effortless majesty first-hand— a rare wildlife encounter that will stay with you forever.

You can also swim with graceful humpback whales as they migrate along the coast each year on Western Australia's 'Humpback Highway', or flip underwater with Coral Bay's acrobatic manta rays, who call Ningaloo home year-round. Another must-do Ningaloo adventure is 'drift snorkelling' at Turquoise Bay — relax into the warm current, feel the freedom and enjoy the passing parade of sea-life, just metres from the shore.

For a different perspective, explore the rugged red cliffs, wildlife and wide-open spaces of Cape Range National Park by four-wheel drive, boat, or on foot. This pristine park hugs the coastline, offering vibrant views of red canyons merging into the white sand and azure blue Indian Ocean.

## The Coral Coast Highway

**Head: One of the greatest road trips on Earth**

**Sub: 1,250 kilometres of ocean wonders and otherworldly landscapes**

Copy:

Hugging the Indian Ocean from Perth / Boorloo to Exmouth, the Coral Coast Highway is no ordinary road trip. This adventure takes you through a vast array of wonders and two of Western Australia's three World Heritage Areas – Shark Bay / Gutharraguda and Ningaloo Reef / Nyinggulu. At Ningaloo, you can swim with gentle whale sharks, humpback whales, manta rays and 500 species of colourful fish.

Along the way, walk amongst the mysterious moonscape of the Pinnacles in Nambung National Park and hike through Kalbarri's / Wurdimalu's dramatic 400-million-year-old river gorges. Take an ocean kayak tour with your Aboriginal guide in Shark Bay. You can meet friendly wild dolphins at Monkey Mia or playful 'sea puppies' - the endangered Australian sea lions - in Jurien Bay.

Marvel at the dreamlike pink hues of Hutt Lagoon from your buggy, hike or scenic flight, and take in the kaleidoscopes of colour as over 12,000 species of wildflowers bloom spectacularly during season, half of which cannot be found anywhere else on earth. Explore charming coastal fishing towns or four-wheel-drive through epic national parks to see kangaroos, emus and an array of birdlife.

At least 10 days is recommended to take in everything that the Coral Coast Highway has to offer – but if you have more time, that's even better. You can also choose to drive one way from Perth to Exmouth, and fly the two-hour journey back to Perth. Either way, prepare yourself for the adventure of your dreams.

## The Kimberley

**Head: One of Earth's last true wilderness areas**

**Sub option 1: Quiet but powerful — part soulful, part magic**

**Sub option 2: Billions of years in the making and a land of striking contrasts**

Copy:

Almost half a million square kilometres of otherworldly adventures and stunning natural phenomena await you in this ancient and untouched region. The Kimberley grounds you and its red dust never leaves you. Quiet your mind and open your soul to somewhere truly magical.

The Kimberley's coastal and outback towns offer vastly different experiences, from Broome / Rubibi on the west coast to Kununurra / Goonoonoorang in the rugged east — and everywhere in between.

Gaze from an open-door helicopter at the 350 million-year-old, World Heritage-listed Bungle Bungle Range in Purnululu National Park. Feel the thrill of a boat cruise through the Horizontal Waterfalls / Garaangaddim or tackle one of Australia's greatest four-wheel-drive adventures, the legendary 660-kilometre Gibb River Road.

Relax in sheer luxury on an elegant Kimberley expedition cruise to faraway bays, thundering waterfalls, tropical islands and coral atolls. Witness a staircase to the moon, hunt for dinosaur footprints or see an Indian Ocean sunset from the saddle of an unhurried camel.

Return home after profound Aboriginal experiences with the world's oldest living culture and the traditional custodians of this land. Explore ancient rock art galleries in remote places. Learn about the different Aboriginal language groups or hear stories from an Elder. Go mud crabbing or spear fishing, then camp on Country for bush tucker and medicine, campfire yarns, art, music and more.

The real beauty of the Kimberley is that it lets you be as adventurous or as laidback as you wish. You can stay in remote luxury retreats, authentic outback stations or camp out with Aboriginal custodians. Hire a four-wheel drive, soar high on a scenic flight, hike, kayak or just lie back as you cruise through ancient waterways on a state-of-the-art vessel. Here you can create the holiday of your dreams.

## Aboriginal experiences in the Kimberley

Return home after profound Aboriginal experiences with the world's oldest living culture and the traditional custodians of this land. Take an Aboriginal guided tour with the Traditional Owners of this Country and learn about their connection to the lands, waters and skies. Aboriginal guides are warm, welcoming and extremely generous of spirit — who better to show you around?

Explore ancient rock art galleries in remote places or watch a boab nut be engraved with ancient motifs. Learn about the different Aboriginal language groups or hear stories from an Elder. Go mud crabbing or spear fishing, then camp on Country, discovering bush tucker and medicine, absorbing art and music and trading yarns around the campfire under the stars.

## Broome

**Head: Slip into 'Broome Time' where the outback meets the ocean**

**Sub: A laid-back tropical oasis and the Kimberley's western gateway**

Copy:

Many destinations claim to be a cultural melting pot, but Broome / Rubibi, the western gateway to the Kimberley, truly is a vibrant mix. The town dates back to the pearling settlements of the 1800s, with the

Aboriginal culture and landscape dating back millennia. Today, Broome is one of the world's finest producers of pearls, rich in Aboriginal culture and Asian heritage.

Take off your watch and slip into 'Broome Time' to follow the natural rhythms of this special place. Relaxation is mandatory — by the beach, by the palm-fringed resort pool with a cocktail in hand, or savouring local specialties including pearl meat and mangoes, ginger beer and barramundi.

Sunsets in Broome are a sight to behold. Locals and tourists congregate each evening on pristine, 22-kilometre-long Cable Beach to witness the spectacular fiery colours — sometimes on the back of an unhurried camel. The iconic Sunset Bar is the perfect place to enjoy a cool drink as the fiery sun dips into the turquoise ocean.

When the full moon rises over the mangroves of Roebuck Bay / Yawuru Nagulagun at low tide, you can see a 'Staircase to the Moon', a legacy of some of the most dramatic tidal movements in the world. Stargaze with the world's first astronomers on an Aboriginal tour. Take to the skies in a helicopter or plane for a scenic flight over the Kimberley's otherworldly landscapes, or jet boat through the astonishing Horizontal Waterfalls / Garaanngaddim.

Stroll through historic Chinatown, then adventure to a remote beach to stand in the perfectly preserved footprints of a dinosaur. Hop on a guided tour to a working pearl farm or cruise through Roebuck Bay to see rare snubfin dolphins or migrating humpback whales. Or head north in a four-wheel-drive to immerse yourself in the incredible Aboriginal culture and saltwater country of the Dampier Peninsula.

## Kununurra

**Head: The eastern gateway to the Kimberley's otherworldly majesty**

**Sub: Rugged outback landscapes and dreamy waterways**

Copy:

The eastern gateway to the Kimberley, Kununurra / Goonoonoorang means 'Big Water' in the language of local Aboriginal people. It's the perfect base to explore some of Western Australia's most otherworldly natural phenomena, including the Bungle Bungle Range / Purnululu and awe-inspiring Lake Argyle, an immense freshwater lake around 20 times the size of Sydney Harbour.

Kununurra's waterways are aquatic playgrounds for nature cruises, kayakers and barbecue boaters, with countless islands, bays and beaches to explore. Cruise through intertwined waterways and teeming wetlands. For those who venture further, crystal-clear gorges below thundering waterfalls await discovery in rugged national parks.

Stay at remarkable resorts, luxury historic homesteads and vast outback stations, or camp out under galaxies. Take an Aboriginal guided tour to marvel at ancient rock and discover the region through the eyes of an Elder. At nearby Mirima National Park, you'll find a hidden valley of 350-million-year-old sandstone cliffs, amphitheatres and gullies.

The jewel in the region's crown is the Bungle Bungle Range in Purnululu National Park – an astonishing formation of beehive-shaped sandstone domes formed by millions of years of rain and wind. Located 300km from Kununurra, it's a breathtaking wonder from any angle. Gaze at it from an open-door helicopter; traverse its sheerness on a self-guided or organised four-wheel-drive tour, or explore the range on foot and experience Echidna Chasm and Cathedral Gorge with an Aboriginal Elder guide.

## The Gibb River Road

**Head:** A true outback adventure through the heart of the Kimberley

**Sub option 1:** Tackle the legendary Gibb River Road, one of Australia's most iconic four-wheel-drive trips

**Sub option 2:** A four-wheel-drive adventure that will live with you forever

Copy:

Extending 660 kilometres across the Kimberley, the legendary Gibb River Road cuts through some of Earth's most untouched and otherworldly country, from Derby to Kununurra / Goonoonoorang. Originally built for droving cattle across the rugged outback, 'The Gibb,' as it's known by locals, takes in spectacular outback gorges, secluded swimming holes, vast national parks, ancient rock art, thundering waterfalls and endless wildlife encounters.

Accessible between May and October and only by four-wheel-drive, the trip takes around 12 days... or more, if you'd like. Along the way, you'll meet plenty of friendly locals eager to share their stories and have many opportunities to get off the dusty red roads and venture into the Kimberley on foot.

Choose to stay at a remote wilderness lodge, outback station or luxury homestead, or for the more adventurous, simply camp out under an endless canopy of stars. Be sure to see Windjana Gorge / Bandilgan, Tunnel Creek / Dimalurru, Bell Gorge and the legendary El Questro Wilderness Park. And to tick-off your Kimberley bucket-list, from Kununurra / Goonoonoorang visit vast Lake Argyle and the Bungle Bungle Range in Purnululu National Park.

## Esperance and the Golden Outback

**Head:** From the golden outback to Australia's whitest beach

**Sub:** An otherworldly blend of nature, wildlife, culture and coastlines

Copy:

Western Australia's golden outback stretches far, covering just over half of the State. From the rugged red north to the jewel of the pristine southern coast, Esperance / Kepa Kurl. From the historic outback goldfields of the east, to the charming farm stays and spectacular wildflowers of the western wheatbelt.

Hit the road less travelled to discover spooky ghost towns, true outback pubs, and a tin horse highway. Walk in the world's largest outdoor art gallery at Lake Ballard, surf one of Australia's biggest inland 'waves' at Wave Rock / Katter Kich, or hike mammoth Mount Augustus / Burringurrah. See epic modern mining or step back in time to learn about early Gold Rush life in Kalgoorlie-Boulder / Karlkurla.

Experience otherworldly landscapes from dazzling salt lakes and sweeping outback plains, to rugged rocky outcrops and wildlife-filled woodlands. In Esperance / Kepa Kurl, walk coastal trails, witness a bubble gum pink lake and discover Australia's whitest beach, Lucky Bay.

Encounter migrating whales and playful dolphins. See sunbathing kangaroos and galloping emus, plus dingoes, numbats, bilbies and more. And in springtime, watch wildflowers found nowhere else on Earth bloom into life, covering the golden outback in a rainbow of nature's colour.

## Esperance

**Head:** Australia's whitest beach and wondrous coastal vistas

**Sub:** An ocean and nature lover's dream

Copy:

On unspoilt coastline, fringed by islands, you'll find Esperance / Kepa Kurl. Nestled amongst white sandy beaches, turquoise waters, pristine national parks, dramatic rock formations and untouched islands, Esperance is about eight hours' drive or a short 90-minute flight from Perth / Boorloo — and worth the trip.

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, snorkel, 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, fish, camp or hike, with Frenchman Peak / Mandooboornup providing spectacular views.

Cruise or fly in a helicopter to the small nature reserve of Woody Island, which makes for a great day trip, or a longer stay in a 'glamping' hut overlooking the ocean. Spot dolphins, sea eagles and sea lions at play on the boat ride over. When there, join an eco-tour, swim, snorkel, kayak or just relax on the beach.

Lake Hillier's striking pink waters present an otherworldly spectacle that needs to be seen to be believed. Located on Middle Island, visit on a scenic flight by plane or helicopter to walk amongst this surreal landscape and learn about its captivating pink hues and intriguing history.

Esperance offers many unique wildlife encounters; the local animals are protected by its vast national parks and nature reserves. Beyond the shore, whales migrate along the coast from June to October and can be seen on a boat cruise or from the beach, frolicking in the protected bays.

## The Golden Outback

**Head: Adventure the Golden Outback – this is road trip country**

**Sub: Unearth outback riches, from wildlife and wildflowers to characters and curiosities**

Copy:

The Golden Outback calls anyone with a love of the open road – this is Big Sky Country. This vast region is crisscrossed with roads and four-wheel-drive tracks, a place where driving is an adventure in itself. It stretches from the rugged red north to the historic goldfields and pioneering towns of the east, and onto the charming station stays and spectacular wildflowers of the western wheatbelt.

Hit the road less travelled to unearth its quirky side. Discover a tin horse highway and character-rich outback pubs. Roam the otherworldly salt-flat sculptures of the world's largest outdoor art gallery at Lake Ballard and surf one of Australia's biggest waves, the iconic Wave Rock / Katter Kich.

Hike the remote and rugged Mount Augustus / Burringurrah or discover more than a century of gold rush history in the modern mining hub of Kalgoorlie / Karlkurla. See unique wildlife from kangaroos, numbats and emus to quendas, bilbies and bird life. Witness a kaleidoscope of colour when wildflowers are in bloom, many of which are found nowhere else on Earth.

Drive the Golden Quest Discovery Trail through the goldfields. Stop in charming towns to wander the historical streetscapes, explore outback ghost towns, learn about Aboriginal culture or hike the region's many picturesque trails. Camp under a canopy of constellations or experience a station stay for true Western Australian outback hospitality.