

Introducing Discover Aboriginal Experiences



Nowhere in the world can claim a cultural legacy quite like First Nations Australia.

For at least 65,000 years, its peoples – with hundreds of distinct clans, and as many languages and dialects – have walked the continent, making Aboriginal and Torres Strait Islander cultures the oldest continuous living cultures on the planet. As travellers seek out greater authenticity and cultural engagement, interest in First Nations tourism continues to grow. For the world's Indigenous communities, tourism is well and truly a powerful driver for positive change and the sustainability of cultures.

It was with this in mind that Tourism Australia launched Discover Aboriginal Experiences (DAE), a collective of over 50 members representing more than 200 exceptional Aboriginal and Torres Strait Islander guided experiences across the country. The guides don't just afford a unique means of bringing Australia's landscapes to life – as the owners of the stories they share, they offer a means of connecting with Australian places and cultures quite unlike anything else you'll find.

Each member in the portfolio is welcomed based on a stringent official selection process by peers, competitors and the industry at large, which means they are all world-class leaders in First Nations tourism, representing local Aboriginal and Torres Strait Islander cultures with integrity and authenticity. Every member holds a

unique story, yet together they weave the vibrant tapestry of Discover Aboriginal Experiences, whether in urban areas or regional Australia, on Sea Country or the land. This creates a diverse portfolio of experiences covering everything from wildlife and nature-based activities to coastal and aquatic, food and drink, active adventures, immersive journeys, art and museums, and accommodation.

Discover Aboriginal Experiences is part of Tourism Australia's Signature Experiences of Australia program: a curated collection of seven partners covering exceptional experiences united in a commitment to excellence, the environment, people, and place.

Available Resources

The below resources can all be found under the Trade and Media menu on our [website](#).



ABOUT DISCOVER ABORIGINAL EXPERIENCES

Take a deep dive into the portfolio via an inspirational [video](#), showcasing the diversity of members, destinations and experiences on offer across the collective. Next watch the [About Discover Aboriginal Experiences](#) video and learn how the collective came to be, selects members, and maintains excellence in First Nations tourism.

The Discover Aboriginal Experiences [Story Bank](#) also hosts backgrounder information on the collective's formation by Tourism Australia and its essential role in supporting the Indigenous tourism industry across the country.

WEBSITE

The Discover Aboriginal Experiences [website](#) allows you to search for experiences by destination, activity type, or time of year alongside inspirational stories, news, suggested itineraries, and cultural guides.

For extensive resources, visit the dedicated [Trade and Media menu](#) to access high-res images and videos, guidelines, and media and trade assets in one central hub. We recommend that you bookmark this page.

STORY BANK

An essential resource for trade and media, the [Story Bank](#) offers ready-to-use content - including story ideas, cultural guides, product features, itineraries, storyteller profiles and emerging trends - designed to promote First Nations guided experiences. All content is free to adapt and repurpose for feature articles, blogs, newsletters, and promotional collateral.

Additionally, [pitch packs](#) developed around key themes help partners quickly identify feature angles and develop stories around First Nations tourism experiences.

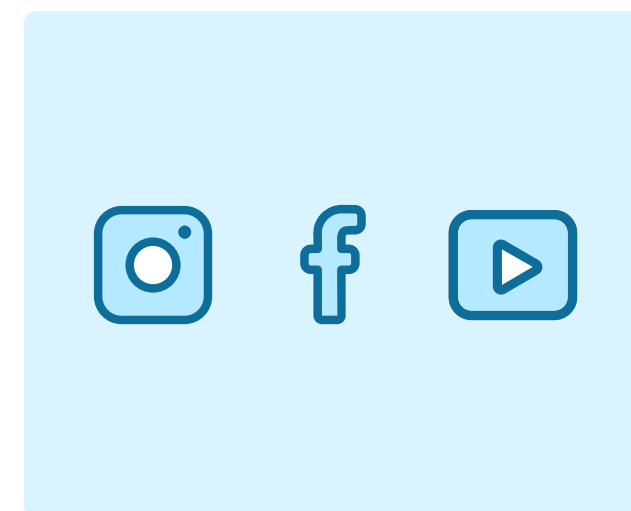
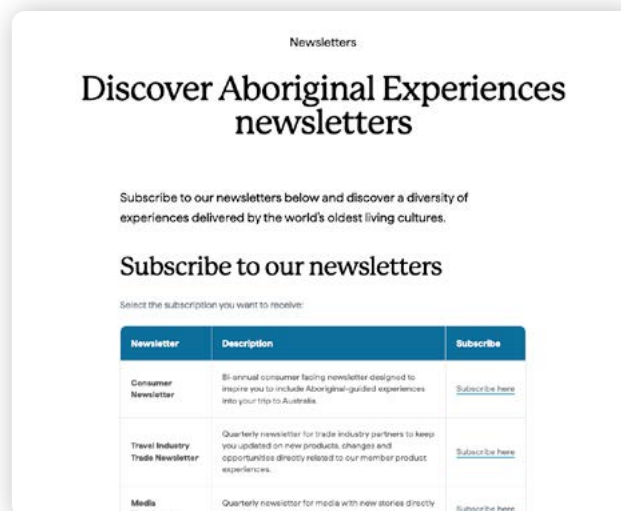
CONTENT

Stay up to date via the [What's New](#) menu on our website, featuring member updates, story inspiration, and storyteller interviews with members. You can also explore Australia's rich First Nations history through the Cultural Insights hub or read our biannual [Connect to Country](#) digital magazine.

Detailed information on members and their experiences—including times of operation, locations, min/max capacities, and key contacts - is available in the comprehensive [member portfolio](#).

Available Resources

The below resources can all be found under the Trade and Media menu on our [website](#).



VISUAL ASSETS

Access an extensive, regularly updated library of member images and videos - including [hero shot collections](#), [storyteller videos](#) featuring our guides, and [showreels](#) ranging from 30 to 180 seconds - via the [Tourism Australia Asset Hub](#). To locate assets, head to the [Resources](#) section, search 'Discover Aboriginal Experiences', and use the left-hand menu to filter by Tourism Operator or Asset Type.

You can also view member videos and showreels on the dedicated [Discover Aboriginal Experiences playlist](#) on Tourism Australia's YouTube channel.

SUBSCRIBE

Subscribe to our Trade or Media newsletters [here](#) to stay updated on the Discover Aboriginal Experiences portfolio. Distributed 3-4 times a year, each edition delivers new member announcements, fresh experiences, Indigenous tourism research, story ideas, and new downloadable resources.

AUSSIE SPECIALIST PROGRAM

Keep your product knowledge fresh and learn to enhance client itineraries by completing the Discover Aboriginal Experiences course on the [Aussie Specialist Program](#).

Updated annually and available in nine languages, the platform also offers a First Nations Australia course for a deeper cultural understanding.

SOCIAL CHANNELS

Follow Tourism Australia on [Facebook](#) and [Instagram](#) (@australia) for inspirational member features, guide profiles, and cultural insights.

For practical trip planning, check out the Instagram channel [@australia.guides](#) for itineraries, driving routes, and seasonal highlights.

f /SeeAustralia
 @australia
 @australia.guides

Available Resources

The below resources can all be found under the Trade and Media menu on our [website](#).



KEY CONTACTS:

Nicole Mitchell
Executive Officer

Liz Knowles
Coordinator

dae@tourism.australia.com

discoveraboriginalexperiences.com

TOURISM AUSTRALIA INDIGENOUS GUIDELINES

Access essential cultural and market insights via the Trade and Media section to build culturally respectful content and itineraries.

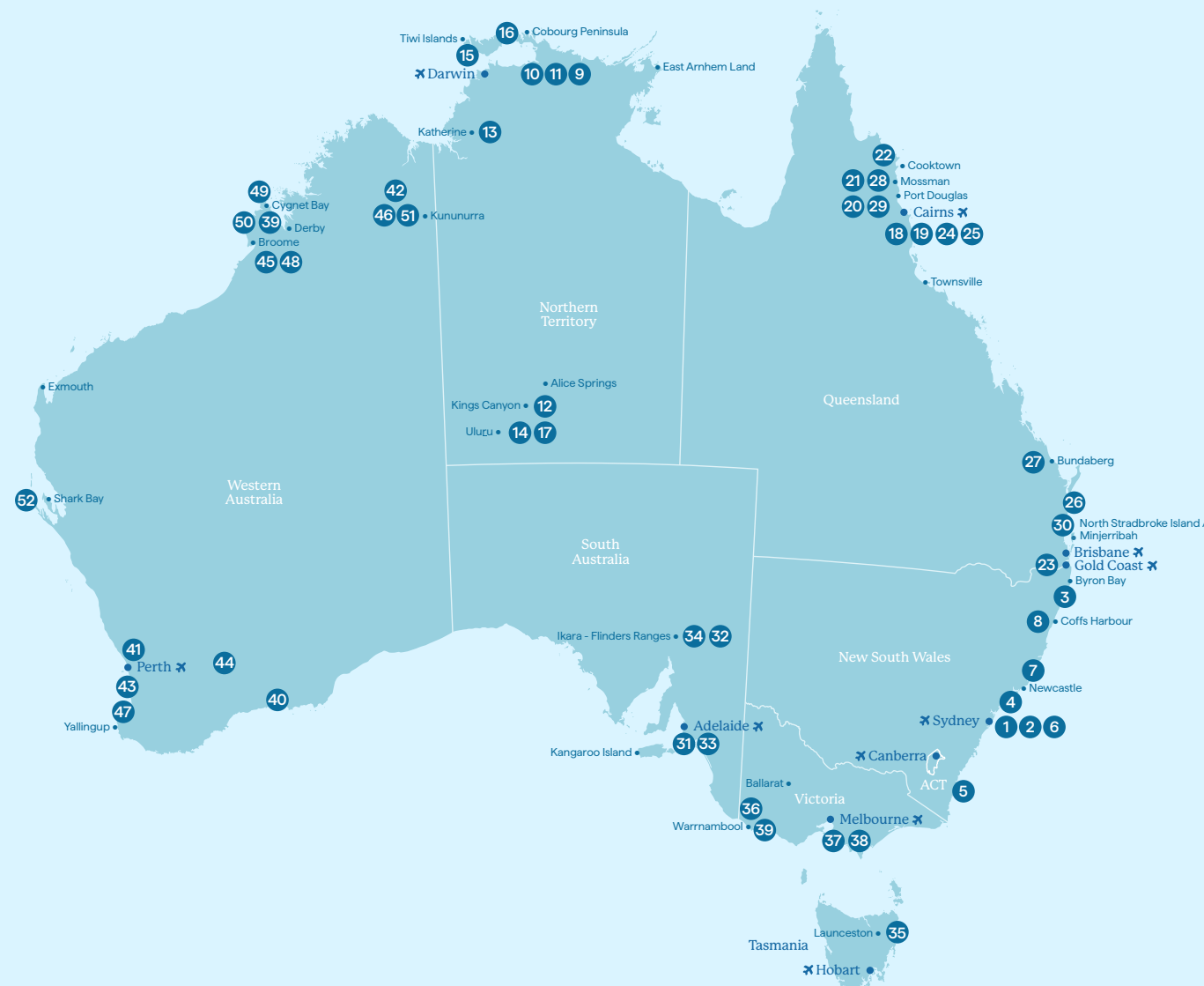
Download the [First Nations Guidelines for Trade Partners](#) for information on key protocols, dual naming, and editorial standards; explore destinations through First Nations storytelling with the [Australian Indigenous Place-Based Guide](#); and access Tourism [Australia's Indigenous Tourism Insights and Data](#) to track trends in First Nations tourism.

SIGNATURE EXPERIENCES OF AUSTRALIA

Streamlining the decision-making process for travel designers and media, the [Signature Experiences of Australia](#) collection ensures every offering meets the highest standards and reflects Australia's most unique qualities. Each partner, including Discover Aboriginal Experiences, acts as a central contact point not only for its members, but also for trade and media, offering a wide range of collateral and knowledge via information kits, imagery, videos and newsletters.

Search experiences and updates across all seven collectives by theme, experience, or location [here](#).

See Australia anew with a First Nations guide leading the way



NEW SOUTH WALES

- 1 Australian Museum
- 2 Burrawa Aboriginal Climb Experience
- 3 Explore Byron Bay
- 4 Firescreek Botanical Winery Aboriginal Experiences
- 5 Ngaran Ngaran Culture Awareness
- 6 Royal Botanic Garden Sydney
- 7 Sand Dune Adventures
- 8 Wajaana Yaam Gumbaynggirr Adventure Tours

NORTHERN TERRITORY

- 9 Davidson's Arnhemland Safaris
- 10 Kakadu Cultural Tours
- 11 Kakadu Tourism
- 12 Karrke Aboriginal Cultural Experience & Tours
- 13 Nitmiluk Tours
- 14 SEIT - Aboriginal experiences
- 15 Tiwi by Design
- 16 Venture North Safaris
- 17 Voyages Tourism Australia - Ayers Rock Resort

QUEENSLAND

- 18 Down Under Tours - Daintree Dreaming
- 19 Dreamtime Dive & Snorkel

✈ INTERNATIONAL AIRPORTS

- 20 Flames of the Forest
- 21 Janbal Gallery
- 22 Jarramali Rock Art Tours
- 23 Jellurgal Cultural Experiences
- 24 Mandingalbay Authentic Indigenous Tours
- 25 Pamagirri Aboriginal Experience at Rainforestation Nature Park
- 26 Saltwater Eco Tours
- 27 Taribelang Bunda Cultural Tours
- 28 Voyages Tourism Australia - Mossman Gorge Cultural Centre
- 29 Walkabout Cultural Adventures
- 30 Yura Tours

SOUTH AUSTRALIA

- 31 Bookabee Australia
- 32 Discovery Resorts - Wilpena Pound Cultural Experiences
- 33 Southern Cultural Immersion
- 34 Wadna

TASMANIA

- 35 wukalina Walk

VICTORIA

- 36 Budj Bim Cultural Landscape Tourism
- 37 Koorie Heritage Trust
- 38 Royal Botanic Gardens Melbourne

WESTERN AUSTRALIA

- 39 Borrgoron Coast to Creek Tours
- 40 Dabungool Cultural Experiences
- 41 Dale Tilbrook Experiences
- 42 El Questro - Aboriginal experiences
- 43 In Culture Tours
- 44 Katter Kich Gallery and Tours
- 45 Kimberley Cultural Adventures
- 46 Kingfisher Tours Garingbaa
- 47 Koomal Dreaming
- 48 Mabu Buru Tours
- 49 Oolin Sunday Island Cultural Tours
- 50 Southern Cross Cultural Tours at Lullumb
- 51 Waringarri Aboriginal Arts & Tours
- 52 Wula Gura Nyinda Eco Cultural Adventures