

Introducing Discover Aboriginal Experiences



Nowhere in the world can claim a cultural legacy quite like Aboriginal 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 cultures the oldest continuous living cultures on the planet. As travellers seek out greater authenticity and cultural engagement, interest in Indigenous 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 51 members representing more than 200 exceptional Aboriginal guided experiences across the country. Aboriginal 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 Aboriginal tourism, representing local Aboriginal 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.

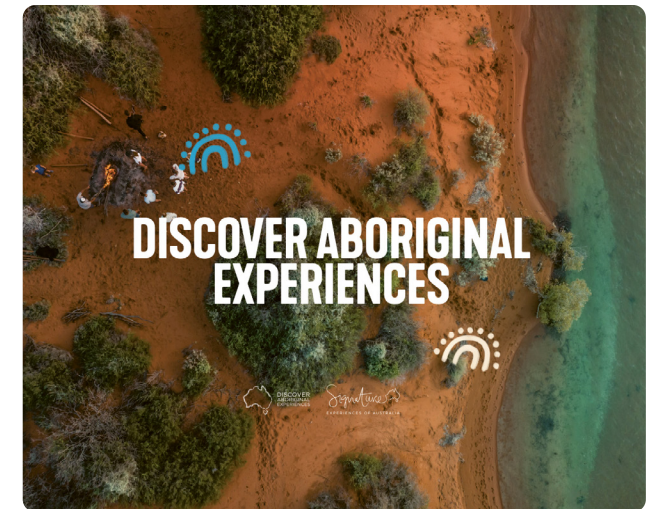
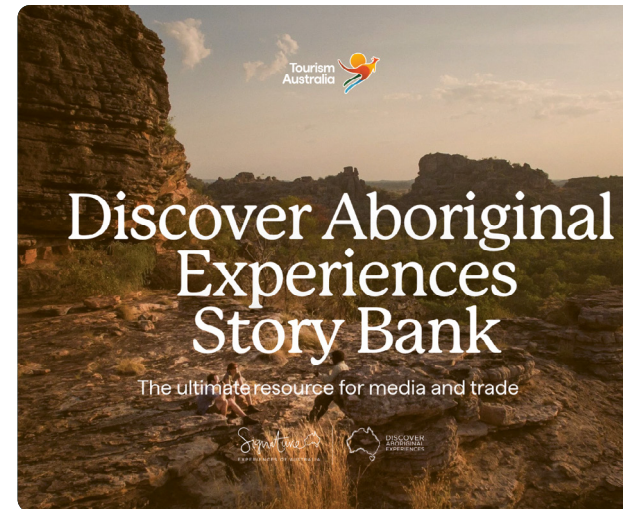
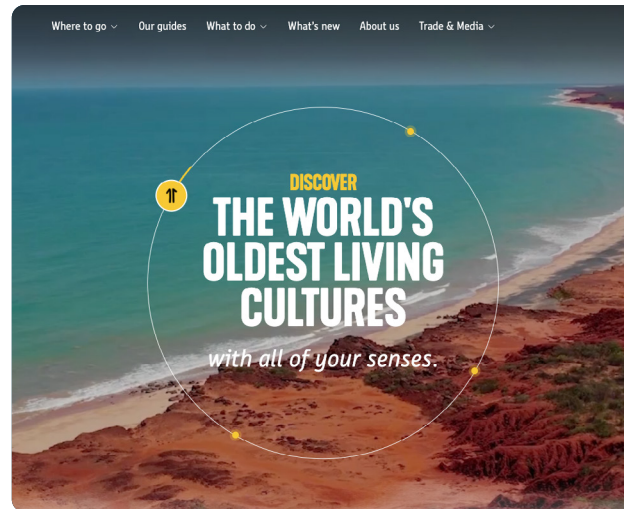
Discover Aboriginal Experiences is part of Tourism Australia's Signature Experiences of Australia program: a curated collection of seven partners covering exceptional experiences and attractions across the country that are diverse in nature – but united in an uncompromising commitment to excellence, the environment, people and place. Each marketing collective streamlines the decision-making process for discerning travellers, media and travel designers, with partners selecting some of the best of the best. The collection ensures that every offering not only meets the highest of standards, but also reflects Australia's most unique qualities, whether in location or special interest.

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.

See following pages for map and resources.

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 DAE portfolio via an inspirational [video](#), showcasing the diversity of members, destinations and experiences on offer across the collective. And then learn how the DAE collective came to be, selects members, and continues on a path of excellence in Indigenous tourism in the About Discover Aboriginal Experiences [video](#).

The DAE [Story Bank](#) also hosts a wealth of background information on the collective, the inspiration behind its formation by Tourism Australia and how the portfolio has flourished over the years to become an essential platform for both members, consumers, trade and media, supporting and promoting the Indigenous tourism industry across Australia.

WEBSITE

The Discover Aboriginal Experiences [website](#) not only includes a vast array of information about members, but also inspirational stories, timely news, suggested itineraries, profiles and essential resources for downloading, including images, via the [Trade and Media menu](#). It also features detailed case studies, press releases and guides to Indigenous culture.

The site allows you to search for experiences or members via destination, experience type or time of year, allowing trade and media full and immediate access to assets in one central hub.

STORY BANK

An essential and inspirational resource for trade and media partners, the [Story Bank](#) is designed to promote Aboriginal guided experiences by providing high-quality, ready-to-use content. It includes latest trends, story ideas, cultural insights guides, product features, storytellers, itineraries and more.

The Story Bank also highlights emerging themes and trends, linking directly to related stories and storytellers for each theme. Media and trade are free to use all content produced for inspiration, or repurposed in feature stories, blogs, newsletters or in any other form.

CONTENT

Keep your finger on the Discover Aboriginal Experiences pulse via the [What's New](#) menu on the Discover Aboriginal Experiences website, with updates on members and experiences as well as story inspiration and storyteller interviews with members, via both videos and downloadable features. Here, take a deep dive into Australia's long Indigenous history through the Cultural Insights hub, explaining significant Aboriginal customs and traditions. Then find more inspiration via the biannual Connect to Country publication, our dedicated digital DAE magazine.

Detailed information on members and their experiences – including times of operation, how to find them, minimum and maximum experience numbers, and key contacts – is also available via this [brochure](#).

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Newsletters

DISCOVER ABORIGINAL EXPERIENCES NEWSLETTERS

Subscribe to our newsletters below and discover a diversity of experiences delivered by the world's oldest living cultures.




SUBSCRIBE TO OUR NEWSLETTERS

Select the subscription you want to receive:

Newsletter	Description	Subscribe
Consumer Newsletter	Bi-annual consumer facing newsletter designed to inspire you to include Aboriginal-guided experiences into your trip to Australia.	Subscribe here
Travel Industry Trade Newsletter	Quarterly newsletter for trade industry partners to keep you updated on new products, changes and opportunities directly related to our member product experiences.	Subscribe here

Australia 

Aussie Specialist Program

VISUAL ASSETS

An extensive and regularly updated suite of images and videos that you can share covering all Discover Aboriginal Experiences members is available via the [Tourism Australia Asset Hub](#), including a [teambox](#) of hero shots. Discover Aboriginal Experiences members can be found by typing 'Discover Aboriginal Experiences' into the search box under the Resources section. Use the filter box on the left-hand side to filter by Tourism Operator or Asset Type (image or video).

Tips on accessing DAE images and videos via the Tourism Australia asset hub are available [here](#). A teambox of 30-, 60-, 90-, 180- second Discover Aboriginal Experiences showreels is also available [here](#).

SUBSCRIBE

Subscribe to our Trade or Media Newsletter [here](#) to keep up to date on the DAE portfolio. Both are distributed quarterly, and cover everything from new members and member changes to fresh experiences, the latest research and statistics relating to Indigenous tourism, updates to the DAE website, story ideas, and new resources available for download.

AUSSIE SPECIALIST PROGRAM

Trade partners looking to keep up to date on all things DAE are encouraged to complete the Discover Aboriginal Experiences training course, available in nine languages via the [Aussie Specialist Program](#). Experiences are updated annually, so this is a great way to keep your knowledge fresh while learning how to flavour itineraries with exciting and new Aboriginal guided experiences.

To gain a deeper understanding of Aboriginal and Torres Strait Island peoples and cultures, you may also want to complete the Indigenous Australia training course.

SOCIAL CHANNELS

Want to be inspired with inspirational content featuring our members? Follow Tourism Australia's social channels on [Facebook](#) and [Instagram](#) to meet the guides behind the tours, learn about new experiences, get inspiration for stories and itineraries, and develop your knowledge of Indigenous cultures and traditions.

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

 /SeeAustralia
 @australia

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KEY CONTACTS:

Nicole Mitchell
Executive Officer

Liz Knowles
Coordinator

dae@tourism.australia.com

discoveraboriginalexperiences.com

TOURISM AUSTRALIA INDIGENOUS GUIDELINES

This document provides comprehensive Indigenous guidelines to support our partners in creating culturally respectful content and enhancing travel experiences with Aboriginal and Torres Strait Islander peoples. This resource covers key topics, including cultural background knowledge, the significance of a Welcome to Country, and tips for engaging respectfully. It also includes insights on understanding traditions, using dual naming, and recommended editorial style guidelines. Key definitions and terminology ensure clear communication and respect for cultural heritage. Designed to foster meaningful connections, this document equips partners with tools to authentically represent and collaborate with Australia's Indigenous communities.

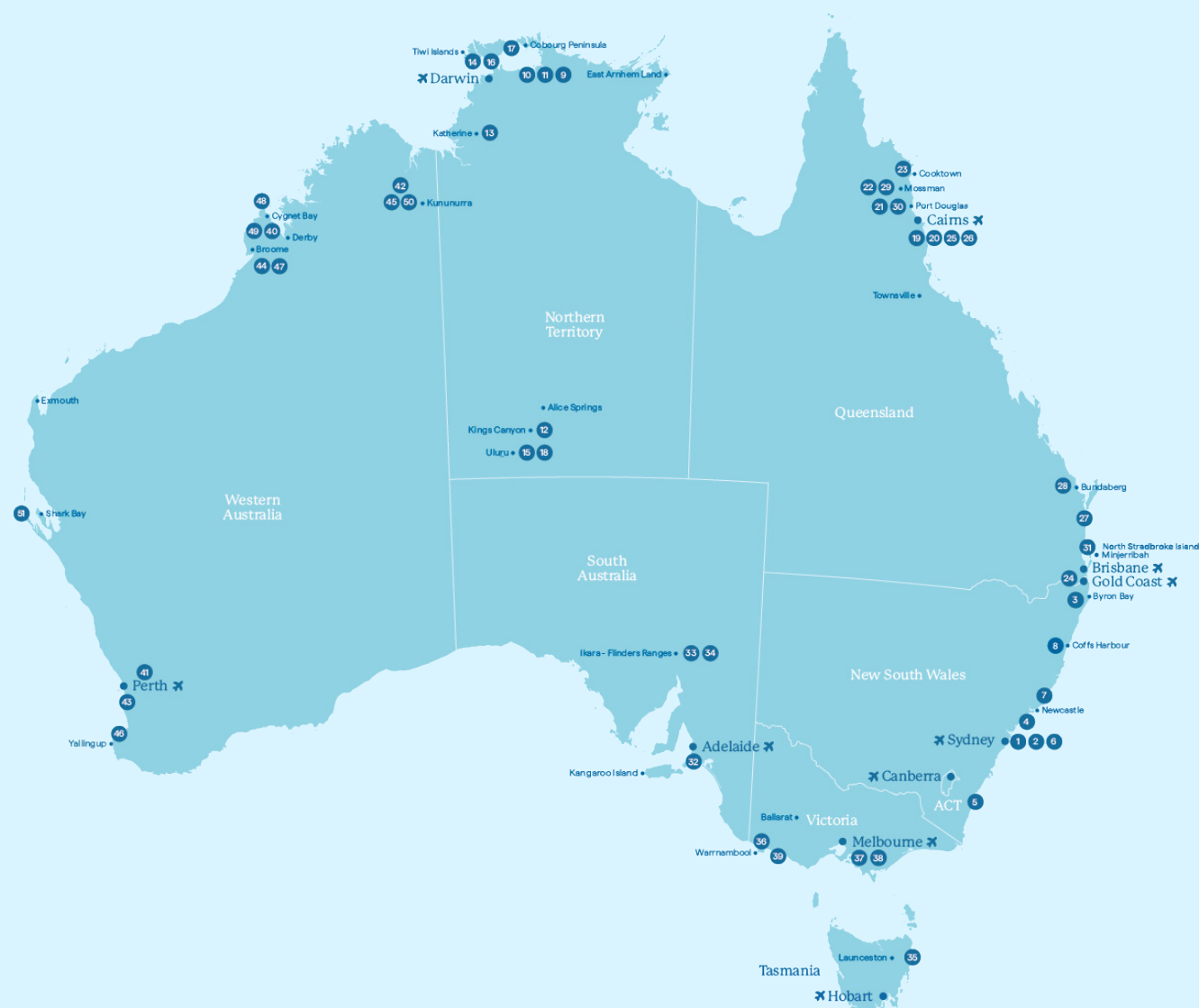
The guidelines are available for download [here](#).

SIGNATURE EXPERIENCES OF AUSTRALIA

Signature Experiences of Australia is a portfolio of exceptional experiences and attractions that highlight Australia's most unique, exclusive and sustainable tourism offerings, attracting high-value tourists with niche passions, who want to linger. You can easily search for experiences and updates offered by each of the seven Signature Experiences collectives [here](#) – by theme, experience or location.

Or find resources, itineraries and flyers available for download [here](#).

See Australia anew with an Aboriginal 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 SeaLink NT – Tiwi Islands
- 15 SEIT - Aboriginal experiences
- 16 Tiwi Tours
- 17 Venture North Safaris
- 18 Voyages Tourism Australia – Ayers Rock Resort

X INTERNATIONAL AIRPORTS

QUEENSLAND

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

SOUTH AUSTRALIA

- 32 Southern Cultural Immersion
- 33 Wadna
- 34 Wilpena Pound Resort

TASMANIA

- 35 wukalina Walk

VICTORIA

- 36 Budj Bim Cultural Landscape Tourism
- 37 Koorie Heritage Trust
- 38 Royal Botanic Gardens Melbourne
- 39 Worn Gundidj @ Tower Hill

WESTERN AUSTRALIA

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

Information current as of March 2026
Note: map location references are an indication only