

**MEDIA RELEASE**September xx, 2021

**Welcome to Country Aboriginal Cultural Experiences Go Wild in The West**

Following a post-launch pause in operations due to the ongoing COVID-19 pandemic, the national not-for-profit *Welcome to Country* online marketplace of First Nations cultural experiences and products is going from strength to strength, having onboarded some 160 Aboriginal experiences since 2019. .

In Western Australia, where intrastate travel is currently an option, Welcome to Country has brought 16 First Nations operators onto the platform, which together operate a diverse and exciting range of some 46 cultural experiences including inner-city guided walks, bush pharmacy tours, canoeing, mangrove exploring, hunting and fishing, walks, pearl farm visits and diamond mining.

These operator numbers represent a threefold increase on the take up in December last year, when just five operators ran 14 tours, demonstrating a real growth in the popularity of First Nations experiences and a growing level interest and support from travellers.

For city siders, excellent cultural day trips are right on the doorstep in Perth, making for an easy and enjoyable weekend activity. Discover local Aboriginal culture and history on the [South Perth Cultural Walking Tour](https://www.welcometocountry.com/products/south-perth-cultural-walking-tour) , take an unforgettable full day in the city centre [Finding Yagan](https://www.welcometocountry.com/products/finding-yagan-perth-cultural-tour), or meander through [Kings Park on Yorga’s Walk](https://www.welcometocountry.com/products/kings-park-yorga-s-walk) for a rare insight into Yorga’s place for women and children.

By night, the city comes alive with a tour of the night skies and [Aboriginal astronomy](https://experience.welcometocountry.com/products/aboriginal-astronomy) led by Indigenous Elder Dr Noel Nannup at the Gravity Discovery Centre, or a stroll through the city’s new waterfront precinct Elizabeth Quay led by a local Nyungar guide at Elizabeth Quay on the [Dreaming in the Quay](https://experience.welcometocountry.com/products/dreaming-in-the-quay-perth-night-tour) night tour.

Further afield, adventure awaits with a swag of Aboriginal cultural experiences on offer across the vast state. Highlights include [Mandoon Estate Bush Tucker Tasting](https://experience.welcometocountry.com/products/mandoon-estate-bush-tucker-tasting) in the Swann Valley with Noongar Elder Dale Tilbrook, watching the sun set over the Kimberley ranges in sacred land of Miriwoong Country in Kununurra with the [Waringarri Aboriginal Arts](https://experience.welcometocountry.com/products/sunset-over-the-ranges) tours or taking a full day hike and scenic flight over the World Heritage-listed wonder, the [Purnululu National Park](https://experience.welcometocountry.com/products/purnululu-extended-day-trek-with-scenic-flight) . See more big adventures on the blog [here](https://www.welcometocountry.com/blog/experience-big-experience-western-australia/)

CEO Jason Eades said he was thrilled to see the *Welcome to Country* model taking off in the country’s west.

“Since the advent of the pandemic in 2020 and campaigns like Tourism Australia’s ‘Holiday Here this Year’ which have encouraged Aussie to discover their own backyard we’re seeing a real upswing in interest in Aboriginal experiences,” Mr Eades said.

“We’re just thrilled to see more and more First Nations cultural tour operators coming onboard and benefiting from the platform’s promotions and rapidly growing online customer base.

“The tours are a great way for First Nations people to establish economically sustainable businesses while keeping their culture and stories alive, and travellers enlightened and entertained.”

EDITORS NOTES

Designed to be accessible, engaging, and easy to use on the go, the online marketplace at [www.welcometocountry.com](http://www.welcometocountry.com) connects travellers with exceptional First Nations cultural experiences around Australia. The platform allows travellers and locals the chance to search and book experiences, from one-day special interest cultural tours including basket weaving, painting and walks to longer journeys on Country. Welcome to Country Limited is a not-for-profit organisation with a vision in which Aboriginal and Torres Strait Islander communities are empowered to create economic and well-being outcomes. Every purchase made with Welcome to Country benefits Indigenous communities, businesses and people.

**Media enquires:**
Sarah Shields
0425 318 966