

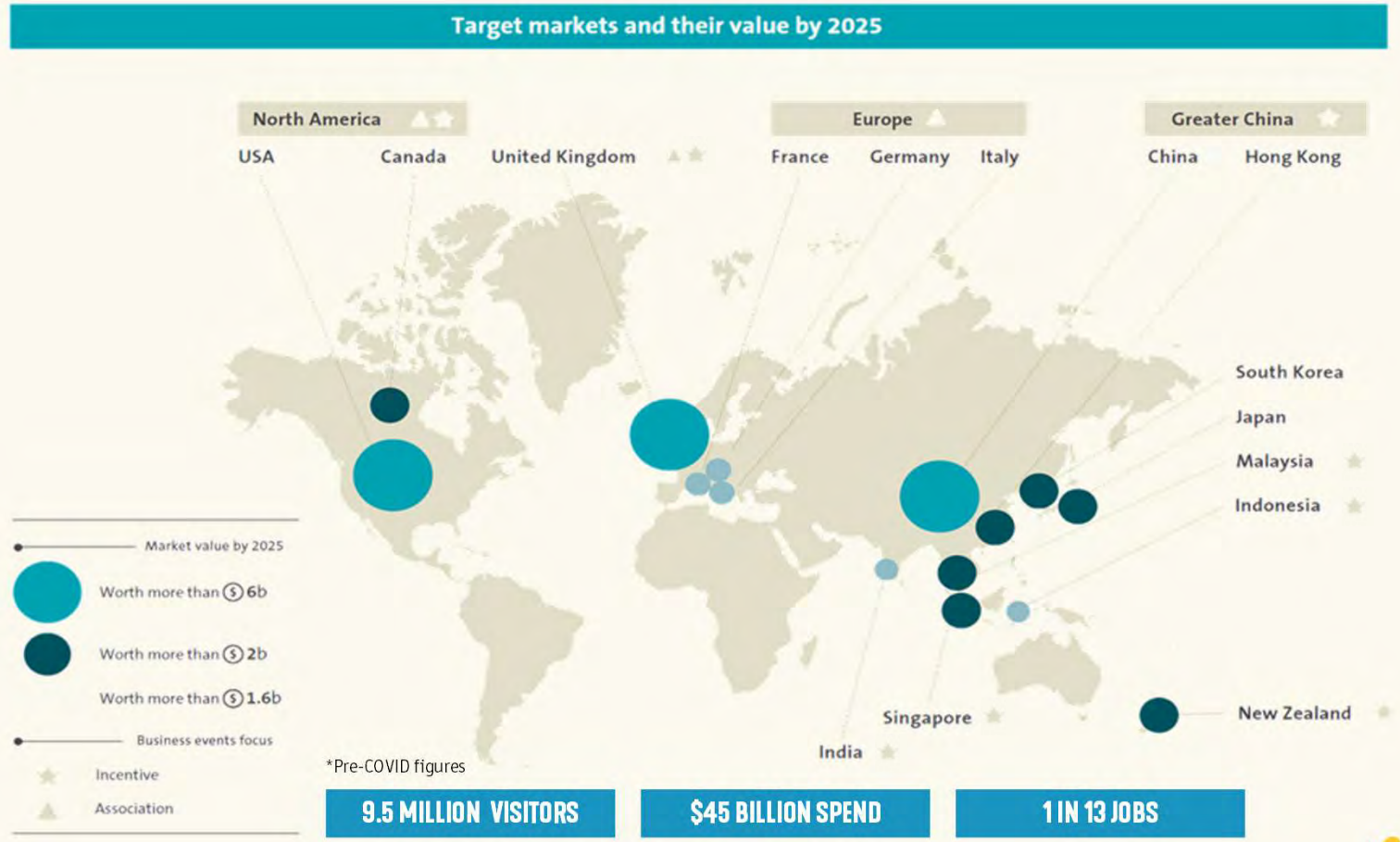


DRIVING INTERNATIONAL DEMAND THROUGH STORYTELLING & INDIGENOUS TOURISM

Bede Fennell, EGM Corporate Affairs
Tourism Australia

TOURISM AUSTRALIA

GROW DEMAND AND ENABLE A SUSTAINABLE AND COMPETITIVE INDUSTRY



GROWING IMPORTANCE AND DEMAND INTERNATIONALLY FOR INDIGENOUS TOURISM EXPERIENCES

1.4 MILLION

INTERNATIONAL VISITORS
(17 PER CENT) ENJOYING AN
ABORIGINAL AND TORRES STRAIT ISLANDER
TOURISM EXPERIENCE WHILST VISITING AUSTRALIA
IN 2019

↑ 6%


MORE INTERNATIONAL VISITORS
ENJOYING AN ABORIGINAL AND TORRES STRAIT
ISLANDER TOURISM EXPERIENCE WHILST
VISITING AUSTRALIA IN 2019

↑ 13%

MORE DOMESTIC TRAVELLERS
ENJOYING AN ABORIGINAL AND TORRES STRAIT
ISLANDER TOURISM EXPERIENCE IN 2019



Source: Tourism Research Australia, International Visitor Survey and National Visitor Survey, December 2019.

An aerial photograph of the Uluru rock formation in Australia's desert landscape. A small white propeller plane is flying in the sky to the right of the rock. The text "WHAT DOES SHARING AUSTRALIA'S INDIGENOUS CULTURE MEAN TO YOU?" is overlaid in a white-bordered box across the center of the image.

**WHAT DOES SHARING AUSTRALIA'S INDIGENOUS
CULTURE MEAN TO YOU?**

RESEARCH & INSIGHTS

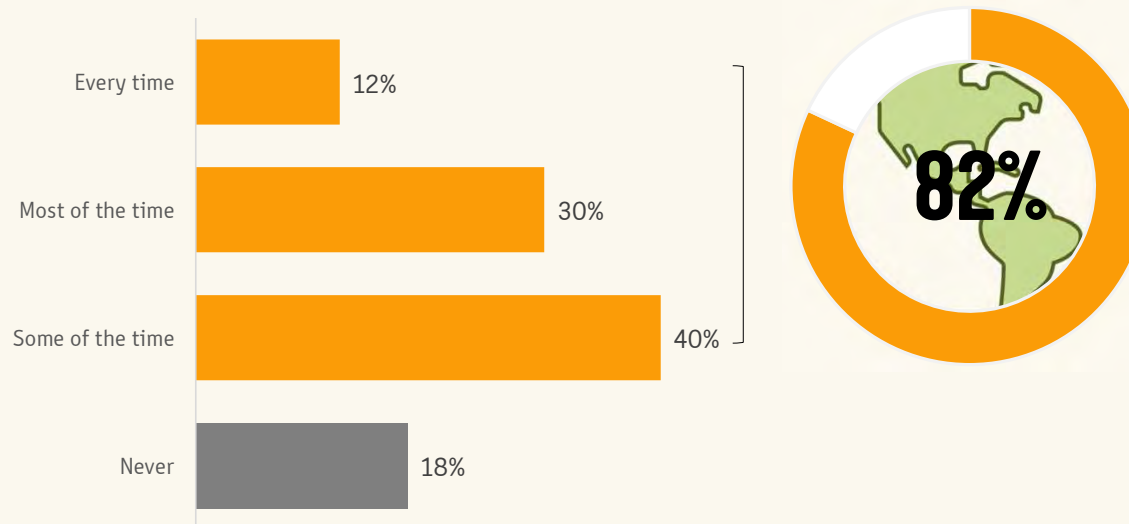
CDP 2024





INCREASINGLY TRAVELLERS ARE SEEKING TO CHOOSE INDIGENOUS EXPERIENCES, PEOPLE & CULTURES

CHOOSE TO INCLUDE INDIGENOUS EXPERIENCE WHEN TRAVELLING INTERNATIONALLY

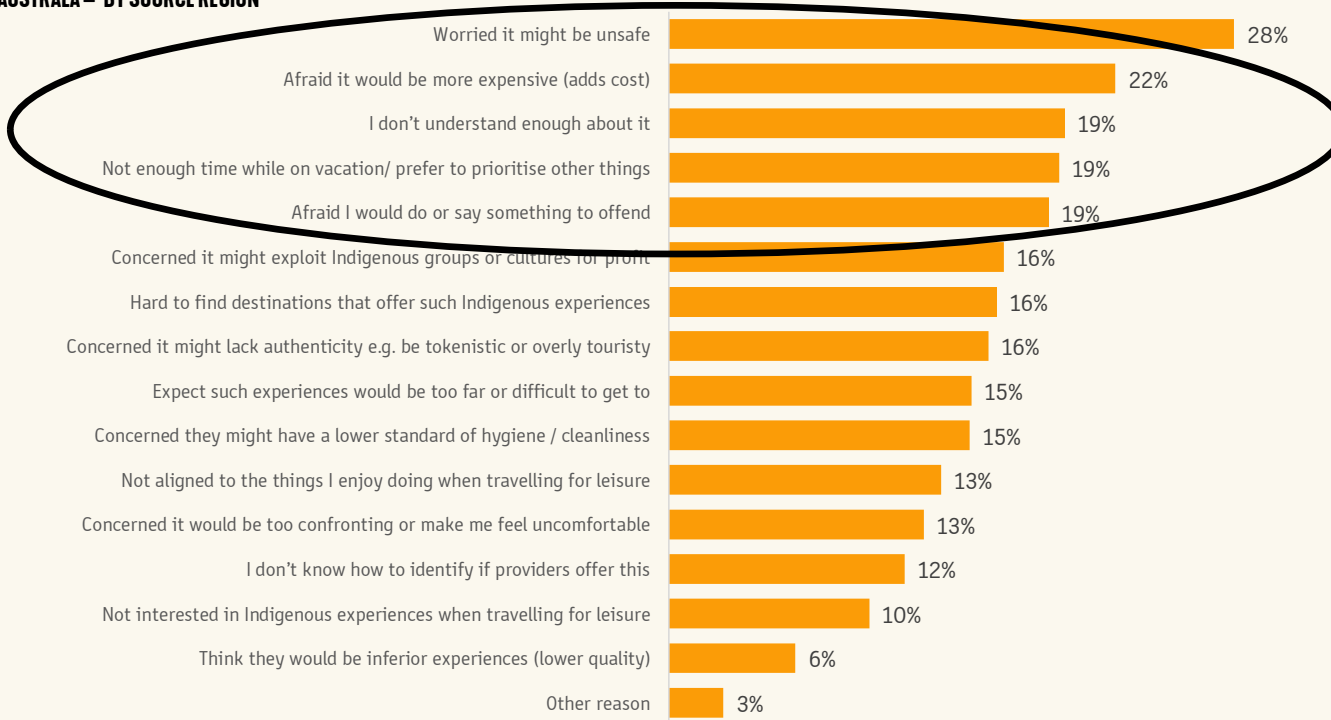


INDX1. Thinking about when you travel internationally for leisure, how often do you choose to include experiences with Indigenous people or cultures, where available?
Base: Global excl. Australia May '24 n=4,200, North America n=500, UK & Europe n=1,000, North Asia n=1,200, South/Southeast Asia n=1,200, New Zealand n=300

UNDERSTANDING THE BARRIERS WILL HELP TO FURTHER UNLOCK THE OPPORTUNITIES



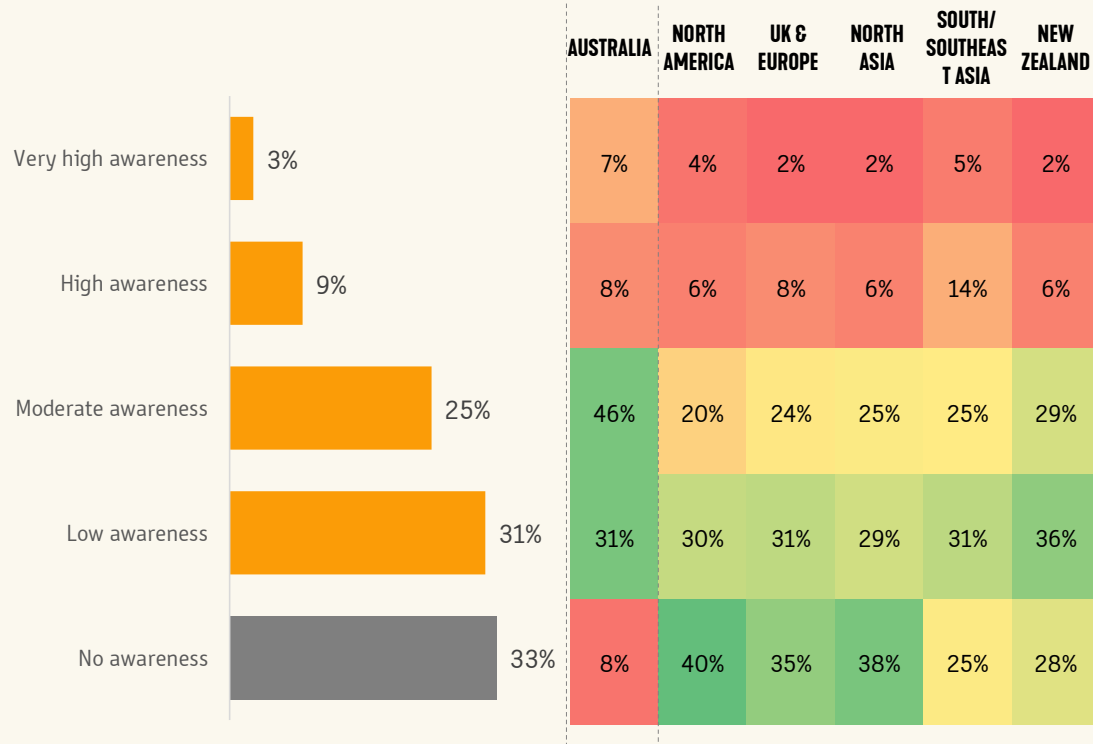
BARRIERS TO NOT ALWAYS CHOOSING EXPERIENCES IN INDIGENOUS SETTINGS WHEN TRAVELLING IN AUSTRALIA – BY SOURCE REGION



	AUSTRALIA	NORTH AMERICA	UK & EUROPE	NORTH ASIA	SOUTH/SOUTHEAST ASIA	NEW ZEALAND
	14%	22%	25%	32%	33%	15%
	20%	16%	18%	22%	27%	29%
	15%	20%	13%	21%	21%	25%
	19%	18%	17%	25%	17%	15%
	14%	16%	17%	19%	22%	15%
	19%	17%	19%	12%	18%	20%
	12%	16%	17%	14%	14%	24%
	23%	14%	18%	12%	21%	13%
	10%	13%	12%	18%	16%	12%
	9%	8%	14%	18%	18%	9%
	18%	11%	11%	18%	11%	15%
	7%	10%	13%	12%	15%	8%
	10%	10%	10%	12%	14%	8%
	16%	10%	7%	13%	8%	12%
	4%	4%	4%	9%	8%	3%
	3%	5%	3%	2%	1%	3%

INDX3. Still thinking about when you travel internationally for leisure, which of the following prevent you from choosing experiences in Indigenous settings or with Indigenous peoples more often?
 Base: Global excl. Australia who don't always choose indigenous experiences May '24 n=3,682, North America n=441, UK & Europe n=857, North Asia n=1,139, South/Southeast Asia n=1,977, New Zealand n=268

LOW AWARENESS EXISTS, SO THERE IS STILL A JOB TO DO TO TELL THE BREADTH & DEPTH OF OUR STORY



Visiting the outback indigenous settlements. **UK**

What comes to mind are digeridoos and festivals. **USA**

Would be in remote areas and would teach us primitive ways of living and would be a completely new experience. **INDIA**

Enjoy dance and song performances in traditional ceremonies performed by talented native dancers, meet traditional families in their hometowns and see several ancient rock formations. **INDONESIA**

Open-air barbecue, delicious seafood, special dance. **CHINA**

Following traditional ceremonies, learning handicrafts and exploring nature is all about understanding and appreciating their heritage. **MALAYSIA**

Traditional festivals and traditional crafts. **JAPAN**

Tour an indigenous village and watch a performance. **SOUTH KOREA**

Australia's indigenous tourism seems to be the most legitimate of those we considered. It seems like it would be a very rewarding experience to engage with such a culture. **CANADA**

INDX4A. How aware are you of the Indigenous/Aboriginal & Torres Strait Islanders tourism experiences offered in Australia?
 INDX5. Please explain what comes to your mind when you think of Australian Indigenous/Aboriginal & Torres Strait Islanders tourism experiences. We are very interested in your answer, please give as much detail as you can.
 Base: Global excl. Australia who are aware of Australia as a holiday destination May '24 n=2,333, North America n=248, UK & Europe n=458, North Asia n=593, South/Southeast Asia n=784, New Zealand n=250

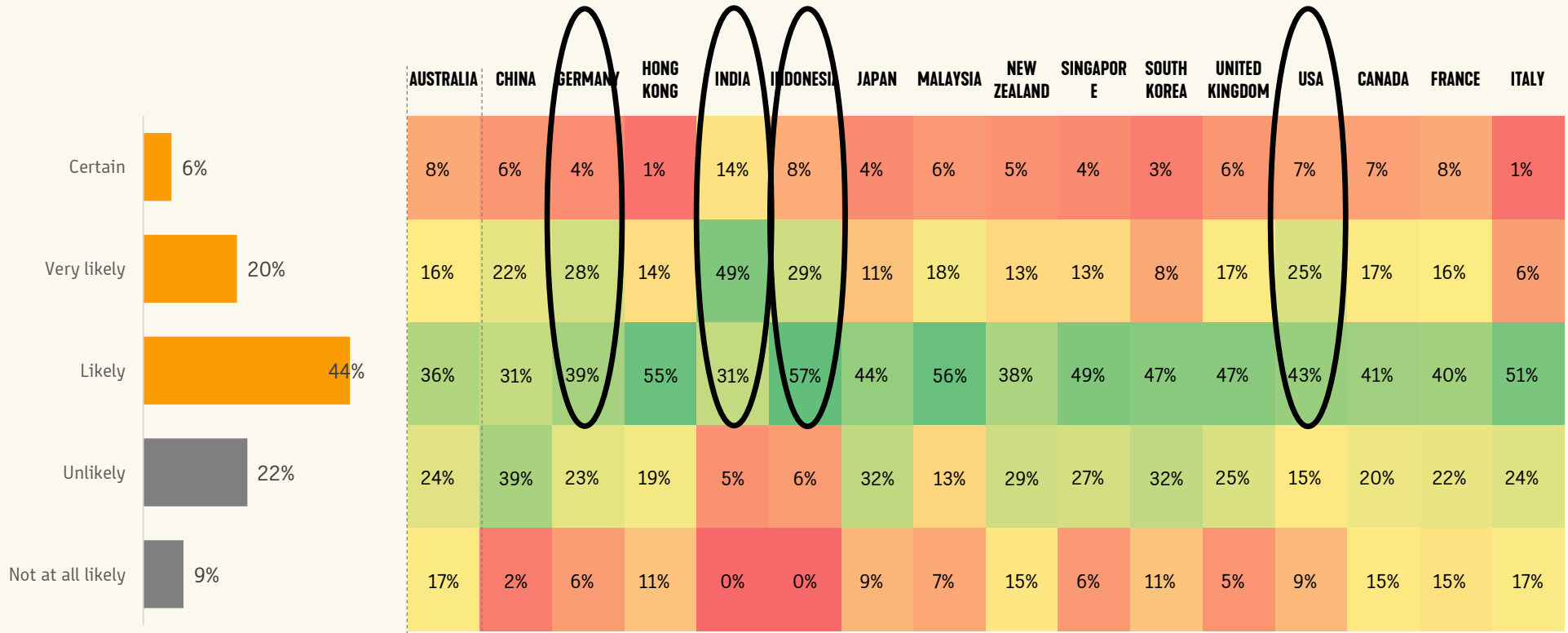
AND WHEN WE DO SHOW THE DIVERSITY OF EXPERIENCES.. INTENTION INCREASES SUBSTANTIALLY (+15%)

Especially when paired with another Australian experience which plays to our strengths: natural environment, wildlife, coastal and agritourism.



Source: *Tourism Australia, Future of Demand.*

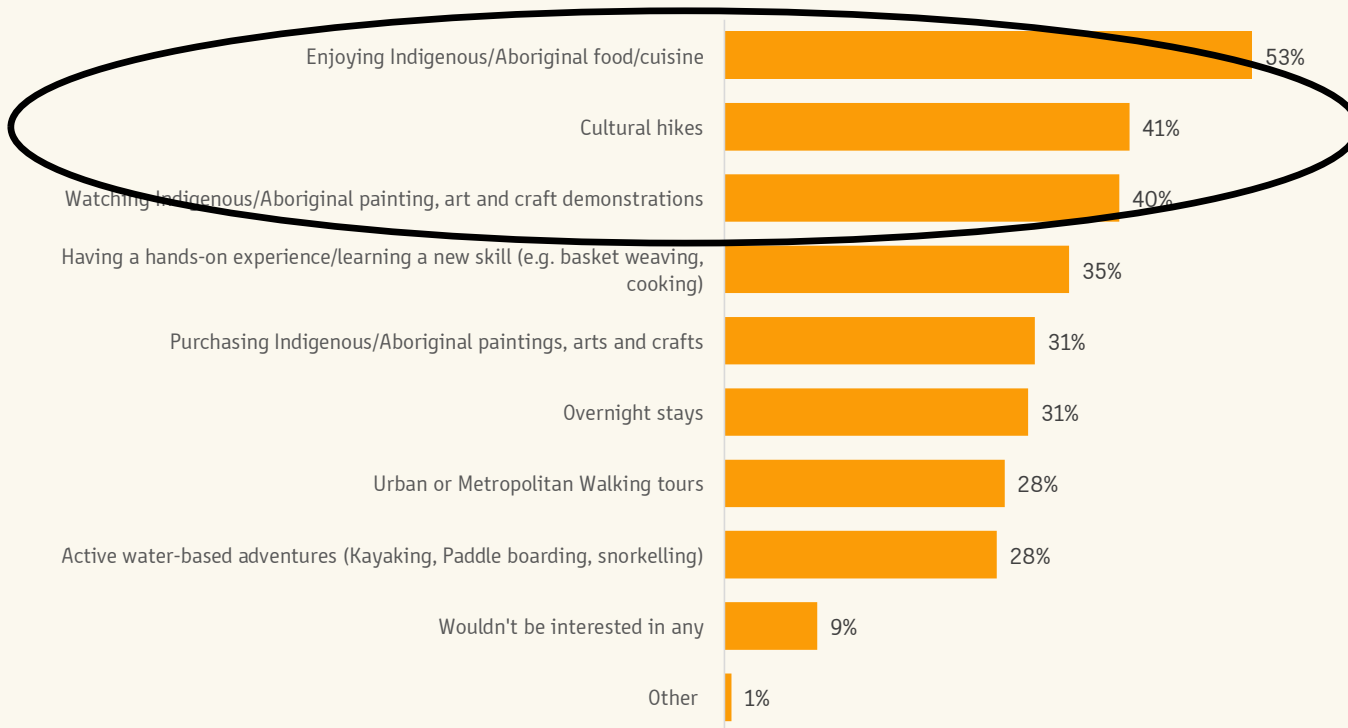
THERE IS GROWING INTENT TO SEEK OUT AN INDIGENOUS EXPERIENCE ACROSS OUR KEY MARKETS



INDX6 - How likely would you be to engage in Indigenous/Aboriginal & Torres Strait Islanders tourism experiences if you were traveling in Australia for a holiday in the next 4 years??
 Base: Global excl. Australia May '24 n=4,200, North America n=500, UK & Europe n=1,000, North Asia n=1,200, South/Southeast Asia n=1,200, New Zealand n=300

FOOD, HIKING, ART & CRAFT TOP THE LIST OF INDIGENOUS EXPERIENCES

TYPES OF INDIGENOUS/ABORIGINAL AND TORRES STRAIT ISLANDER EXPERIENCES OF INTEREST TO TRAVELLERS VISITING AUSTRALIA – BY SOURCE REGION

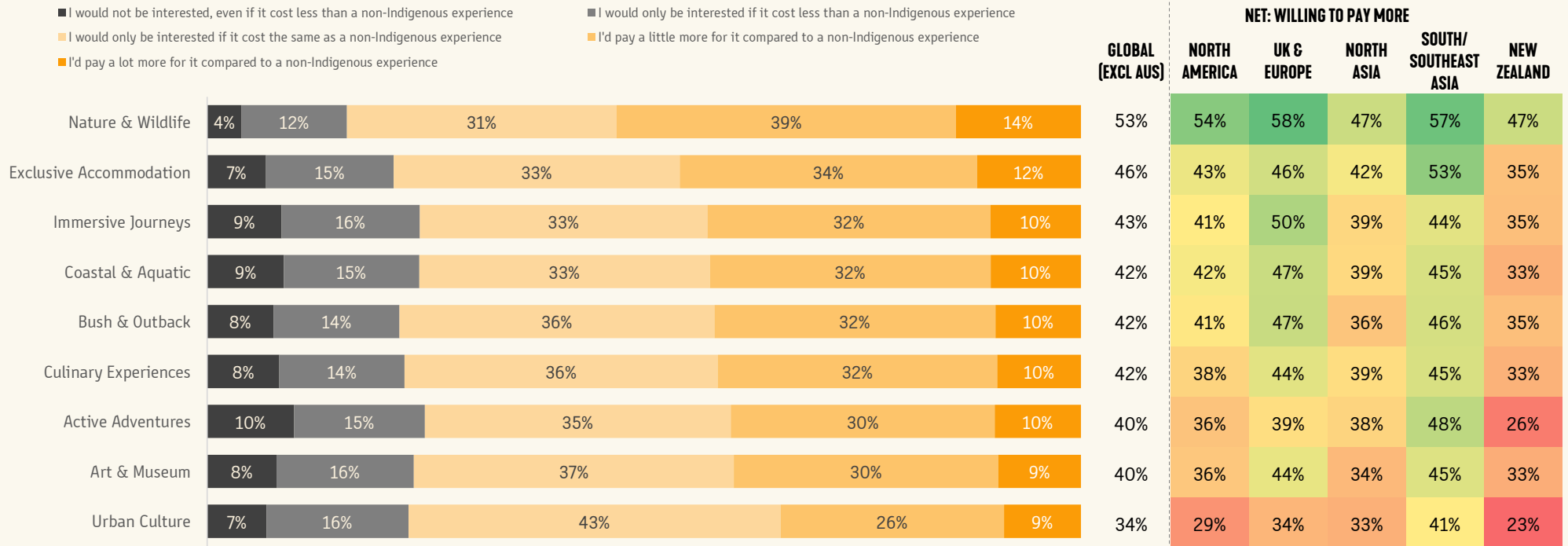


	NORTH AMERICA	UK & EUROPE	NORTH ASIA	SOUTH/SOUTHEAST ASIA	NEW ZEALAND
Enjoying Indigenous/Aboriginal food/cuisine	56%	55%	47%	58%	50%
Cultural hikes	46%	45%	34%	45%	32%
Watching Indigenous/Aboriginal painting, art and craft demonstrations	37%	36%	39%	45%	39%
Having a hands-on experience/learning a new skill (e.g. basket weaving, cooking)	37%	36%	26%	41%	34%
Purchasing Indigenous/Aboriginal paintings, arts and crafts	35%	28%	34%	31%	28%
Overnight stays	27%	29%	27%	39%	22%
Urban or Metropolitan Walking tours	39%	27%	23%	33%	19%
Active water-based adventures (Kayaking, Paddle boarding, snorkelling)	29%	26%	24%	32%	24%
Wouldn't be interested in any	7%	9%	15%	4%	18%
Other	1%	1%	0%	1%	2%

INDX7. Which of the following types of Indigenous/Aboriginal & Torres Strait Islanders experiences would you be interested in participating in if you were traveling in Australia for a holiday in the next 4 years?
 Base: Global excl. Australia who are aware of Australia as a holiday destination May '24 n=2,333, North America n=248, UK & Europe n=458, North Asia n=593, South/Southeast Asia n=784, New Zealand n=250

TRAVELLERS WILL PAY MORE FOR INDIGENOUS EXPERIENCES

WILLINGNESS TO PAY MORE FOR INDIGENOUS/ABORIGINAL AND TORRES STRAIT ISLANDER EXPERIENCES WHEN VISITING AUSTRALIA – BY SOURCE REGION

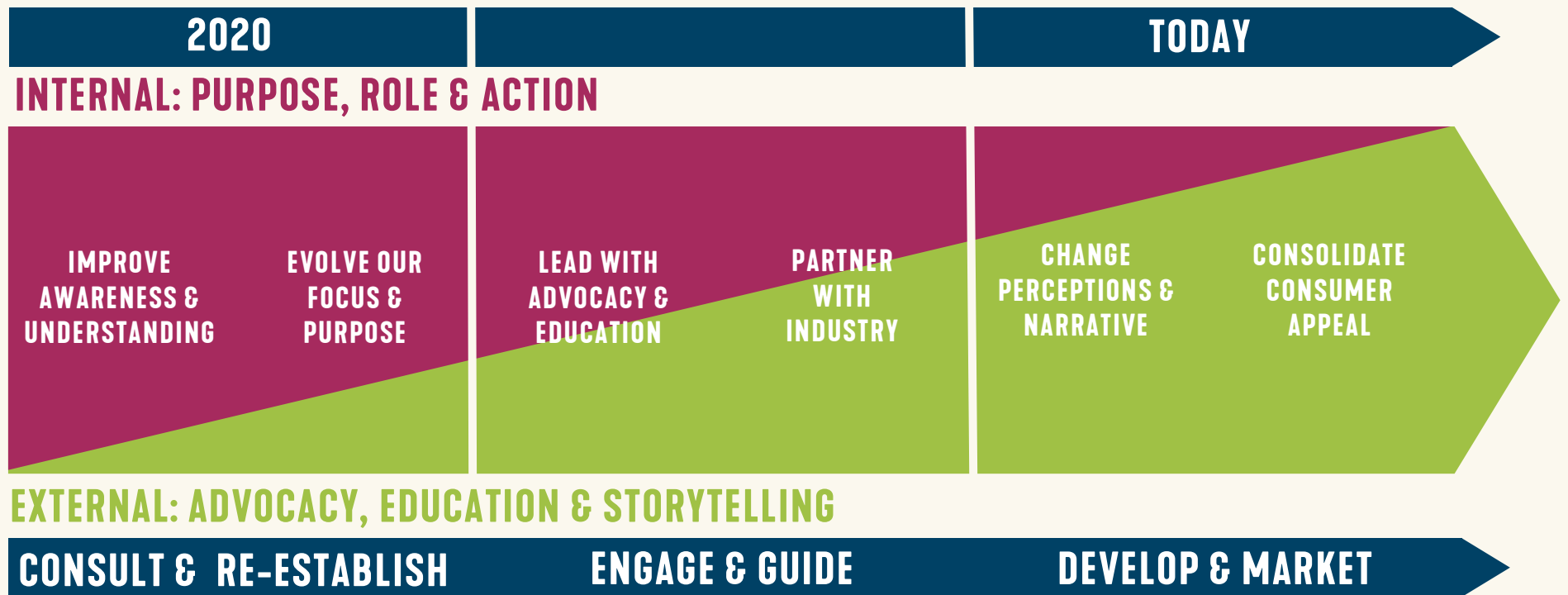


INDX9. If visiting Australia and you had the opportunity to do the following types of experiences in an Indigenous/Aboriginal & Torres Strait Islanders setting or with Indigenous/Aboriginal & Torres Strait Islanders people, which of the following is true?
Base: Global excl. Australia who are aware of Australia as a holiday destination May '24 n=2,333, North America n=248, UK & Europe n=458, North Asia n=593, South/Southeast Asia n=784, New Zealand n=250

OUR APPROACH



INDIGENOUS TOURISM: OUR JOURNEY TO DATE



STRETCH RECONCILIATION *Action Plan*



MAY 2023 – APRIL 2026



Culture Connect, Balngarrawarra Country

A photograph capturing a moment of cultural exchange in a lush, mossy forest. In the foreground, a man with long dreadlocks, wearing a grey and yellow shirt, is applying a substance to the face of a young girl. The girl, dressed in a bright orange top and a floral skirt, has a blue headband and is looking up at the man. In the background, a man in a red shirt and a woman in an orange dress and straw hat stand near a small stream, observing the interaction. The scene is set in a dense, green environment with large, moss-covered rocks and a small waterfall in the distance.

Our vision for reconciliation is that tourism is a platform for embracing and celebrating the thriving cultures of Aboriginal and Torres Strait Islander peoples and is central to our national identity.

MARKETING - COME AND SAY G'DAY

ARTISTS



MUSICIANS



OPERATORS AND TALENT



WRITERS

CAMPAIGNS & CONTENT



RECOGNISING & CELEBRATING CULTURE



Connect with COUNTRY

SMOKING AND CLEANSING CEREMONY KUMBA KAARU

Aboriginal Land Ranger

Before there are any guests, smoking and cleansing ceremonies have been conducted since time immemorial by Indigenous Australians. Performed by an Aboriginal Land Ranger, the ceremony involves lighting a native fire. The fire is used to smoke and cleanse the guests, creating a sense of connection and respect for the land.

Aboriginal Land Ranger, Kumba Kaaru, has been invited to perform the ceremony at the Cairns International Airport. The ceremony is a traditional practice that is an integral part of Indigenous culture. It is a time to connect with the land and the people who have lived on it for thousands of years.

Aboriginal Land Ranger, Kumba Kaaru, is a proud member of the Kumba Kaaru Aboriginal Community. He is a skilled performer and a passionate advocate for Indigenous culture. He has performed the ceremony at many events and has received many awards for his work.

1-800-085-586
E: kumba@kumba.com.au
@kumbaofficial

SEVEN SEASONS Darwin's Galamberridgen

Over your journey a gift of water, beer and spirits. Indigenous culture Seven Seasons is a unique and authentic experience. It is a time to connect with the land and the people who have lived on it for thousands of years.

with the creation of green beer, both apple and pear, golden berry, mandarin orange, lemon, grapefruit, and all fruit being cultivated on the land being cultivated by Indigenous Australians. Seven Seasons is a unique and authentic experience. It is a time to connect with the land and the people who have lived on it for thousands of years.

Indigenous spirit that we work to preserve the history of our people.

Indigenous spirit that we work to preserve the history of our people.

Indigenous spirit that we work to preserve the history of our people.



DEADLY DINNER MANDINGALBAY AUTHENTIC INDIGENOUS TOURS

Cairns/Gisby



Deadly Dinner is a spectacular evening event presented by the Mundingalbay Aboriginal Community. It is a time to connect with the land and the people who have lived on it for thousands of years.

Deadly Dinner is a spectacular evening event presented by the Mundingalbay Aboriginal Community. It is a time to connect with the land and the people who have lived on it for thousands of years.

1-800-085-586
E: mundingalbay@tourism.gov.au
@mundingalbay



TOURISM AUSTRALIA Indigenous Cultural STORYTELLERS

DAVID HUDSON Musician and artist



USING MUSIC AS WISDOM: AN ANCIENT VOICE FOR THE FUTURE

David Hudson's music is haunting. Whether he's playing the didgeridoo, guitar, drums, percussion or singing, he will leave you with goosebumps.

"I've been an 'old-timer' for more than 50 years," David says, his soft laugh filling the room. He's a mix of several genres, from traditional Aboriginal tunes from his homeland in Cairns/Gisby to country, folk, rock and more.

A Twomile/Western-Yalgori man from coastal Queensland, David grew up where his Murrumbidgee "Dad" lived - where the Wet Tropics of Queensland Wildlife covered the Great Barrier Reef. The writing has been inspirational in many ways since.

David says that a lot of Queensland's Ewanston speakers were removed from their homeland in the early years of colonisation, and not permitted to speak language.

"The language is haunting as a result," he says, but he's on a change his change that. "I'm not a person from the language is dead and long gone."

But it's important that we educate ourselves by strengthening it, then embrace them."

David, a talented singer-songwriter and instrumentalist, has earned fame around the world, sharing First Nations' culture, Ewanston language and preserving the didgeridoo. He toured with Greek-American musician, Nino, from 2006 to 2020, and appears on albums: "I'm Not (2017), Identity (2020) and Yalgori Live! (The Concept Series 2020).

He writes songs in Ewanston and hosts language workshops for local Aboriginal youth about the importance of "I hope it motivates Aboriginal youth," he says.

Back in Australia, David also helped establish the award-winning dance troupe and Australia's longest-running theatrical production, "The Great Barrier Reef" alongside his wife, Cindy, and other partners in 1987. While the capital Ewanston-based park outside Cairns/Gisby has now closed, David says "Ewanston was a crucial part of his life, and of showcasing Aboriginal culture."

"MY MOTTO IS, 'HAVE DIDGERIDOO, WILL TRAVEL!'"



DISCOVER ABORIGINAL EXPERIENCES

48
MEMBERS

200+
EXPORT READY
EXPERIENCES

38 (2018)
48 (2024)
55 (2025)
MEMBERSHIP
GROWTH

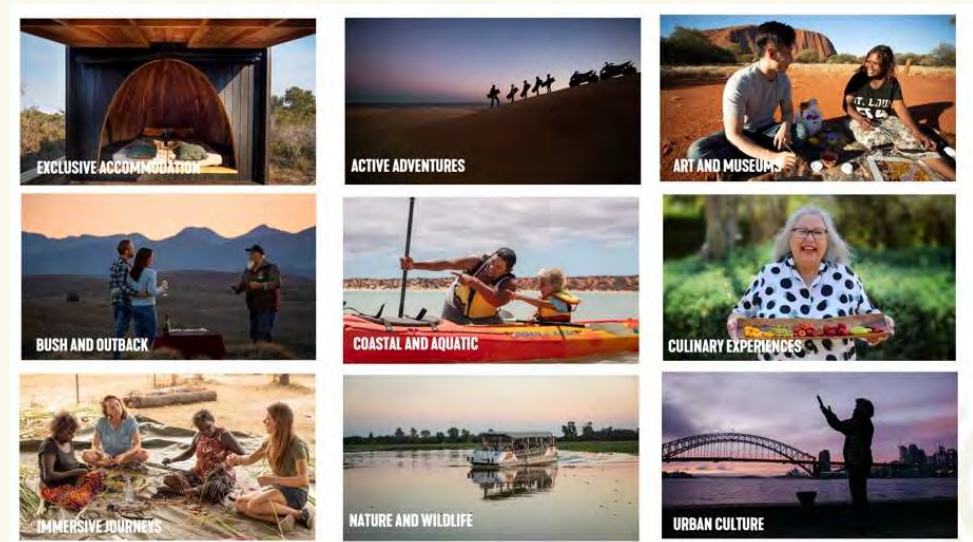
89% REGIONAL
AUSTRALIA

DISCOVER ABORIGINAL EXPERIENCES

SEE AUSTRALIA ANEW WITH AN ABORIGINAL GUIDE LEADING THE WAY

OUR FOCUS

- Shift perceptions
- Showcase diversity – thematic journey approach
- Drive leads
- Show how – flavouring itineraries





DISCOVER
ABORIGINAL
EXPERIENCES

Where to go ▾

Our guides

What to do ▾

What's new

About us

Trade & Media



DISCOVER

THE WORLD'S OLDEST LIVING CULTURES

4,353 LEADS

VISITORS FROM
70 COUNTRIES
TOP IS AUST (48%)
& USA (34%)

SIGNIFICANT
JUMP IN TRADE
PORTAL USAGE &
DOWNLOADS

MOST VIEWED
ARTICLE –
UNDERSTANDING
ABORIGINAL
ETIQUETTE





THANK YOU