

## MEDIA RELEASE

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### **WAITOC, in partnership with the Victorian Government, brings the 11<sup>th</sup> Australian Indigenous Tourism Conference (AITC 2024) to the MCG in October**

- **Australia's Indigenous tourism operators will gather in Victoria in October to showcase their services and shine a global spotlight on the nation's thriving tourism industry.**
- **Held over three days, this prestigious event will be hosted on Wurundjeri Woi Wurrung Country.**
- **The AITC is a globally recognised forum where First Nation tourism businesses can connect with each other, develop new partnerships with wholesale and retail operators, and promote the Indigenous tourism industry to an international market.**

The Western Australian Indigenous Tourism Operators Council (WAITOC), the peak industry body representing WA's Aboriginal tourism operators, in partnership with the Victorian government via the Department of Jobs, Skills, Industry and Regions, is proud to present the 2024 Australian Indigenous Tourism Conference (AITC), to be held in Naarm from 29 – 31 October 2024.

"This is a significant opportunity for Aboriginal tourism operators from across Australia to share their stories and showcase their tourism businesses while spending time in one of Australia's most iconic destinations", said Robert Taylor CEO of WAITOC.

Conference sessions will take place at the legendary MCG, situated on Wurundjeri Country, on the banks of the Birrarung (Yarra River).

The 2024 conference theme is '**Songlines – Cultural Threads**'. This theme will focus on key areas of Aboriginal tourism: youth, environment, culture, and the business of tourism.

Ancient Tracks - New Journeys



The conference aims to bring together those working in Indigenous tourism to engage with one another and discuss future prospects, current challenges and opportunities within the sector.

The 2024 AITC conference will be a great opportunity to highlight Victoria's cultural tourism experiences.

Early-bird registrations will be available shortly, but to find out more visit [www.aitc.org.au](http://www.aitc.org.au)

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Images [here](#)

Images courtesy of MCG and WAITOC



*The 2024 Australian Indigenous Tourism Conference is proudly supported by the Victorian Government (Platinum Sponsor).*