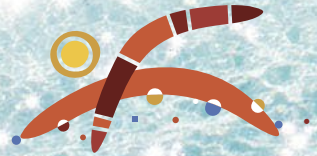


Ancient Tracks - New Journeys



WAITOC.COM

Ancient Tracks - New Journeys

An aerial photograph of a dirt road winding through a desert landscape. The ground is a mix of orange-brown soil and patches of green and grey shrubs. A white car is driving on the road, pulling a caravan with a yellow and red striped awning. The scene is captured from a high angle, looking down the road.

We believe...

Indigenous cultural experiences have a skill of telling engaging stories to the world, however most of these stories are not accessible in a way to reach the modern tourist.



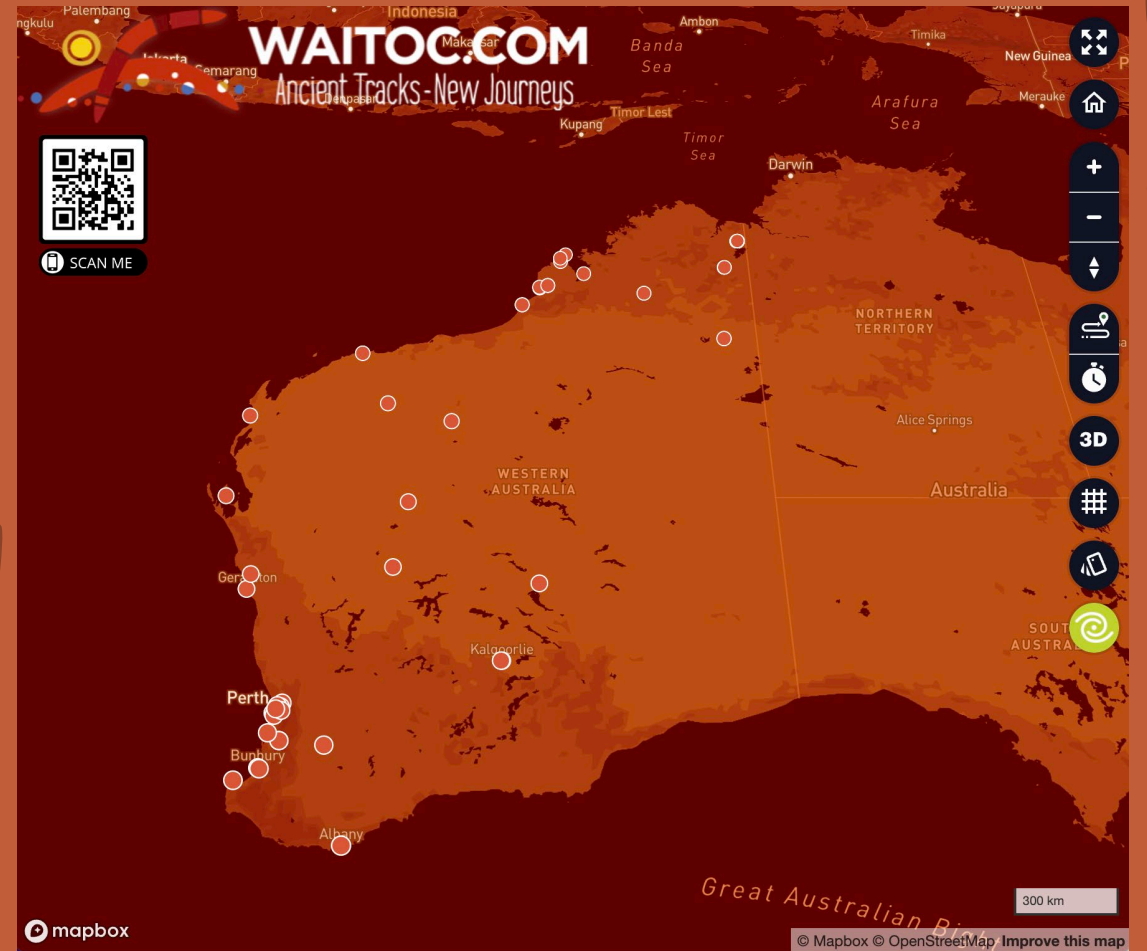
About us

- Wejugo - We are a technology and data company working with indigenous cultural experiences
- We've taken a traditional printed map, and turned it into a digital experience
- The information we gather from this map forms a critical part of how we gain valuable insights



WAITOC digital map

Today we are proud to announce the launch of WAITOC's digitised version of Western Australia's indigenous experiences map.



The journey starts here

Current WAITOC Printed map:

- Edition No.7 - 100,000 in AUS and 100,000 in Germany
- Distributed to Visitor Centres, Car hire depots, tourism industry and over 300 tourist info racks in Broome and Perth.



Bringing value to our members

Enhanced
Experience

More Leads

Data

More Leads

- More leads possible
- More direct with more control:
 - QR codes
 - Touch screens at visitor centres
 - Straight through to websites
- Reduced cost



Maalinup Aboriginal Gallery | Perth

Maalinup is the Place of the Black Swan, which acknowledges our location here in the picturesque Swan Valley, Perth,...



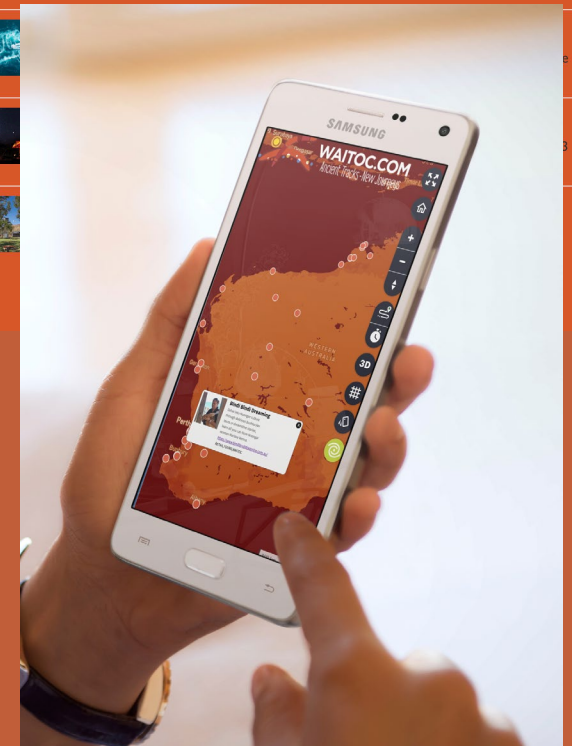
Mercedes Cove Exclusive Coastal Retreat | Kimberley

An exclusive coastal retreat 150 kilometres north of Broome. Enjoy uninterrupted views of the stunning ocean, your own...

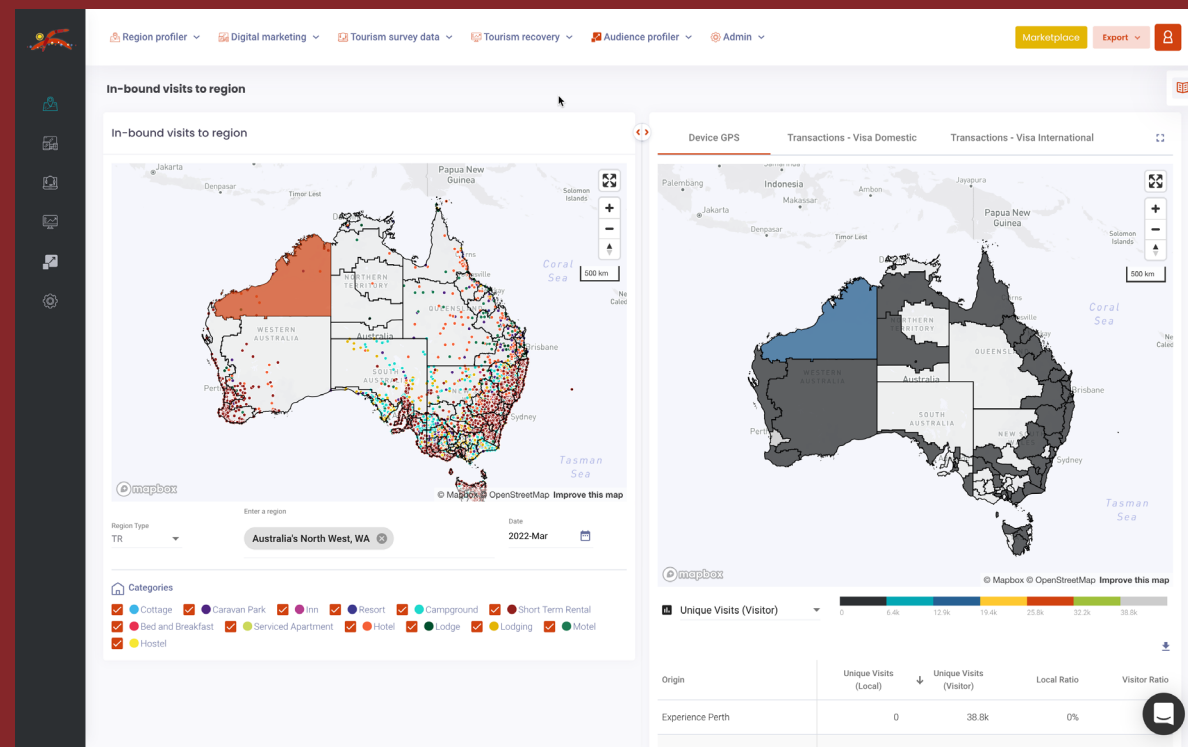
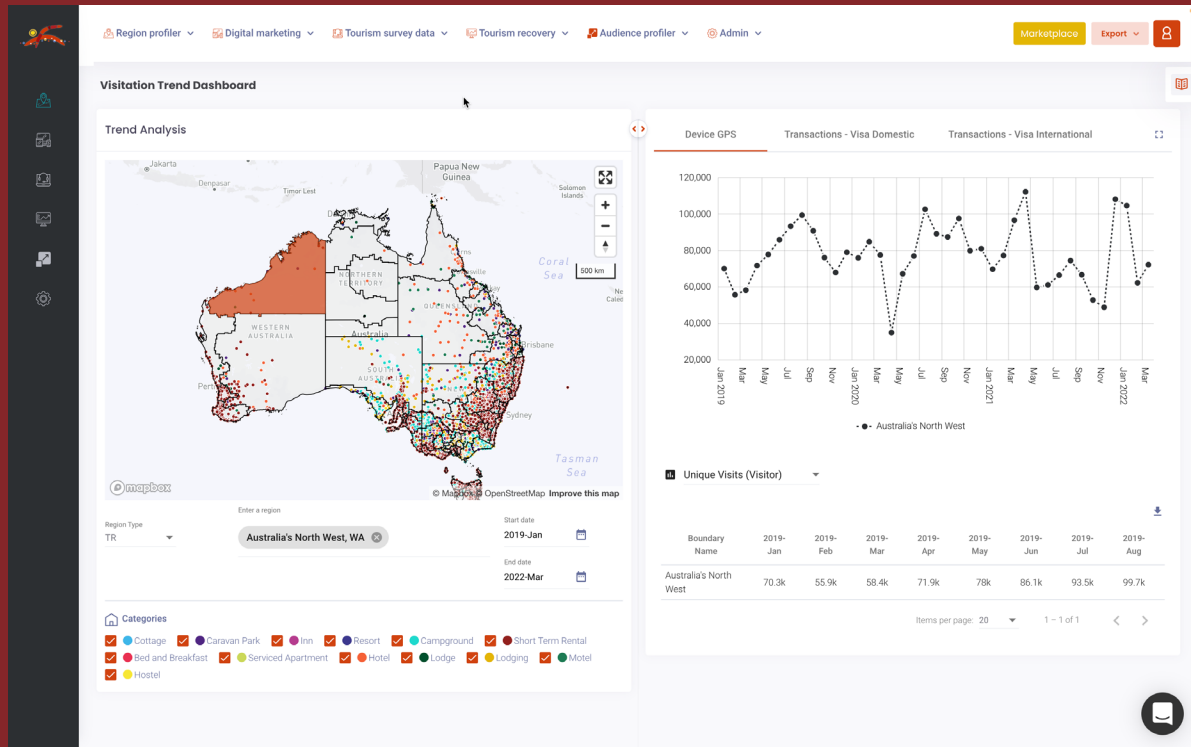


Banana Well Getaway | Kimberley

An accessible, beautiful bush wilderness paradise at the heart of Nyul-Nyul country, Banana Well offers a convenient...



Data





Vision and future

Our broader vision is that we can facilitate this on a national basis, globally to first nation tourism operators.

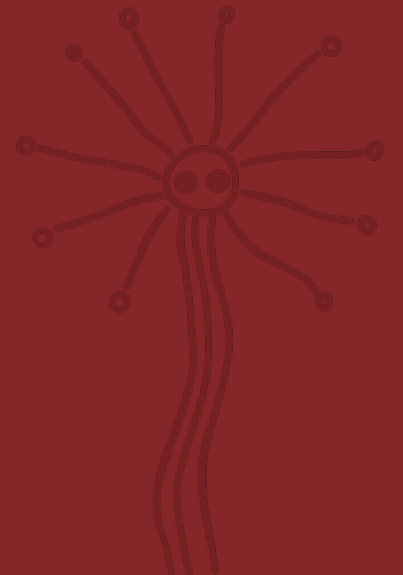
Thank you



We will be available at the WAITOC booth and would love to see you there.

Rob Taylor: rob.taylor@waitoc.com

Pip Soulsby: pip@wejugo.com





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