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## **NSW LAUNCHES NEW ABORIGINAL TOURISM TOOLKIT**

A new travel industry toolkit featuring more than 50 Aboriginal tourism products and experiences is set to boost Indigenous tourism in NSW.

Produced by Destination NSW in partnership with NSW Aboriginal tour operators, the Toolkit updates an earlier guide to working with Aboriginal tourism businesses.

Minister for Tourism and Major Events Adam Marshall said, “This is a fantastic business directory for the tourism industry to connect visitors with the huge range of Indigenous tourism experiences on offer here in NSW, and is an important initiative in our Aboriginal Tourism Action Plan.”

“In NSW visitors can explore ancient art sites and artefacts, taste bush tucker, see wildlife and stunning scenery and connect with the Dreamtime through story, art, ritual and dance. Our State is home to Australia’s largest Aboriginal population represented by many different Tribal Groups each with a unique story to tell.”

Destination NSW Chief Executive Officer Sandra Chipchase said the Toolkit will provide NSW Aboriginal tourism businesses with greater cut through in the competitive travel marketplace.

“Destination NSW has been supporting NSW Aboriginal tourism businesses to become market and export ready and will be working hard to promote these experiences to travel agents and wholesalers around the world who design and sell travel packages for millions of visitors to NSW,” Ms Chipchase said.

NSW Aboriginal Tourism Operators Council Working Group Member, Dwayne Bannon Harrison said, “This Toolkit is an ideal hub for showcasing First Nation tourism operators in NSW, and will create more opportunities and economic growth for our businesses and communities at large. It also assists with ensuring all the products are authentic, owned and facilitated by Aboriginal operators, delivering quality experiences for visitors.”

The popularity of Indigenous tourism experiences in NSW continues to grow. In the year ending September 2016, more than 394,000 domestic and international visitors participated in an Aboriginal cultural tourism experience in NSW – up 50 per cent on the previous year.

To access the Toolkit, visit <http://destinationnsw.com.au/aboriginaltourismtoolkit>.

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