



**FOR: TOURISM WESTERN AUSTRALIA**  
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**ROMANTIC AND STUNNING, THE STATE OF WESTERN AUSTRALIA  
BECKONS ADVENTUROUS TRAVELERS WITH A TASTE FOR SOMETHING  
OFF THE BEATEN PATH**

(PERTH, WESTERN AUSTRALIA)—A place of stunning proportions and dramatic contrasts with unparalleled natural beauty and an authentic indigenous and frontier culture, Western Australia is truly the “Real Australia.” The country’s largest state, Western Australia is the size of all of Western Europe, yet has a population of just 2.1 million people—75 percent of whom live in the cosmopolitan capital city of Perth. This means that the vast countryside is brimming with unspoiled wilderness and boasts some of the most magnificent natural wonders to be found Down Under. From undulating sand dunes to tropical gorges to stunning Outback landscapes and the largest freshwater lake in the Southern Hemisphere, Western Australia is the living, breathing embodiment of Australian iconography. Travelers seeking an authentic “Aussie” experience incorporating romantic luxury, outdoor adventure, an introduction to Aboriginal culture, or all of the above need look no further.

**Perth and Environs**

The capital city of Perth is vibrant and culturally rich, yet manages to retain the familiarity and friendliness of a small town. Located on the banks of the tranquil Swan River, with 50 miles of white sand beaches within 15 minutes of the Central Business District, Perth is a haven for outdoor enthusiasts. The city boasts a mild year-round climate and receives more hours of sunshine than any other Australian capital city—making it the perfect place to enjoy a day of sailing, wind- or kite surfing, kayaking, surfing, or swimming at legendary seaside spots such as Cottesloe or Scarborough. Alternatively, visitors can enjoy a stroll and a picnic in the botanical gardens at King’s Park—the world’s largest green space within a major city in the world—or hop the ferry to South Perth and take in the view of the city’s famous skyline. Another can’t-miss is the

unforgettable sight of daybreak over Perth, when the sun rises out of the Indian Ocean and reflects off of the city's dazzling glass and steel skyscrapers.

In addition to its fantastic outdoor offerings, Perth is also home to numerous cultural attractions—from the renowned indigenous art collection at the Art Gallery of Western Australia to the trendy boutiques and galleries of the Subiaco neighborhood as well as on Murray and King streets. Visitors can also experience the city's lively arts and music scene in the diverse array of bars, clubs, and pubs in the Leederville, Mount Lawley, and Northbridge neighborhoods. For the gastronome, Perth's restaurants encompass everything from funky to fine dining, with special emphasis on the region's premium produce, seafood, artisan foods and award-winning Western Australian wines.

The greater Perth region offers additional attractions just an hour's drive from the city center. Visitors can enjoy a weekend at a boutique guesthouse to explore the farm trails and vineyards of the peaceful Swan Valley; take a bushwalk in one of several national parks in the Darling Range to catch glimpses of the native wildlife; or go hot-air ballooning or sky diving in the Avon Valley. Rottnest Island, affectionately known as "Rotto," a popular holiday spot located just offshore from Perth. Rotto is a car-free island only trafficked by bikes and pedestrians, and is the perfect place for sunbathing, fishing, or snorkeling above shipwrecks in crystal clear waters.

### **The Coral Coast**

North of Perth lies Western Australia's fabled Coral Coast, 1000 km of pristine, white-sand beaches and warm, turquoise waters that make for world-class snorkeling and scuba diving. Perhaps one of the most famous destinations for visitors desiring a close encounter with nature is at Monkey Mia, located within the Shark Bay Marine Park, a World Heritage-designated coastline. Here, wild bottlenose dolphins make daily visits to the clear shallows of the bay, enchanting visitors with their gregariousness and playful behavior.

Surfers flock to the region, as well—especially to the town of Geraldton, which provides consistent waves suitable for novices to experienced wave riders, and to Kalbarri, which is famous for its big, left-hand breaks at Kalbarri. Inland from the coast, the Kalbarri National Park abounds with bush-walking and abseiling opportunities for those looking for non-aquatic pursuits.

Another highlight of the region is the Ningaloo Reef. Located on the Northwest Cape section of the coast, the reef begins near Coral Bay, nearly 800 miles north of Perth, and ends 160 miles later at the beach town of Exmouth. Now a national marine park, Ningaloo is one of the world's best-preserved and largest fringing coral reefs, covering an impressive 2,500 square miles. It is home to 500 species of tropical fish and 220 species of coral, and visitors don't need scuba certification to explore the reef. Located just offshore, Ningaloo Reef is ideal for even first-time snorkelers and the lack of crowds, accessibility, and consistently beautiful weather, make the reef a haven for underwater enthusiasts. While manta rays and dolphins frequent the reef, from April to July it's also

possible to swim alongside whale sharks, the largest fishes on earth. Although they can reach up to 60 feet in length, these gentle creatures feed only on plankton.

In the mid-Coast region, the port town of Cervantes is the gateway to Nambung National Park, famed for its limestone spires known as The Pinnacles. These craggy pillars, which are millions of years old, are considered one of Australia's most unusual and beautiful landscape features. Between July and November, over 12,000 species of wildflower—many of them indigenous to Australia—bring the inland area along the Coral Coast alive with color, providing unforgettable photographic opportunities.

### **Margaret River and the Southwest**

A three-hour drive south of Perth, this bucolic region comprised of rolling farmland, eucalypt forest, and dramatic sea vistas which appeal to a wide variety of interests. Whether it's a love of good food, wine, high-end eco spas, art, or a preference to spend time spelunking, bushwalking, or camping, the "Down South," as locals call it, has something for everyone. Most notably, the region's exceptionally rich soil has attracted top winemakers from around the world. Although it produces less than 5% of the Australia's wine output, the Margaret River yields over 25% of the country's premium wine.

The best way to explore the region is by car or bicycle; home base can be anything from a charming guesthouse in the forest to a luxury eco-spa amid the vines or on the coast. Wineries and olive-oil estates abound, as do local treats like artisan cheese, jam, baked goods, and freshwater crayfish, known as marron. A former surfer hamlet, today the town of Margaret River charms visitors of all stripes with galleries, cafés, specialty food shops, and boutiques. With over 25 miles of coastline nearby, surfing is still king here and a local favorite are the epic swells at Surfer's Point.

Outdoor enthusiasts also flock to the spectacular, 80-mile Cape-to-Cape Track, a trail system that is part of the Leeuwin-Naturaliste National Park, providing sightseers, day hikers, and serious backpackers with some of Australia's most dramatic coastal scenery. Additional options include spelunking in the region's many limestone caves, camping on deserted, talcum-sand beaches, or trekking through towering eucalypt forest filled with cackling kookaburras.

### **The Kimberley, Pilbara, and Australia's Northwest**

Far away from the state's more populated areas, the Kimberley and Pilbara regions in the northwestern quadrant of the state offer visitors the quintessential Australian experience. From the vivid red-ochre gorges, waterfalls, and rock pools of the Pilbara's Karijini National Park to the crystal-clear tropical waters and vast beaches along the coast, the Northwest has a startling range of geographical, historical, and cultural riches.

Moviegoers around the world now know parts of the Kimberley region and the Northwest thanks to Australian director Baz Luhrmann's epic 2008 film, *Australia*. Inspired by the

magnificent color palette and breathtaking landscape of the northern Kimberley, Luhrmann chose to shoot pivotal scenes here, as he believed the region captured what he called the “heart and soul” of the film.

Aboriginal culture is an important aspect of the region, and the Kimberley is home to some of the oldest indigenous art sites in existence, such as Gwion Gwion, also known as the Bradshaw Paintings, which are thought to date back to the last Ice Age, while the Burrup Peninsula in the Pilbara region contains over 10,000 rock engravings, establishing it as one of the highest density art sites in the world.

Kununurra is the eastern gateway to the Kimberley and the World Heritage-listed Purnululu National Park. The park’s famed Bungle Bungle Range makes even Aboriginal art seem recent. Nearly 20 million years of erosion have created the Range’s distinctive, orange and black sandstone “beehives.” The Bungle Bungles contain hidden, palm-filled gorges and secluded swimming holes, making this romantic and mysterious location a favorite for four-wheelers and backpackers.

The Kimberley is also emblematic of Australia’s proud frontier heritage, with its vast cattle stations and swaggering “jackaroo” (cowboy) culture. Some working stations have evolved into guest ranches, where visitors can experience musters (cattle or horse drives) or extended horseback trips amid stunning scenery.

On the coast, the laidback resort town of Broome serves as the gateway to the region’s attractions. Known for its colorful lifestyle and chilled-out vibe, Broome’s multicultural mix was shaped by its pearling history, when Japanese, Filipino and Malay pearl divers arrived in droves seeking their fortune. No visit to Broome would be complete without a swim and a sunset stroll on Cable Beach, famous for its 14 mile-long stretch of white sand, and warm, aquamarine waters.

North of Broome, the remote and hauntingly beautiful Dampier Peninsula boasts some the state’s most stunning coastal scenery, with red ochre cliffs and pristine beaches. It is also home to eucalypt forests teeming with wildlife. It’s an excellent place for travelers to learn more by booking tours owned and operated by local indigenous clans that incorporate Aboriginal culture and traditional activities such as mud-crabbing, fishing, and foraging for bush tucker (wild foods).

### **The Golden Outback**

Known as the “Golden Outback” for its prominent role in the Gold Rush of the 1890s, the remote interior region of the state is one of stark beauty, dramatic desert landscapes steeped in color, rich Aboriginal culture, and authentic Aussie characters. Stretching from near the Kimberley in the north, to the idyllic, sun-drenched beaches of the southern coast, the Golden Outback is exceptionally diverse both culturally and geographically. Here, visitors can experience the “real Australia,” with working mining communities such as Kalgoorlie offering historic museums, mine tours, gold panning, and lively pubs. In spring, the central desert is carpeted with wildflowers—ideal for scenic bush walks

and wildlife viewing. For a true Outback experience, it's best to hire an outfitter or rent a four-wheel drive and hit the road or rugged off-road. Accommodations range from pub or farm stays—popular east of the Darling Range—to a night or three at a working cattle or sheep station. The adventurous can “go bush” and camp under the stars, or book a site in one of the region's many established campgrounds. Eco-tours offer a chance to learn about the region's diverse flora and fauna, while the Outback's indigenous heritage is best explored by taking a tour operated through a regional Aboriginal community. The southern coastal region surrounding the town of Esperance offers first-rate windsurfing and scuba diving, as well as miles of white-sand beaches. For more information on Western Australia, please visit [www.westernaustralia.com](http://www.westernaustralia.com)

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