



ABORIGINAL CULTURAL TOURS SOUTH AUSTRALIA

YORKE PENINSULA

ABOUT ABORIGINAL CULTURAL TOURS SOUTH AUSTRALIA

- Aboriginal Cultural Tours South Australia gives people an insight into one of the world's oldest living cultures.
- In operation for 14 years, the business offers Outbush and Coastal Aboriginal experiences led by knowledgeable Aboriginal guides.
- Based in the Yorke Peninsula, owner/operator Quenten Agius has curated 10 different tours that cover a wide area of South Australia including the Yorke Peninsula, Clare Valley and Flinders Ranges and Outback.

BUSINESS GROWTH

- Over 14 years of operating, Aboriginal Cultural Tours South Australia has a wide demographic and steady guest numbers from niche markets.
- The business' markets include: Education 49% (39% Australian, 10% international), International 25% (guests from a variety of places including China, United States of America, Europe and more), Interstate 15% and Intrastate 11%.
- Aboriginal Cultural Tours South Australia has received a variety of accolades including – winner of 29 global, national, state and regional awards, two time SA Tourism Awards Hall of Fame inductee, and eight time Australian Tourism Awards finalist.

CHALLENGES

- Building awareness of the product is an ongoing challenge as people don't know what to expect from a cultural tour. Quenten creates customised tours so people can get the most from it.

- People are also after tours that cover more regions, and Aboriginal Cultural Tours South Australia is working towards including more in the future.

THE FUTURE

- Into the future Aboriginal Cultural Tours South Australia will continue to look at capacity building and a sustainable and economical business strategy. Quenten is looking at building a cultural tour on Kangaroo Island where he also has ancestral connections through his family.

COMMUNITY IMPACT

- Aboriginal Cultural Tours South Australia employs local Aboriginal people on a casual basis.
- The business supports local business on a regular basis including purchasing fuel and using local accommodation providers for tours.
- The business also purchases local produce and ensures visitors taste fresh produce from the region, for example local seafood.

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

- Aboriginal Cultural Tours South Australia actively participates in SATC marketing including taking part in industry events and promotion of Aboriginal product to international and national markets.
- The SATC includes Aboriginal Cultural Tours South Australia on a variety of media and industry familiarisation itineraries.
- Participated in SATC and Tourism Australia's DERTOUR Germany Marketing Campaign.

WWW.ABORIGINALSA.COM.AU

"Working with the local community is all about not just value adding to our business but value adding to the community's business. I love what I do because it allows me to expose Aboriginal people to the rest of the world and share who we are and our culture."

Quenten Agius, Owner/Operator Aboriginal Cultural Tours South Australia



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