

A person stands in the dark interior of a cave, looking out through a large opening. The sky outside is filled with the stars of the Milky Way galaxy. The cave walls are illuminated with warm, golden light, and a blue and purple light beam is visible on the right side. The overall scene is dramatic and awe-inspiring.

TRAVEL FOR GOOD

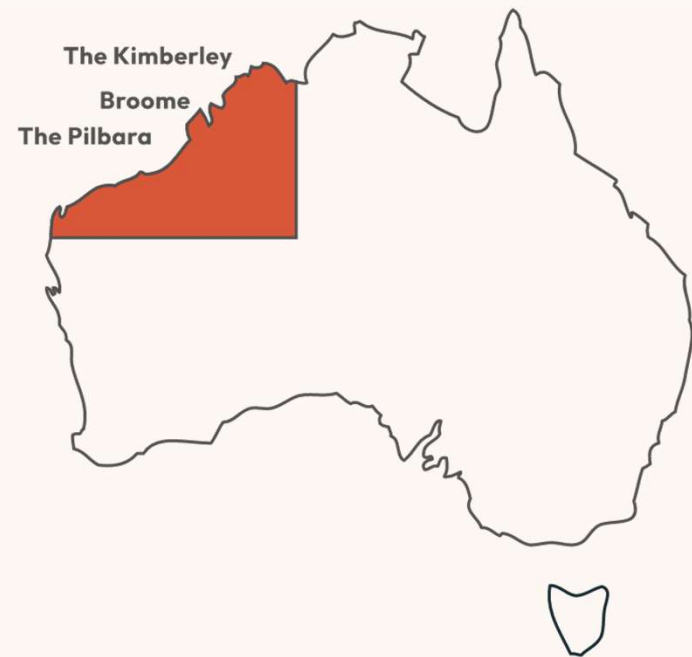
PERTH CHUNG WAH CULTURAL
FESTIVAL – 2024 BUSINESS
FORUM & EXPO

Presented by Kym Francesconi

AUSTRALIA'S
NORTH WEST

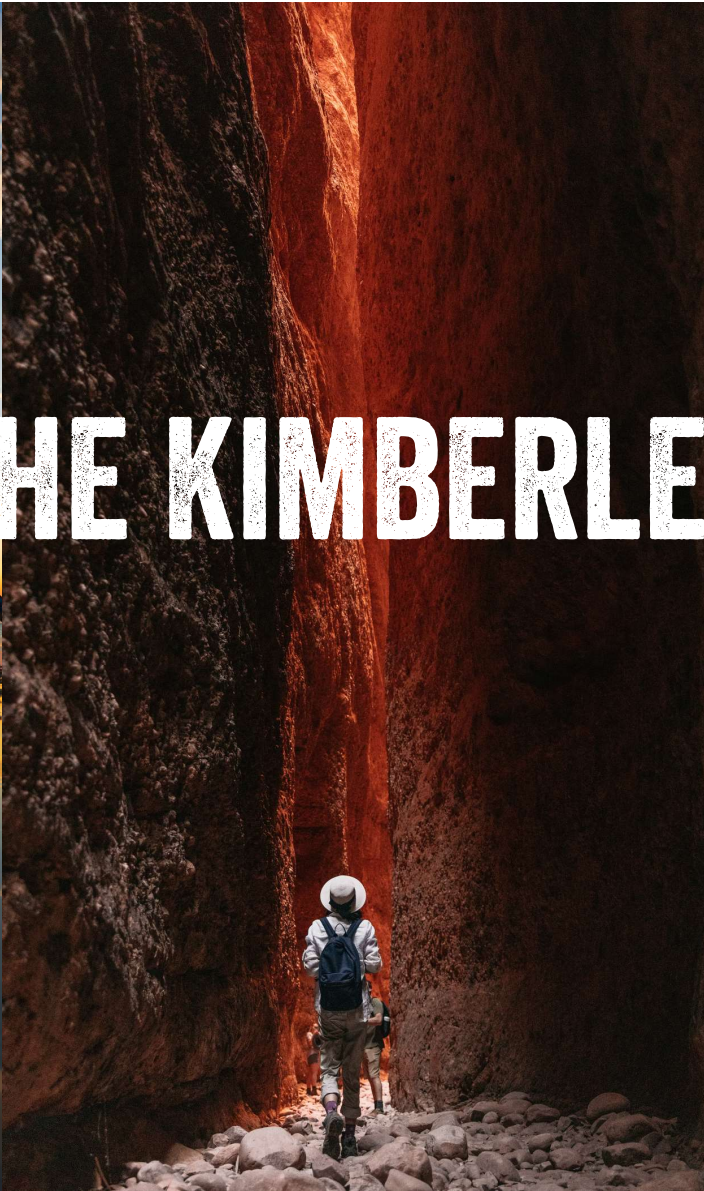


AUSTRALIA'S NORTH WEST





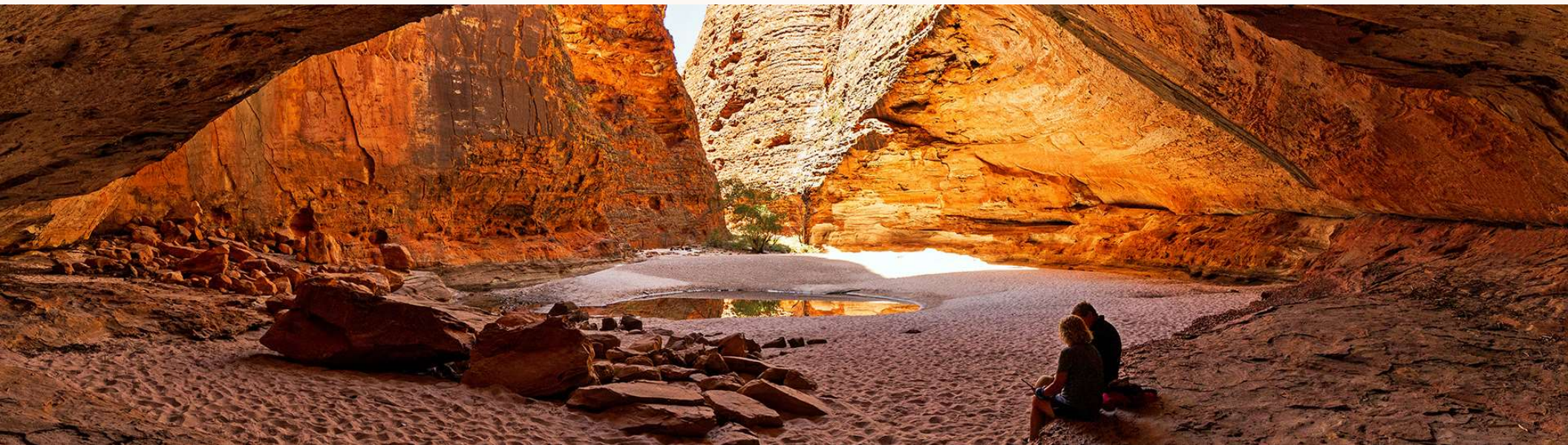
THE PILBARA



THE KIMBERLEY

TRAVEL FOR GOOD

*"Travel is the only thing you buy that
makes you richer."*



SUSTAINABILITY



Protection of our
natural assets



Address climate change
through action



Promote responsible
tourism

CULTURAL PRESERVATION



Celebrate and safeguard
Indigenous cultures



Foster cross-cultural
understanding



Empower
Indigenous youth
through tourism

COMMUNITY



Engage and empower
local communities



Promote community-
driven tourism
experiences



Encourage
collaboration across
sectors



THANK YOU

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