

MEDIA RELEASE

For immediate release



4 October 2023

Tour operator for blind and low-vision travellers has been announced as a finalist twice for the 2023 NSW Tourism Awards.

Cocky Guides specialise in providing unique, multi-sensory group adventures for blind and low-vision travellers. Cocky Guides is again recognised as an outstanding tourism business by being nominated as a NSW Tourism Award finalist in two categories - Excellence in Accessible Tourism plus Tour & Transport Operators.

Cocky Guides Founder James (Buck) McFarlane says, "As a specialised accessible tourism operator, it is great to be a finalist for Excellence in Accessible Tourism. However, our team is also very excited to inform our travellers about our success as finalists in the mainstream Tours & Transport Operators category. We work hard to make group travel accessible for the blind and low-vision community at destinations we visit. Our recognition as a finalist in this category is exceptional for our travellers, trip leaders and tourism partners".

Cocky Guides is a social enterprise that connects communities and industry by providing group support to help blind and low-vision Australians travel without relying on family, friends or paid carers. Since its launch in 2018, Cocky Guides has returned almost one million dollars to the Australian tourism industry.

James says, "It's been five years since we launched in 2018. In that time, Cocky Guides has visited 60 destinations around Australia and delivered 300 sensory tours to 1,250 blind and low-vision travellers. This year we also commenced Cocky Guides revenue diversification strategy by creating Australia's first Sensory Tourism Conference, which was held on the NSW Central Coast in September 2022 and launched daily tours to the world heritage-listed Blue Mountains from Sydney in a destination management agreement with a national tour operator".

Do you have a friend or relative who is blind or has low vision? Share Cocky Guides on socials to discover what we do. Keep up to date with regular newsletters about group tours, or request a tailored trip at www.cockyguides.com.au

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CONTACT

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ABOUT COCKY GUIDES

Since launching in August 2018, Cocky Guides have specialised in providing unique, multisensory adventures for the blind and low-vision community. More than 1,250 travellers have visited 60 destinations with Cocky Guides.

Cocky Guides is a licensed Parks Eco Pass operator with NSW National Parks & Wildlife Service and is the recipient of the Silver Award for Excellence in Accessible Tourism at the prestigious 2022 NSW Tourism Awards.

There are over 575,000 Australians who are blind or have low vision. Cocky Guides aims to be the leading support provider for adventure and travel, designed to increase independence, plus social and community participation for blind and low-vision Australians.

For more information, visit www.cockyguides.com.au