



MEDIA RELEASE

For immediate release

4 July 2024

Blind and low-vision travellers are ready to discover Port Stephens beyond sight this weekend!

Sensory Tourism Australia has worked with local tour businesses across Port Stephens to develop an engaging itinerary for blind and low-vision travellers. The itinerary generates excitement, creates repeat visitation, and improves confidence in local businesses to embrace inclusive tourism.

Sensory Tourism Australia Director and co-founder Kellie Hayes says, “Destination Port Stephens has been instrumental in connecting us with local tour operators and helping us develop sensory journeys that showcase the region beyond sight. Our first group of blind and low-vision travellers from Sydney will visit for four days. This initial trip focuses on highlighting the evolving wildlife experiences in Port Stephens. We selected our accommodation immersed amongst the eucalyptus trees at the Port Stephens Koala Sanctuary. We are really excited to introduce our travellers to this award-winning facility and listen out for the koalas moving around at night.”

Mel Turner, Industry Engagement Manager at Destination Port Stephens, says, “Many of our local tourism industry members want to do more to improve accessibility and be more inclusive but don’t know where to begin. Others have invested substantially in their businesses and are keen to showcase their venue. Wherever a venue or attraction is on its accessible tourism journey, it’s great to have organisations like Sensory Tourism Australia available to do business with our members. Next month, on 15 August 2024, Destination Port Stephen has invited Sensory Tourism Australia to run a workshop for our members”.

Other sensory attractions on the itinerary for this inaugural visit are a guided walk at the Port Stephens, Koala Sanctuary, Irukandji Shark & Ray Encounters, a ranger guide walk at Oakvale Wildlife Park with animal interpretation and personal experiences.

Learn more at sensorytourismaustralia.com



MEDIA RELEASE

For immediate release

CONTACT

For further information, please get in touch with Kellie Hayes via email at kellie@sensorytourism.com or call 0411 850 095

ABOUT SENSORY TOURISM

Sensory tourism is an emerging concept that presents destinations differently, with less emphasis on traditional sightseeing. A destination's physical and multi-sensory aspects are the priority in enhancing the tourism experience for blind and low-vision travellers with their other senses - hearing, taste, smell, and touch.

ABOUT SENSORY TOURISM AUSTRALIA

Sensory Tourism Australia is a leader in curating engaging itineraries for blind and low-vision travellers. These itineraries showcase multi-sensory aspects of Australia's key destinations by engaging experienced local tourism businesses.

Sensory Tourism Australia is available to consult with travellers, travel agents and businesses to create supported travel itineraries to meet the needs of blind and low-vision travellers.

For more information, visit <https://sensorytourismaustralia.com/>