



stories
unseen



MEDIA RELEASE

INNOVATIVE SELF-GUIDED TOURING APP CELEBRATES A NEW ERA

- Stories Unseen, formerly known as Dark Stry, are expanding their tour offering across the country
- Boat-based immersive tour development underway, on the back of the success of their Australian-first immersive driving tour launched in September 2023

After seeing huge success with an Australian-first immersive driving tour from Perth to the Pinnacles Desert, tour app Stories Unseen is taking its innovative approach to exploration to the water - and across Australia.

Stories Unseen, formerly known as Dark Stry, is known for its curated, self-guided Perth tours that uncover its gritty heart, combining captivating stories of the past, present and future with cutting-edge technology to create memorable experiences.

By demand, the team launched an Australian-first, family friendly driving tour in August last year, taking road-trippers from Perth to the Pinnacles Desert in an experience that combines audio storytelling, GPS maps, immersive technology, and additional points of interest. Next on the cards? Taking tours to the water - and across the country.

stories unseen

"We're thrilled to unveil Stories Unseen as the next chapter in our journey," says co-founder, Erin Clark. "Our mission has always been to provide travellers with authentic, thought-provoking experiences that transcend the ordinary. With Stories Unseen, we're excited to take that vision to new destinations across Australia."

Stories Unseen is now expanding its offerings to water tours, beginning a collaboration with Perth-based electric boat rental company, NautiPicnics. The plan is to follow this with tours in other capital cities.

Says Erin: "We've been able to surprise and delight visitors - and even locals - with tours that uncover the weird, wacky and downright interesting tales of Perth city's key landmarks, and along the Turquoise Coast.

"There's more to explore on the water, so we're excited to partner with NautiPicnics to uncover hidden tales along the Swan River to help travellers explore differently."

Stories Unseen is a WA tech start-up success story. The app was nominated as a finalist in the Cultural Tour of the Year category at the 2023 WA Tourism Awards. In the same year, co-founder Erin was also recognised as a Female Travel Entrepreneur of the Year finalist by TravelDaily.

It's also the first digital tour to be listed with the Australian Tourism Data Warehouse (ATDW) and the first accredited product of its kind. Stories Unseen has set a precedent for curating interesting, immersive tourism experiences that empower travellers to be curious, dive deeper in the destinations they visit and create lasting travel memories.

As Erin says, "We're not just offering tours; we're offering a new way of seeing the world."

ABOUT STORIES UNSEEN

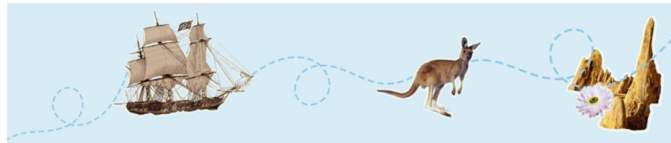
Time off is scarce and touring can be tense.

Rushed itineraries miss the magic.

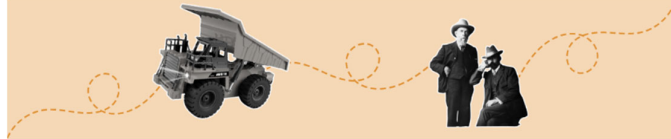
Stories Unseen is the clever way to experience places differently through curated, self-guided tours. Be immersed in engaging stories told by our charismatic companions that put the past, present and future in the palm of your hand, and explore more.

CURRENT TOURS

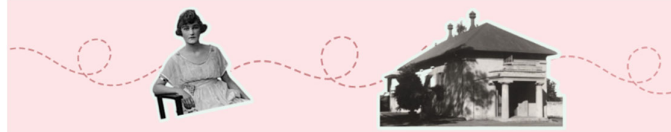
Perth to Pinnacles – Turquoise Coast
Driving | Family friendly



Perth CBD – Boom and Bust
Walking | Best intro to the West



Perth CBD – Murder & Macabre
Walking | Fun with friends



Perth CBD – Trailblazing Women
Walking | See history differently



Perth CBD – Tales on Tap
Walking | Great for groups



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