

South Australian Tourism Commission

November 2017



**Eco-Tourism
Accreditation
gives products an
edge.**

2020 GOAL

\$8 Billion

IN TOURISM EXPENDITURE



ADELAIDE
SOUTH AUSTRALIA

SATC

SA VISITOR ECONOMY OVERVIEW

INDUSTRY
\$6.3B
UP 4.9%
\$295m

INTERNATIONAL

\$1.1B

UP 12%
\$118m

DOMESTIC

\$5.2B

UP 3.5%
\$178m

REGIONAL

\$2.6B

UP 7.4%
\$180m

- June 2017 data just released – up 12% against 10% nationally.
- Ongoing strong growth, particularly from US & China
- Already close to achieving 2020 international target of \$1.2b
- Strong recent growth from interstate markets
- Local South Australian growth is weaker
- 42% of overall expenditure
- 6 out of 10 visitors include a night in SA's regions as part of their itinerary

SA's ECO TOURISM GOAL

South
Australia
Government

*Nature Based
Tourism
Strategy*

February 2016

\$350M
by 2020

1,000 new
jobs
by 2020

ECO TOURISM DEFINED:

INTERNATIONAL ECOTOURISM SOCIETY

"responsible
travel to natural
areas that
conserves the
environment,

..sustains the
well-being of
the local
people...

..and involves
interpretation
and education.

Education is
meant to be
inclusive of both
staff and
guests."

Trends driving global tourism: Responsible Travel

Environmental,
economic and
social **impact**
at the
destination

More are
opting for
sustainable
measures in
their travel

Adventure
activities
expected to be
the **stand out**
choices.
safaris, hiking and
cycling

Support
companies
that embody
eco-friendly
values.

GLOBAL TREND: RESPONSIBLE / ECO TOURISM

KEY MARKETS.



In order of size of market;
USA, UK, Germany, Canada, France,
Australia, Netherlands, Sweden,
Austria, New Zealand, Norway and
Denmark

GLOBAL TREND:

Case Studies

**Gawler
Ranges
Wilderness
Safaris**

**Rawnsley
Park Station**

**The Royal
Zoological
Society of
South
Australia
(Zoos SA)**

Case Study 1: Gawler Ranges Wilderness Safaris

CASE STUDY

GAWLER RANGES SAFARIS.

Owner
Operators:
Jeff and Irene
Shultz

Number of
Years
Operating: 29
years

Classified as a
small business

Staff:
3 FTE's and 3
PTE

CASE STUDY:

GAWLER RANGES SAFARIS.



Product: 3 & 4 day
Outback to Sea

Touring and
Accommodation

Key Markets:

North America, UK,
Germany, Austria,
Switzerland, Belgium,
Netherlands, Italy,
France and China

GAWLER RANGES SAFARIS.

*Guests take away with them
an appreciation of **finite**
resources.*

*We are a small operation we
are therefore unobtrusive to
the environment and away
from the masses. Our guests
take away **our vision** and
this grows 'world of mouth.'*

*Visitors like to know
that the camp has
been built within
eco-friendly in mind
and that the
operation has "**tread
lightly policy.**"*

*We are able to control how
people use the environment
we used innovative concepts
to use local water catchment
and recycle materials to
create the camp.*

*Our guests are prepared to
pay for privilege to **see**
natural and pristine
landscapes.*

Case Study: Accreditation the marketing edge?

GAWLER RANGES SAFARIS.

Our nature appeals to guests specifically from USA, UK and Europe they want nature in a naturally preserved state.

The accreditation assists in delivering this message.

Coming from societies where not much pristine nature is left as well as a lack of large open spaces away from masses of other people our guests truly enjoy the less trodden destination that is safe.

Case Study 2: Rawnsley Park Station

Rawnsley Park Station

Owner
Operators:
Tony & Julie
Smith

Number of
Years
Operating: 49
Owners: 33

Classified as a
medium
business

Staff:
12 FTE's and
2 PTE



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Rawnsley Park Station



Rawnsley Park Eco-
Villas



Flinders Ranges
Discovery Tours

Key Markets:

Australia (SA, NSW,
VIC)

NZ, Nth America, UK
and Europe being:
Nordic, Germany, Austria,
Switzerland, Italy and
France

Rawnsley Park Station

*We have been members
of Ecotourism Australia
for **10 years**.*

*The Rawnsley Ecovillas
were **designed with
environmental**
sustainability and energy
efficiency in mind.*

*We wish to promote the
Ecovilla Experience as
**'complementing the
natural environment of
the Flinders Ranges'***

*so we find Ecotourism
Accreditation **a natural
fit.***

Rawnsley Park Station

*We think that
Ecotourism
Accreditation is most
effective in the
domestic market and
North America.*

*We have found that the
Ecotourism 'brand' is not as
well received in Europe
because of a somewhat
tarnished image for the word
'Ecotourism'.*

*In order for 'Ecotourism' to be
accepted by Europeans there
needs to be a clear linkage
with European environmental
organisations.*


*The New Zealanders
do not believe
anything that
Australians tell them
about the
environment as they
are the home of 'Pure
New Zealand'.*

Case Study 3:

The Royal Zoological Society of South Australia (Zoos SA)

CASE STUDY

Zoos SA

A close-up photograph of a Tasmanian Devil, showing its dark fur, white chest patch, and prominent whiskers. The animal is looking slightly to the left.

Number of
Years
Operating:
134

Classified as
a non for
profit

Staff:
132 FTE's
and 31 PTE

Case Study: **Zoos SA**



Both sites: Adelaide
and Monarto

Key Markets:

Australia (SA, NSW, VIC, QLD)

Current: NZ, Malaysia, India,
SAR of Hong-Kong, China

Activating: Europe and North
America

Case Study: Why be accredited?

Zoos SA

Demonstrating best-practice is important as it shows **our commitment** to not only **animal conservation**, but also the environment outside of our gates. **Sustainable tourism** is about demonstrating a **holistic approach to the environment..**

Every aspect of our business is **developed** on the foundations of providing the **best-practice** in **animal welfare, conservation and education.**

Advanced Eco Tourism certification has been an excellent opportunity to highlight the importance of **sustainable tourism** practice and provides an opportunity to showcase our daily operations.

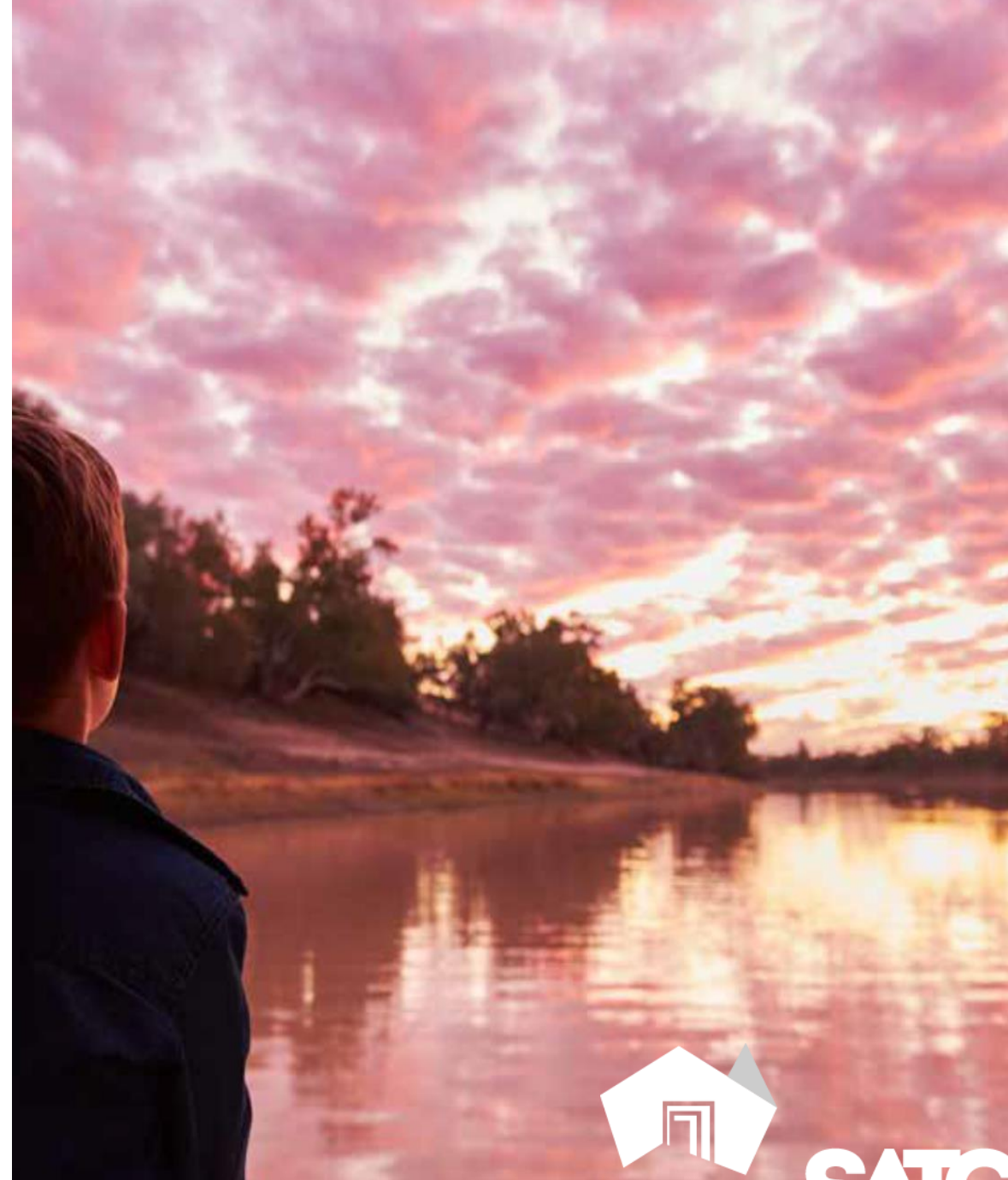
Case Study: Accreditation the marketing edge?

Zoos SA

Most **Western markets** are **reluctant to recommend zoos** to their passengers, however through consultation and sharing our involvement with the Eco Tourism Certification program many resellers are **confident that we are leading the way in this space.**

Summary:

- Western markets most likely to travel for “Eco Tourism Experiences”
- Some Eastern Markets are starting to show signs of interest in this category
- Suggestion of mapping Australia Eco- Tourism Accreditation to European standards for ease of communication
- Australian Eco-Tourism Accreditation does assist consumers however the accreditation needs to be more widely understood.
- Regardless of size of operation the work force needs to be committed
- Guests need to feel there is truth to the claim and like to see / participate in the Eco-opportunity



THANK YOU.

