



Ecotourism Snapshot 2017

Rod Hillman – Ecotourism Australia





The Year in Review

- **Big year for Ecotourism Australia**
- **Financially sustainable**
 - Balance sheet, revenue and surplus all growing
- **Introduction of new products and activities**
 - Destination certification, Development projects with Vanuatu, Secretariat for TAPAF, NBT Manifesto
- **Stakeholder growth**
 - All Australia's PAMs are members of EA, Updated contract with SATIC, EcoGuide partnerships with Savannah Guides and Infinity Travel



In the news



- EA Members took home **17 awards** at the 2016 National Tourism Awards – including Six Gold.
- **118 EA members** attended the Australian Tourism Exchange.



The Economic Value

- The combined annual revenue of EA Certified Members **\$1.4B***.

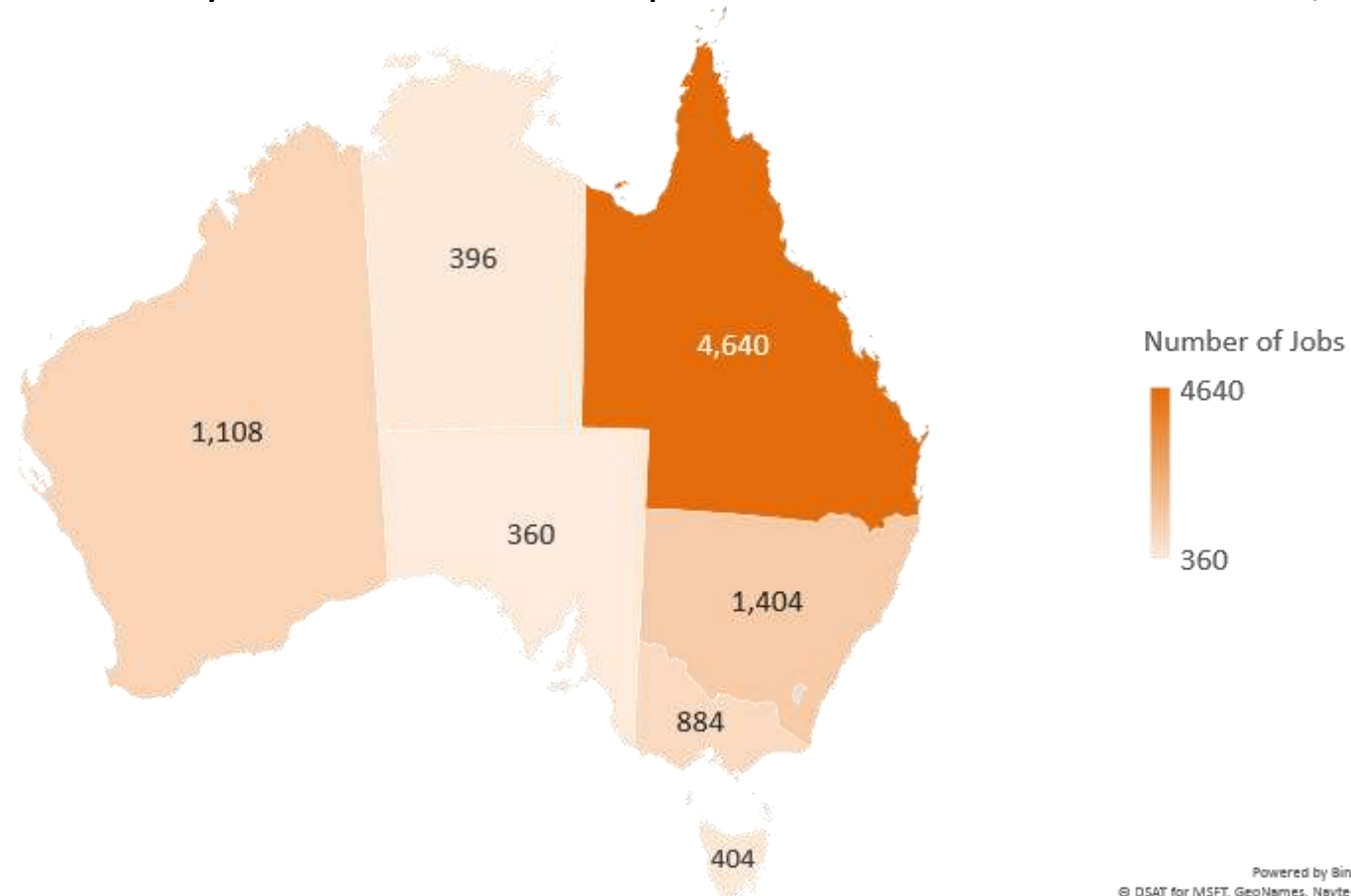
State	Revenue
Queensland	\$696,000,000
Victoria	\$182,000,000
Tasmania	\$50,000,000
Western Australia	\$166,000,000
NSW & ACT	\$142,000,000
South Australia	\$78,000,000
Northern Territory	\$82,000,000

- *Does not include PAM, Business or Individual members



The Economic Value

- Direct employment by EA certified operators of well over 9,000 jobs.





Positive Developments

- **PAMs providing more Commercial Opportunities**
 - Parks Australia
 - South Australia
 - Victoria
 - Tasmania
- **Rise in recognition of quality programs**
 - Queensland's Experience Framework
- **Development of NBT/Ecotourism Plans**
 - Queensland & South Australia



The Change we want to see

- **Deliver on the Promise**
 - A much stronger focus on improving the depth, diversity and quality of NBT experiences to match the marketing promise.
- **Investment in the Product**
 - Consistent and increased funding for PAMs
 - Regional Destination & Infrastructure Management Plans (and funding)
 - ↑ Environment quality = ↑ Tourism = ↑ Jobs = ↑ Regional sustainability
- **Leadership**
 - Tourism Ministry to sit with PM, Premier, Mayor
 - Better co-operation between Industry Associations



The Change we want to see

- **Reward quality and create pathways**
 - PAMs to adopt a universal 'High Standard Tour Operator' model
 - National and State based quality criteria introduced for marketing opportunities
 - Rebuild product development schemes and pathways
- **Acceptance of science based truths**
 - Meaningful action on Climate





The Change we want to see

William Bakker – Destination Think!

- Tourism needs to bring benefit to operators, community, culture & the environment
- We want to encourage the “Right Visitor”
 - Delivers economic value,
 - Adds value to the local community, and
 - Does not cause a negative environmental impact.
- A model is Copenhagen’s “Localhood” (The End of Tourism)
 - Tourists are temporary locals (and need to behave that way!)

***THE END
OF
TOURISM
AS WE KNOW IT***



Thanks to our sponsors

- Thanks to **Zoos SA (Adelaide Zoo and Monarto Zoo)**, who achieved **Advanced Ecotourism and Climate Action Leader** certification in 2017.
- Thanks to **DEWNR**, Protected Area Management agency and Ecotourism Australia member, and their **Advanced Ecotourism** certified **Seal Bay Conservation Park**.



**Government
of South Australia**

Department of Environment,
Water and Natural Resources



Thank You

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