



**Sea DARWIN**

# **FISH'N CHIPS, BUBBLES AND A GOOD SPLASH OF ECO**

TAKING THEMATIC INTERPRETATION TO THE PEOPLE

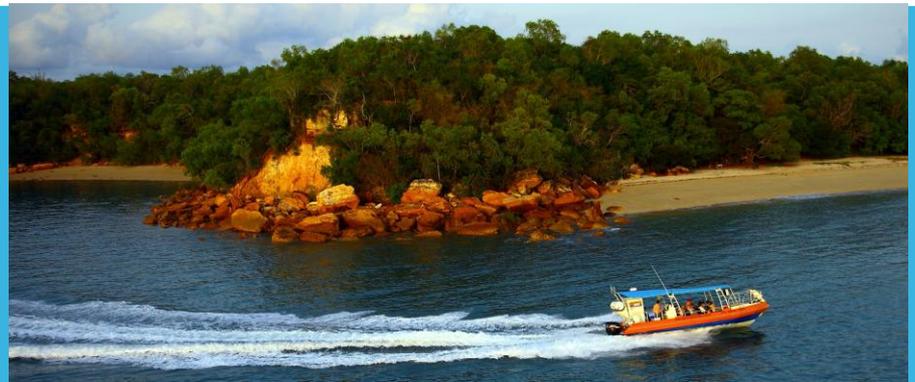
# WHO ARE WE?

- *Sea Darwin* Eco-Cruises commenced operation in July, 2008
- The concept of *Sea Darwin* was founded on a commitment to sustainable tourism, with the business vision to become an icon of experimental eco-tourism based on Darwin Harbour and the surrounding saltwater country
- Family based business model
- Offering a range of marine based products



# UNIQUE KEY SELLING PROPOSITIONS

- Small group interpretive touring maximum 21 people
- Highly qualified local guides
- Capacity to develop personalized private charter tours
- All tours advanced eco-accredited
- Tours operate year round
- A broad range of tour options that cater for different key markets; Darwin Harbour, history, wildlife, habitat, showcasing nature at its best
- Purpose built *Snubfin* – adventure ride, shallow drafted vessel enabling beach access
- Unique Turtle Tracks eco-adventure tour to pristine Bare Island
- Only marine based operator offering Bombing of Darwin interpretation



# SEA DARWIN PRODUCTS

- *Sea Darwin* Harbour Highlights, a 1 hour cruise overviewing the history, habitat and intrigue of Darwin Harbour;
- Australia's Frontline Cruise, a 1 hour interpretation of Darwin Harbour during the Bombing of Darwin and its frontline activity then and up until the current day;
- Turtle Tracks, an 8 hour sunset adventure to Bare Sand Island to witness nesting sea turtles;
- Sunset Fish'n Chips, a 1.5 hour sunset cruise showcasing NT wild caught fish and chips.

*All of our products have achieved Advanced Eco and ROC (Respecting our Culture) accreditation, and Sea Darwin is the only Climate Certified tourism business in the Top End.*

# THE TOP END CONTEXT

- During first 5 years of business the mainstream Top End tourism sector was in decline, impacted predominantly by external factors including global natural and economic crises in key source markets, resultant exchange rate fluctuations and rapid growth in outbound travel.
  - These external impacts changed the composition of visitor source markets and predicated the need for a change in strategy to capitalise on new market opportunities
  - The Top End is more heavily reliant on business visitors than any other state or territory. This proportion of business travel continues to increase driven by major projects associated with the resources sector.
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# 2014 REVIEW

- Conundrum with the NT marine environment being both the feature of products, but also an antagonist with high day time temperatures, mangroves and biting insects and environmental restrictions on the number of turtle tours possible
  - Market segment restricted to those who were actively seeking an “eco” or cultural experience.
  - Little interest from the domestic market in Darwin’s cultural history.
  - All factors translated to very low numbers with the business supported by alternate family income
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# NAVIGATING FOR SUCCESS

Business review identifying the need for a cruise product that had the following characteristics:

- Based on the principles of sustainable tourism
- Affordable for the market
- Had broad based market appeal
- Profitable for the company
- Would compliment existing signature product – Turtle Tracks

# INTRODUCING SUNSET FISH'N CHIPS

- Launched in March 2014
- Partnership with La Beach restaurant
- 1.5 hour Darwin Harbour sunset cruise experience
- Inclusive of food – one serve of fresh, local, wild caught fish and chips
- Inclusive of complimentary drink
- Visiting sites on interest on Darwin Harbour
- Opportunistic mammal and marine life sightings



# MARKETING

- Development of marketing strategy funded through a NT Government Grant and using Geotourism Marketing Services
- Four pronged approach to introduce product to market
  - Social Media
  - New Brochuring
  - Regular, personalized local agent briefs
  - Partnering with in Darwin market wholesalers

# SOCIAL MEDIA

- Leveraged using NT tourism award digital marketing prize money
- Focus on *Facebook* and *Instagram* as key platforms
- Paid advertising on *Facebook*
- Regular *Facebook* and *Instagram* posts



## ✓ Desktop News Feed



### Fish'n Chips from La Beach Restaurant

Fresh wild caught.

154 36 30

# FIRST YEAR TRADE

- Increased *Sea Darwin* product reach by 400%,
- 2,000 visitors to the Top End have enjoyed a serve of either barramundi, jewfish, king threadfin or prawns on the *Snubfin* as we have cruised around showcasing and interpreting the highlights of Darwin Harbour
- Increase in website traffic by 25%
- Significant increase in social media reach by 20%
- Repost *Sea Darwin Instagram* pics by @ausoutback averaged 1 x per month

# PRODUCT REFINEMENT

- Focus on the principles of eco-tourism
- Use of interpretative, qualified guides
- Thematic interpretation of harbour history, habitat, food, sustainable fisheries, environmental issues and local industry developments
- Improvement in sustainability of onboard systems, drink and food containers, recycling etc.



# BUSINESS RESULTS

- The product has permeated all customer segments, local, domestic and international
  - Provided ongoing year round income
  - Set a market price and quality standard for the sunset cruise segment
  - Increased NT visitor exposure to sustainable tourism practices that use, promote and interpret local.
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**Sea**DARWIN

*Unique Eco Cruises*

*Fish and Chips Cruise*



QUESTIONS?

