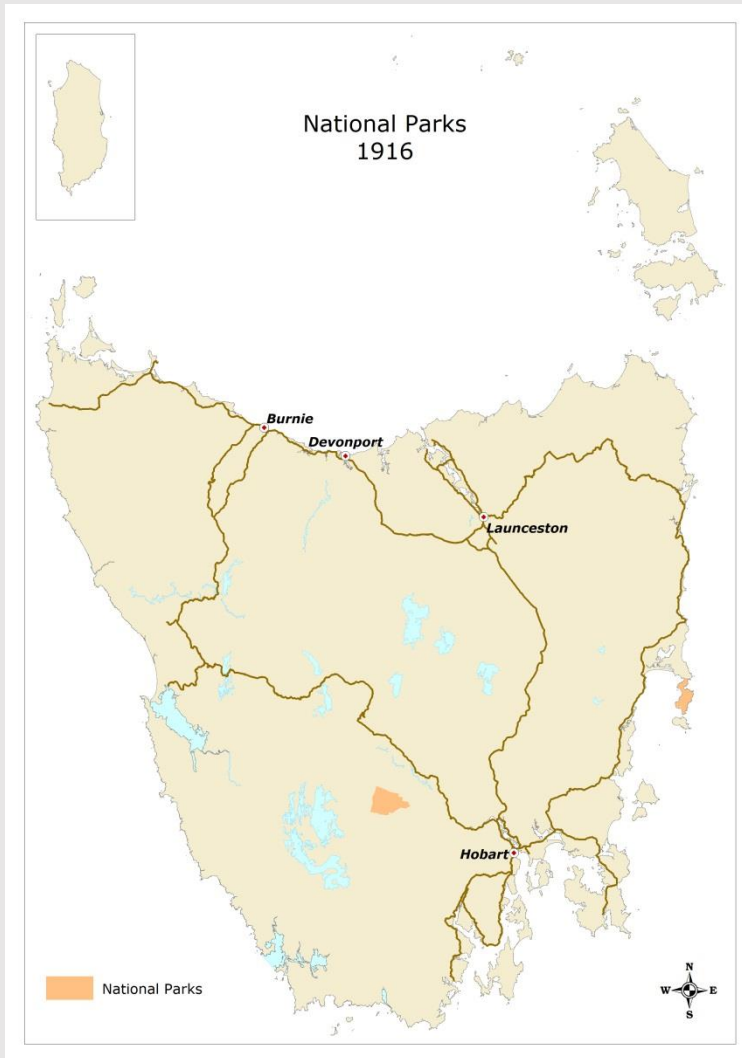
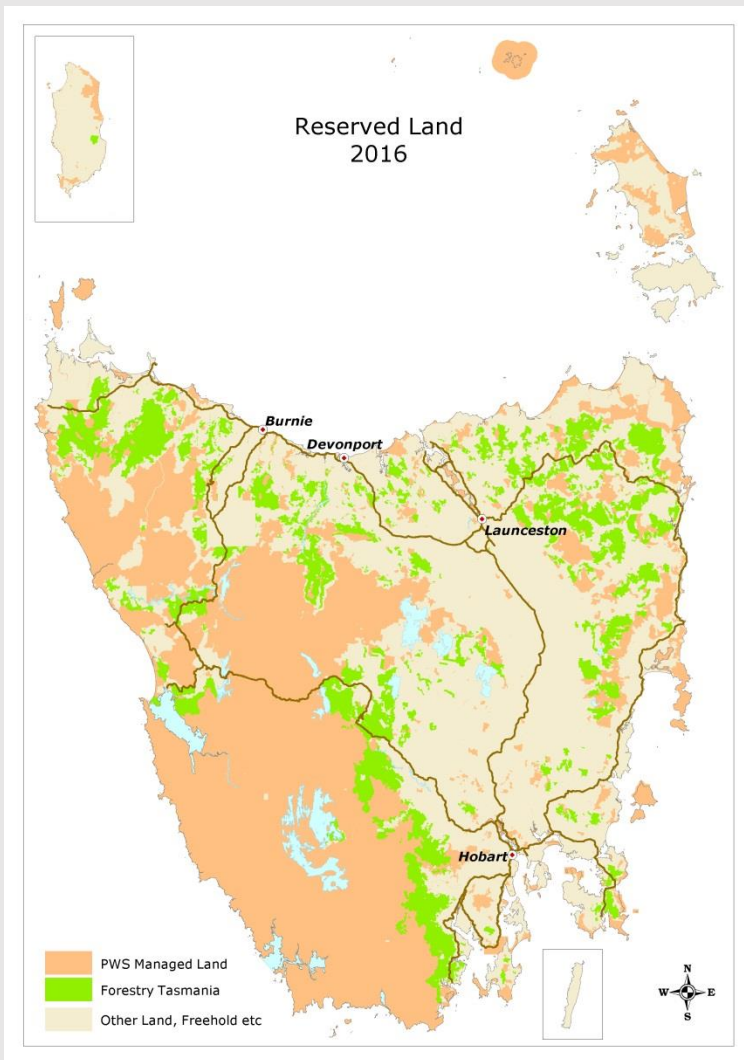


Tourism and Reserve Conservation  
in Tasmania has matured to  
create a marriage

‘Parks 21’



1916  
Parks & Reserves  
0.5% Area



2016  
Parks & Reserves  
48.0% Area

# Post European settlement eco-tourism in reserves early 1900's

Waldheim Chalet (Cradle Mt.) and a Field Naturalists Camp (Freycinet NP) 1916



# Comfortable Eco-tourism in Tasmania began in the 1970's

*'Denison Star'*, Gordon River





1980's there were protests and conflict about the environment

# Franklin Dam, Forests



# Guided Multi Day Walks with huts

## Cradle Mountain Huts, 1987

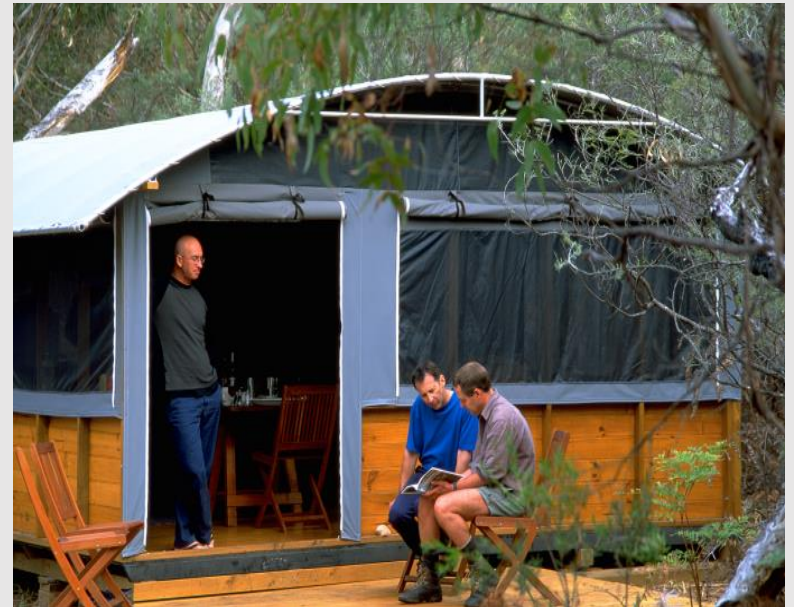


# Bay of Fires Lodge, 1999





# Maria Island Walk 2004



# Mona Established 2011

Significant increase in arts and  
nature



**COURTESY MONA MUSEUM OF OLD AND NEW ART**



# Three Capes Track 2016 non guided walk



‘Parks 21’ is an agreement between PWS and TICT  
having three Principles;

- Enhanced Tourism Focus
- Sustainable Experience Delivery
- Enterprise and Economic Activity



## **What key indicators are measured ?**

- Market share of visitors to reserves
- Operators hold correct license
- Operator satisfaction
- Performance standards are met
- Visitor satisfaction
- Conservation as an outcome of tourism
- Park revenue raised kept by PWS
- Value of investment and employment measured
- Community monitoring ongoing

## Is it working ?

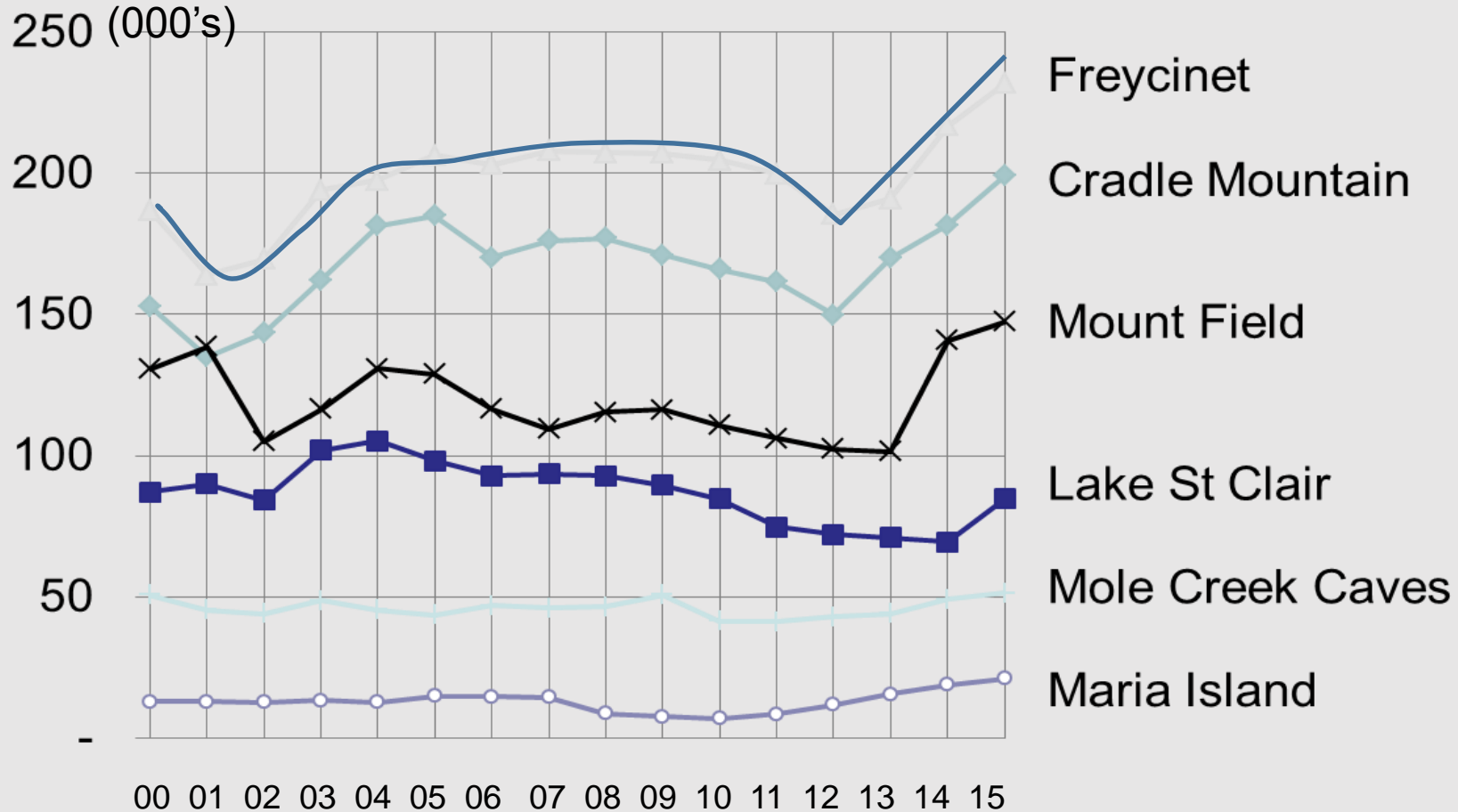
All key indicators are increasing.

What are the benefits to tourism industry and the PWS ?

*Amazing advocacy for PWS – TTF, TICT, Gov., Community*  
*More profitable businesses – both private and public*  
*Real conservation outcomes – eradication of pests*  
*Community Satisfaction – 3CT experience*

# Tasmania

## Visitors to Reserves



# Real Conservation Outcomes

Tasman Island - Cat Eradication 2014





# Macquarie Island- 2004





# Macquarie Island - 2014





# Three Capes Track Story



# Three Capes Track Story

Opened 23 December 2015.

Survey - Sample 500 walkers

21% Came only to do 3CT

58% Main reason visited Tas. was to do 3CT

21% Visited Tas. to do other activities but decided  
to walk 3CT when in Tas.

30% Small group of friends

20% Family groups

42% Stayed extra nights on Tasman Peninsula

All the above feedback has proved the planning, marketing and establishment of the 3CT has been successful. We have built what people want. We have created a new market for non guided multi day walking in Australia.



## The Result – an exhilarating walk





# The Track

Dry shoe track

Walk side by side

Walk in one direction

Being on the “edge”





# The Huts

Comfortable and pleasing  
Host Rangers







Ensure partners  
can provide quality  
services



Having quality build and practical solutions  
reduces risks



# Tasmania

## **What are the risks of rapid growth ?**

The demand is greater than supply

Infrastructure is inadequate

Government Agencies can't adapt

Industry operators are not sufficiently trained

The uniqueness and specialness of Tasmania disappears

## **What can we improve ?**

We do not celebrate Indigenous Practices enough

The unique wildlife of Tasmania needs more understanding

Better understanding of visitor cultural needs



Tasmania has incredible Aboriginal stories that  
need to be told by Aboriginals





Wildlife experiences that are interesting  
to many people





# Stone Stacking is a recent activity in Tasmania





This is not ecotourism





This could be ecotourism ?

