Eco-Tourism Accreditation gives products an edge.
2020 GOAL

$8 Billion IN TOURISM EXPENDITURE
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
“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

- **Adventure activities** expected to be the **stand out choices**. Safaris, hiking and cycling.
- Environmental, economic and social **impact at the destination**.
- Support companies that embody **eco-friendly values**.
- More are opting for **sustainable measures in their travel**.
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
- China
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.

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.’
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
Case Study: Rawnsley Park Station

Key Markets:

Australia (SA, NSW, VIC)

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

Rawnsley Park Eco-Villas

Flinders Ranges Discovery Tours
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.
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 Zooligical Society of South Australia (Zoos SA)
Zoos SA

Number of Years Operating: 134

Classified as a non for profit

Staff: 132 FTE’s and 31 PTE
Case Study: Zoos SA

Key Markets:
Australia (SA, NSW, VIC, QLD)
Current: NZ, Malaysia, India, SAR of Hong-Kong, China
Activating: Europe and North America

Both sites: Adelaide and Monarto
Case Study: Why be accredited?

Zoos SA

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.

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.
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.
• 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.