

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

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.



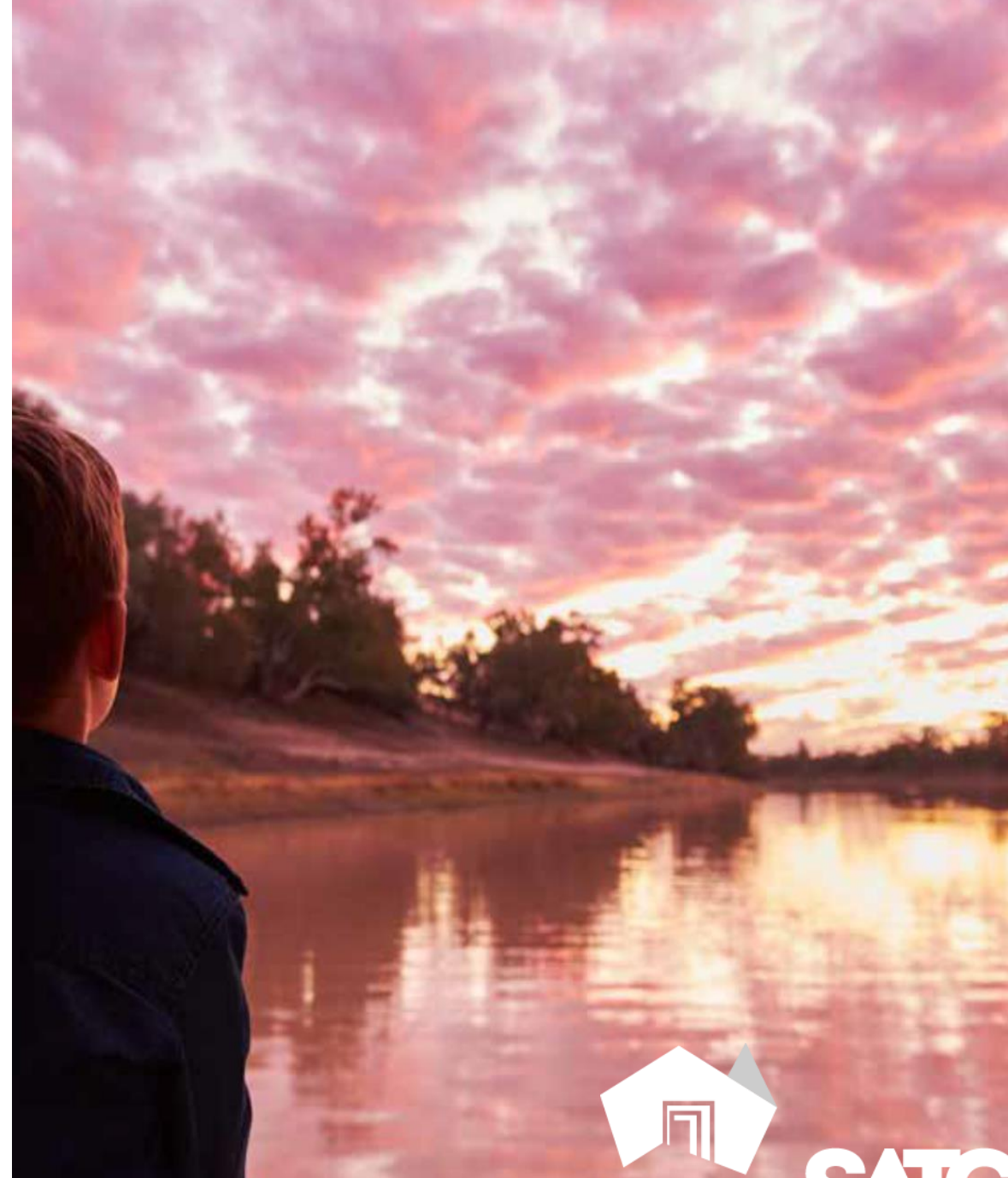
Case Study: Accreditation the marketing edge?

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.

