



Global Eco – Asia Pacific Tourism Conference

Shaun de Bruyn
Chief Executive Officer

Our Mission

To engage, represent, strengthen and empower the South Australian tourism industry contributing to sustainable growth.

Helping tourism business and the industry at large be more profitable.

Business Development



2017
South Australian
Tourism Awards



TOURISM INDUSTRY POLICY AGENDA

2017-18

SOUTH AUSTRALIAN GOVERNMENT HAS SET A GOAL
TO GROW OUR VISITOR ECONOMY

\$8 BILLION + 41,000 JOBS

FROM SA TOURISM PLAN 2020

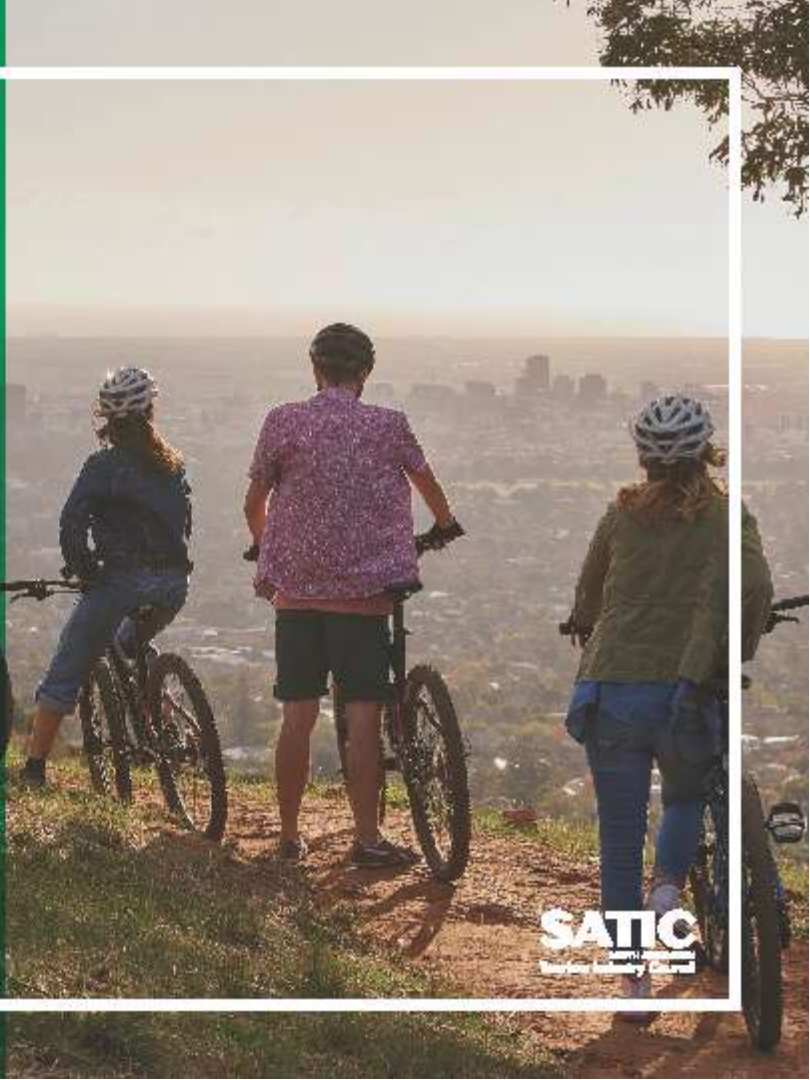
SATIC
SOUTH AUSTRALIAN
Tourism Industry Council

9 NATURE-BASED TOURISM

ACTION: Funding the implementation of the Nature like

No-where Else action plan, with a focus on:

- Renewing and developing visitor experiences, Cleland Wildlife Park/ Mt Lofty Summit is a key priority.
- Identification of infrastructure investment opportunities by DEWNR.



NBT Overview

- **‘Nature Like Nowhere Else’** - a strategy and action plan for **activating nature-based tourism in SA**.
- **Four forums** were held throughout 2016/17:
 - Marine Tourism Operators Forum*
 - Wildlife Tourism Conference – Where the Wild Things Grow*
 - Standout Sensory Experiences Forum*
 - Standout Walking Journeys Forum*
- The aim of these forums was to **align a collective focus**
- Feedback from industry was provided, allowing **five key priority areas requiring advocacy** to be identified.

NBT Summit

1. **Training** – exceptional interpretation – support guides, story-telling, engagement with locals.
2. **Product Development** – renew and refresh as much as develop new experiences
3. More **awareness** is needed in the marketplace about SA's nature-based assets.
4. SA Government to identify **infrastructure opportunities** that will enhance NBT and communicate these to local government, **industry and investors**.
5. Explore partnership opportunities with **NGO's to foster innovation**.

Progress

- 2017 Global Eco Tourism Conference
- NBT – new business opportunities
- Cleland – Vision Plan
- Guide Training
- More to come.....

