



2020



Before



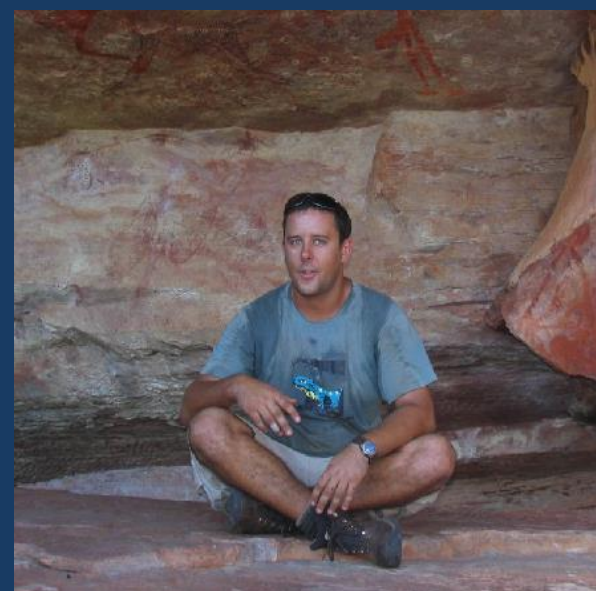
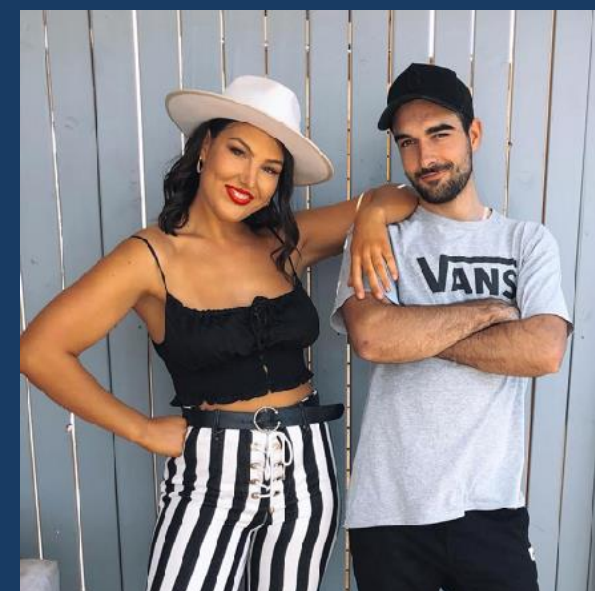
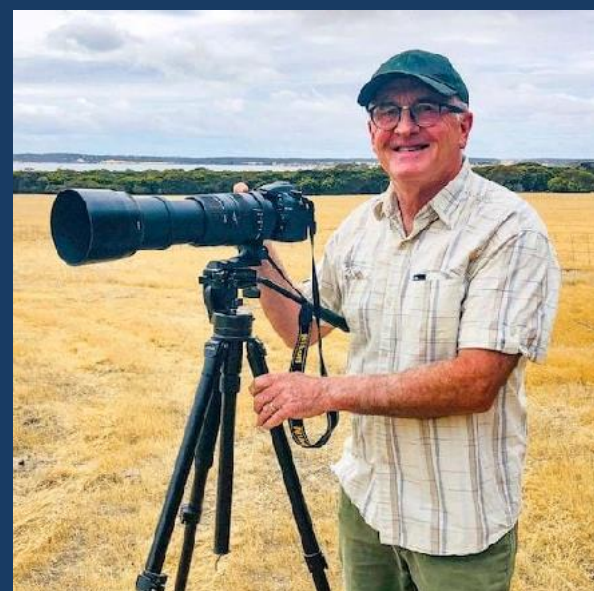
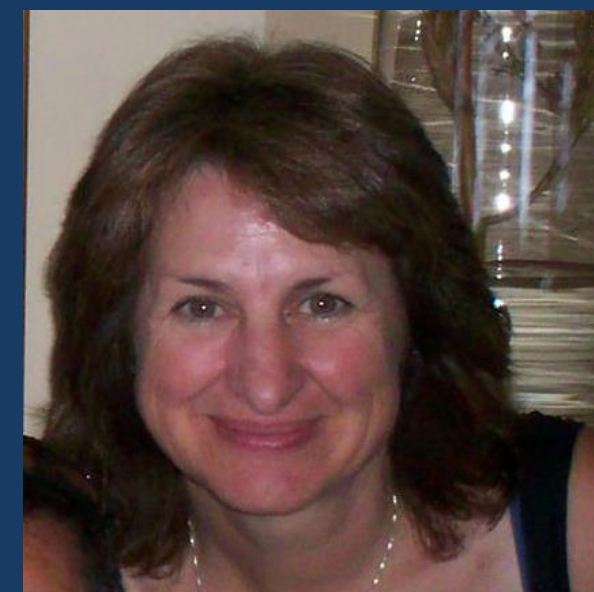
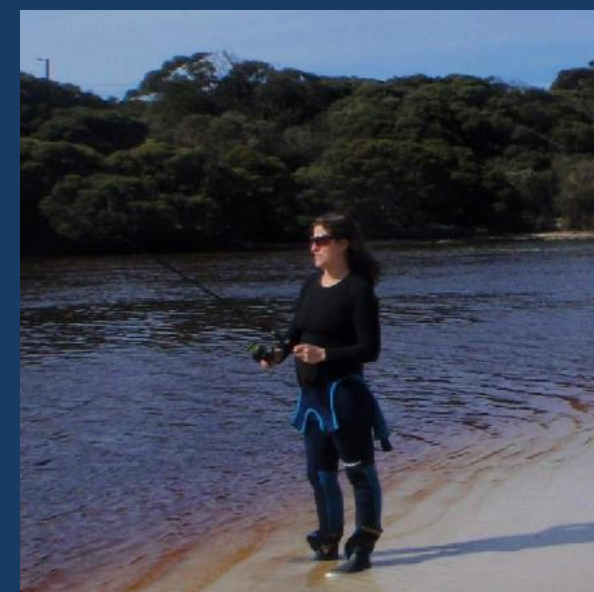
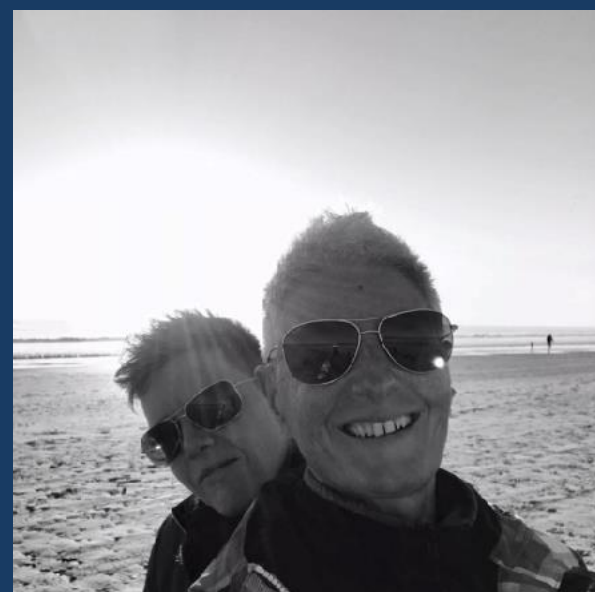
2020



Before

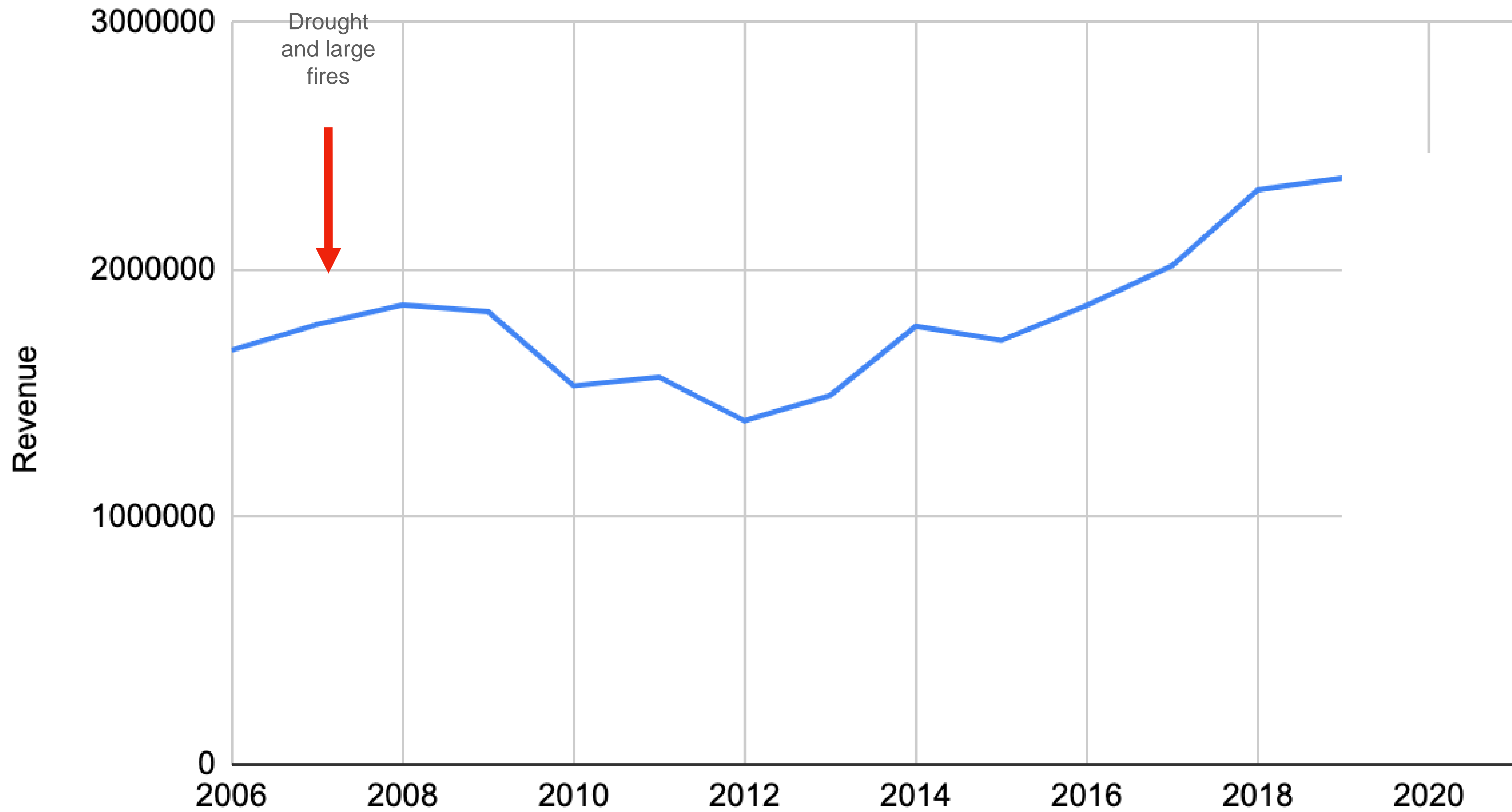


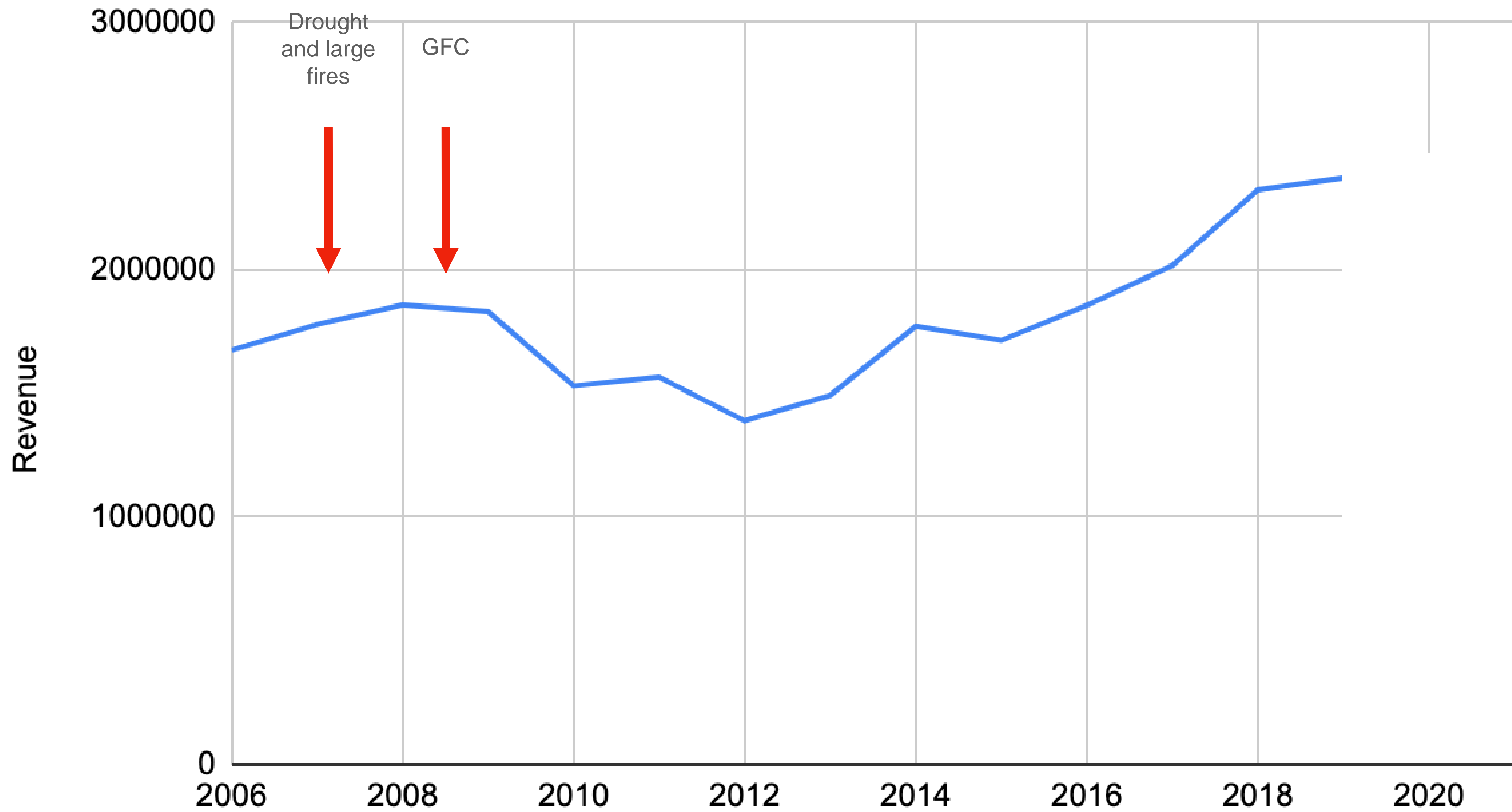
After

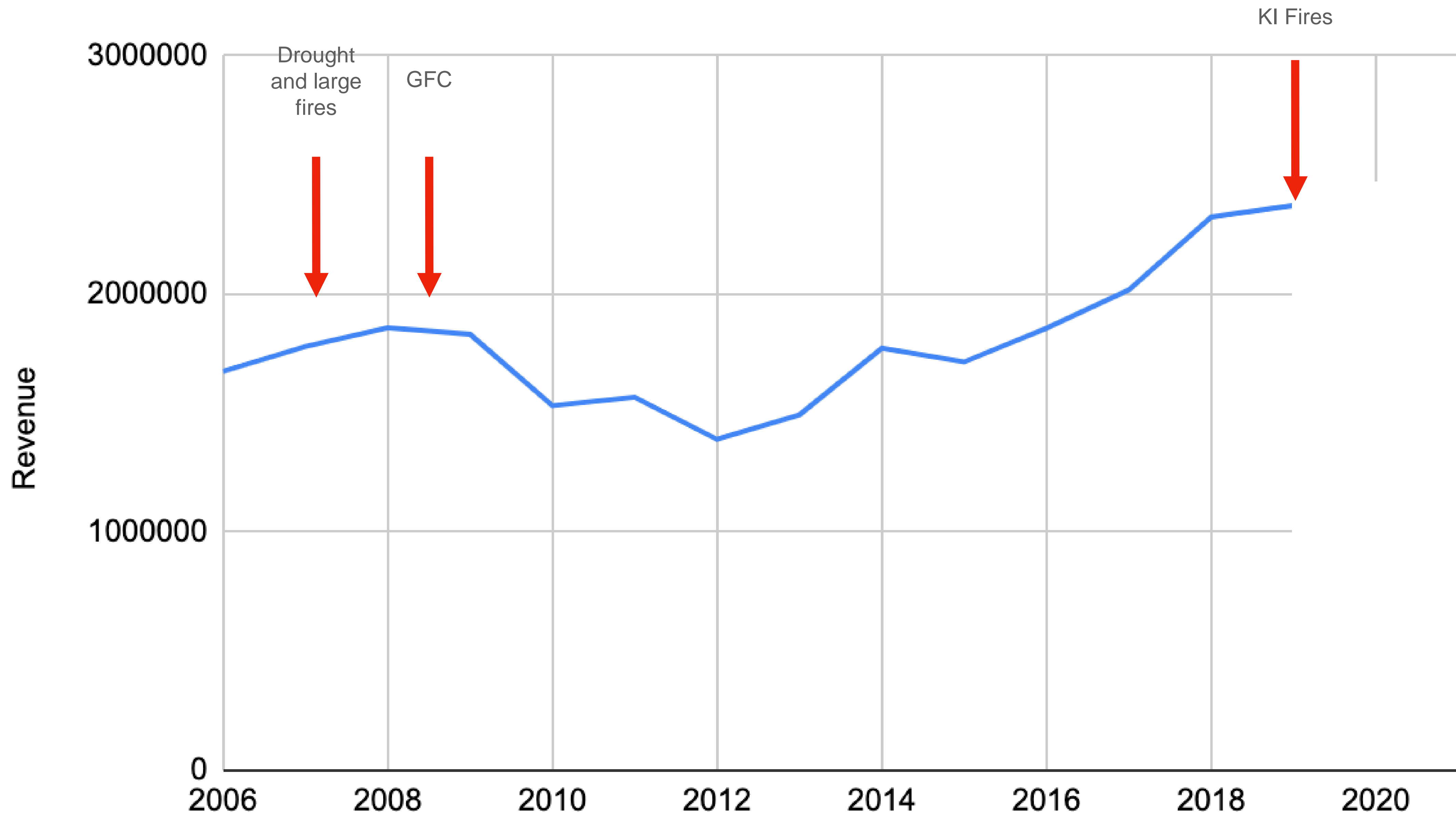


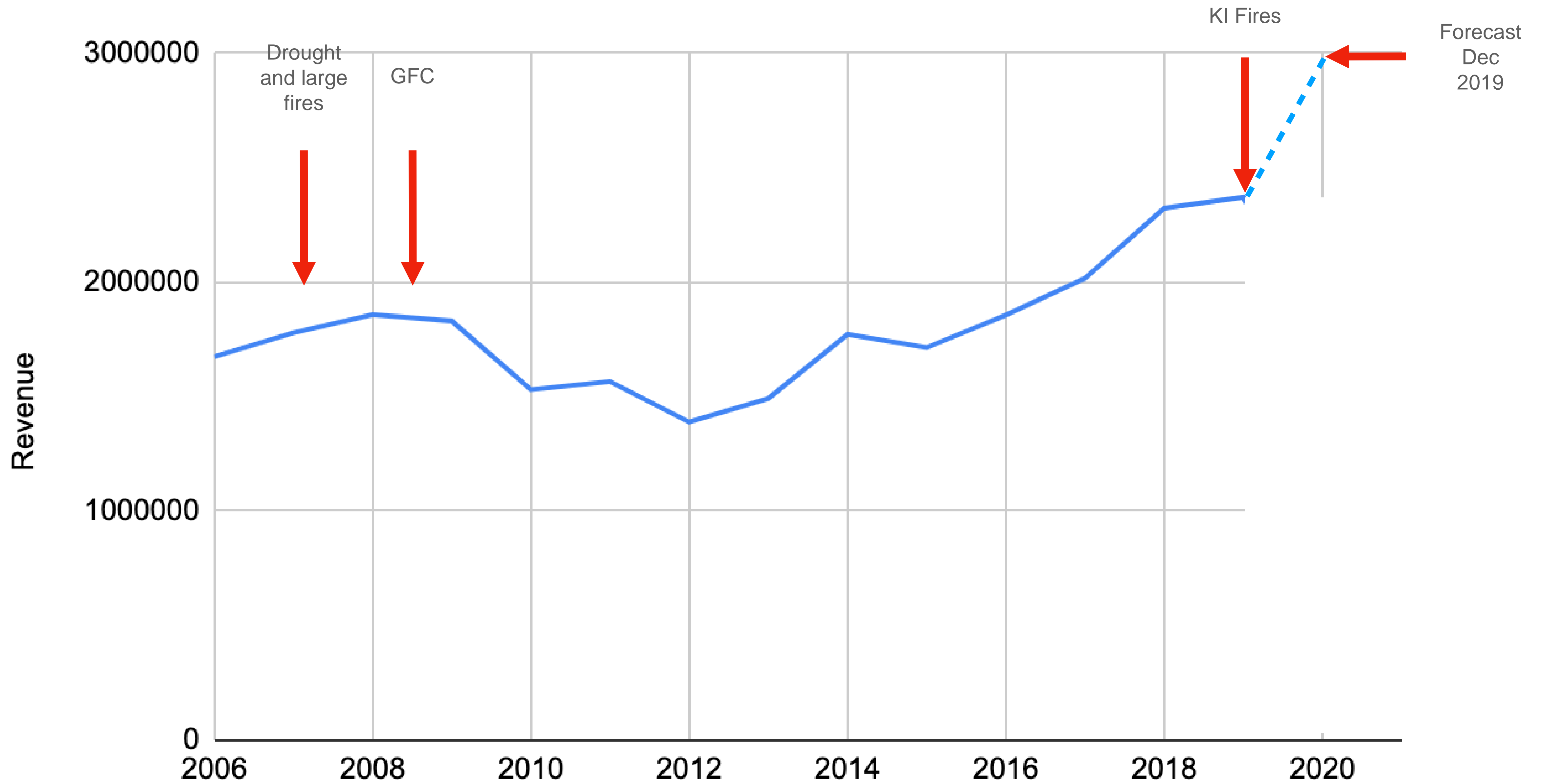


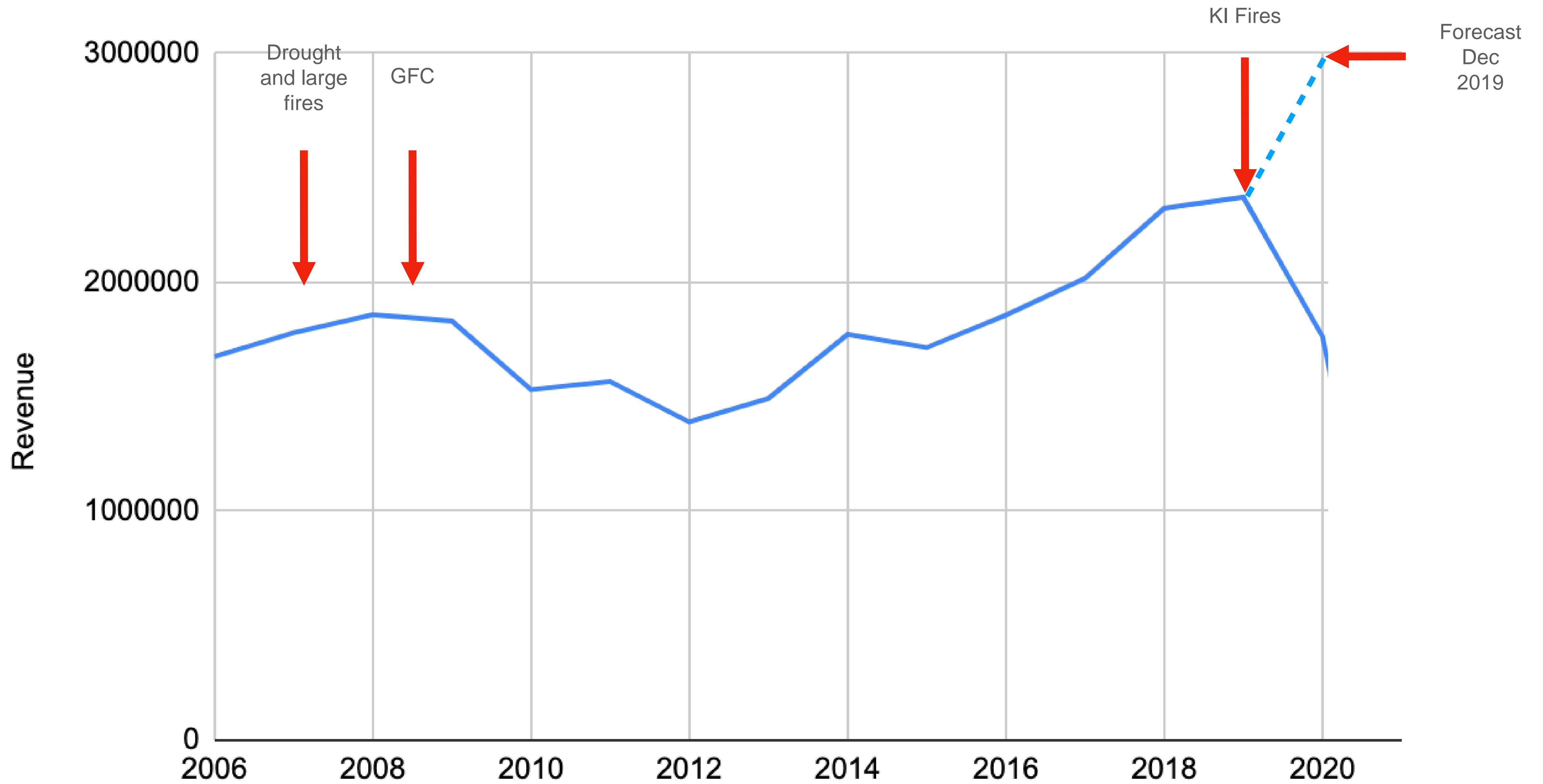
CONTEXT

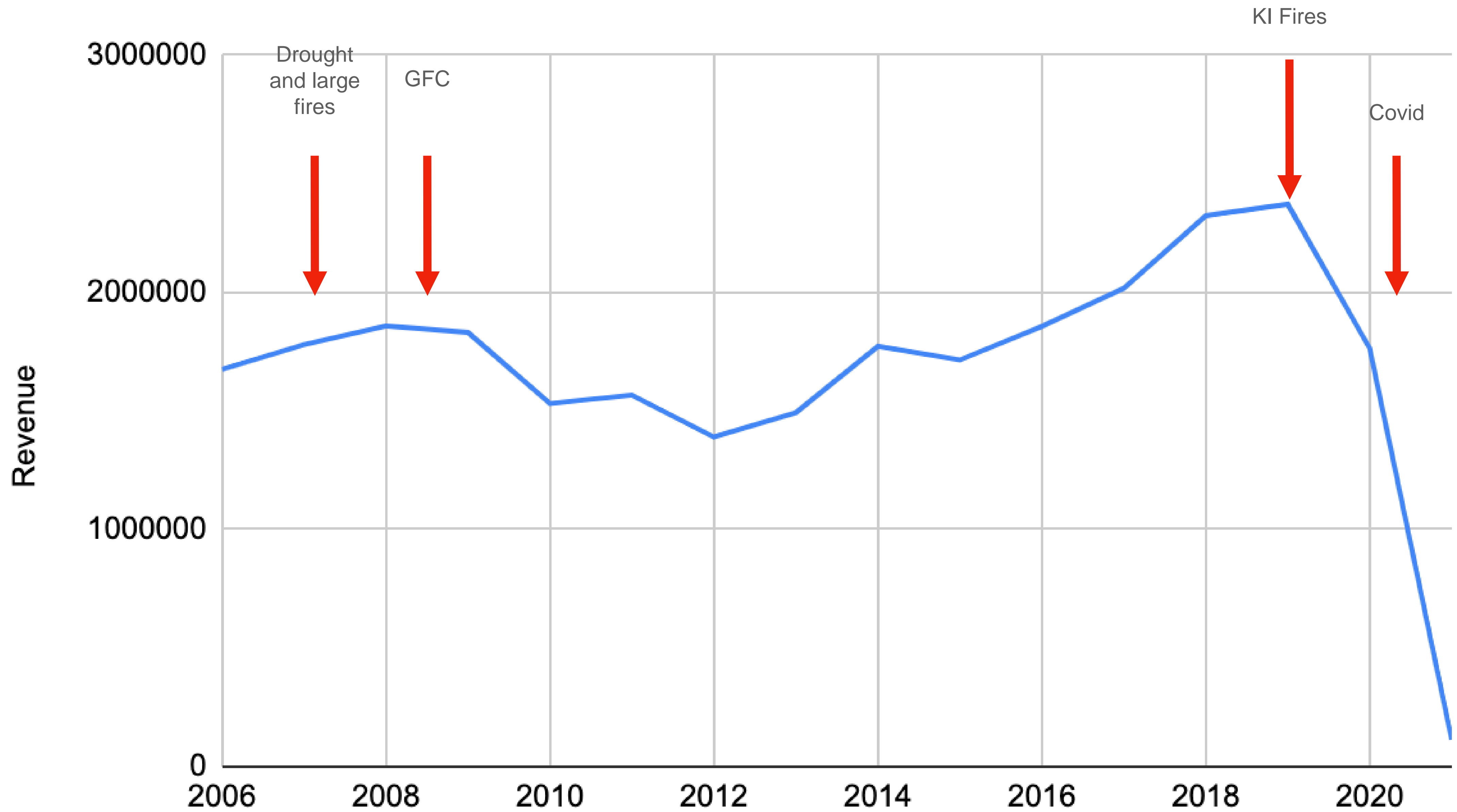


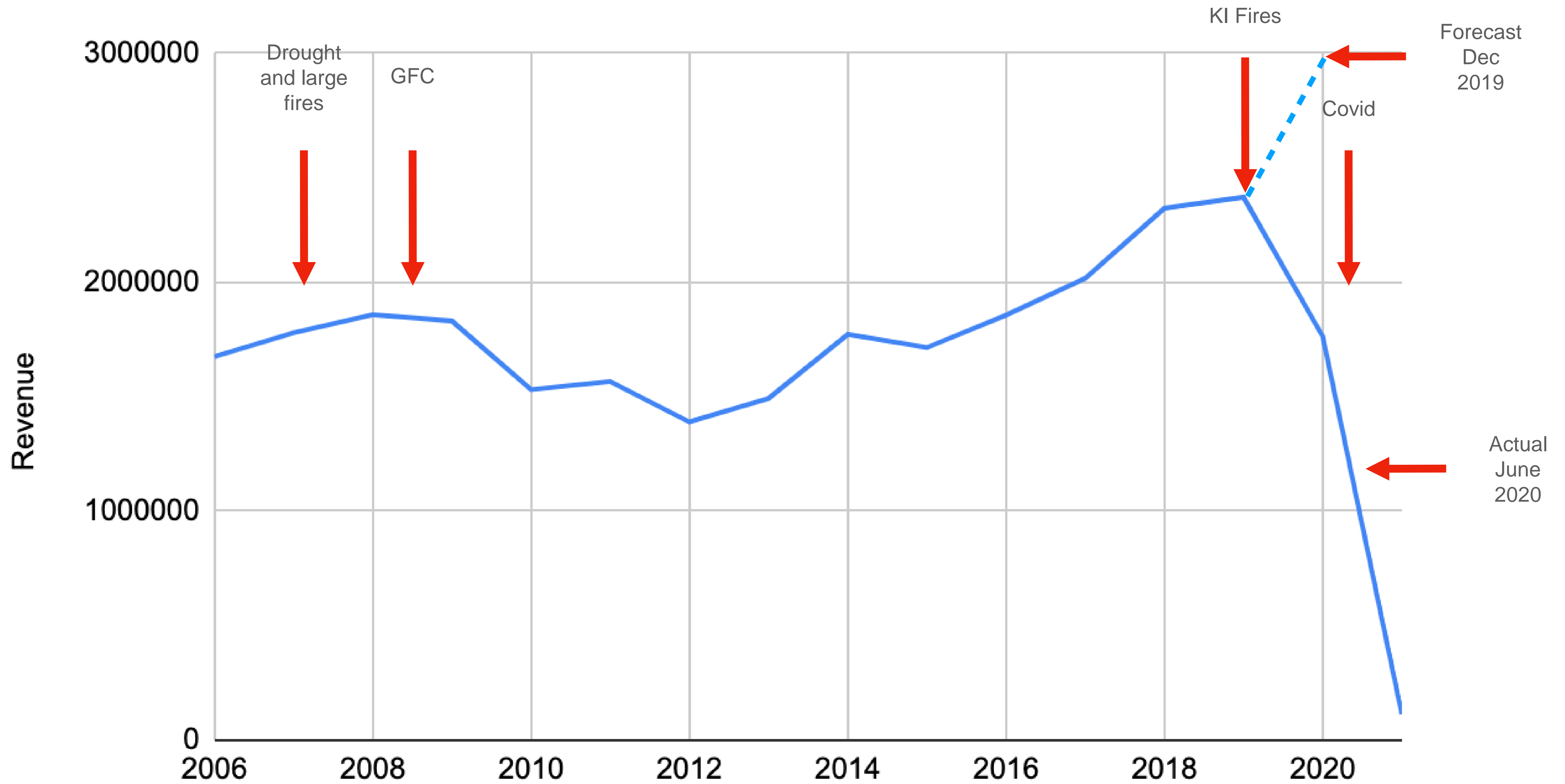


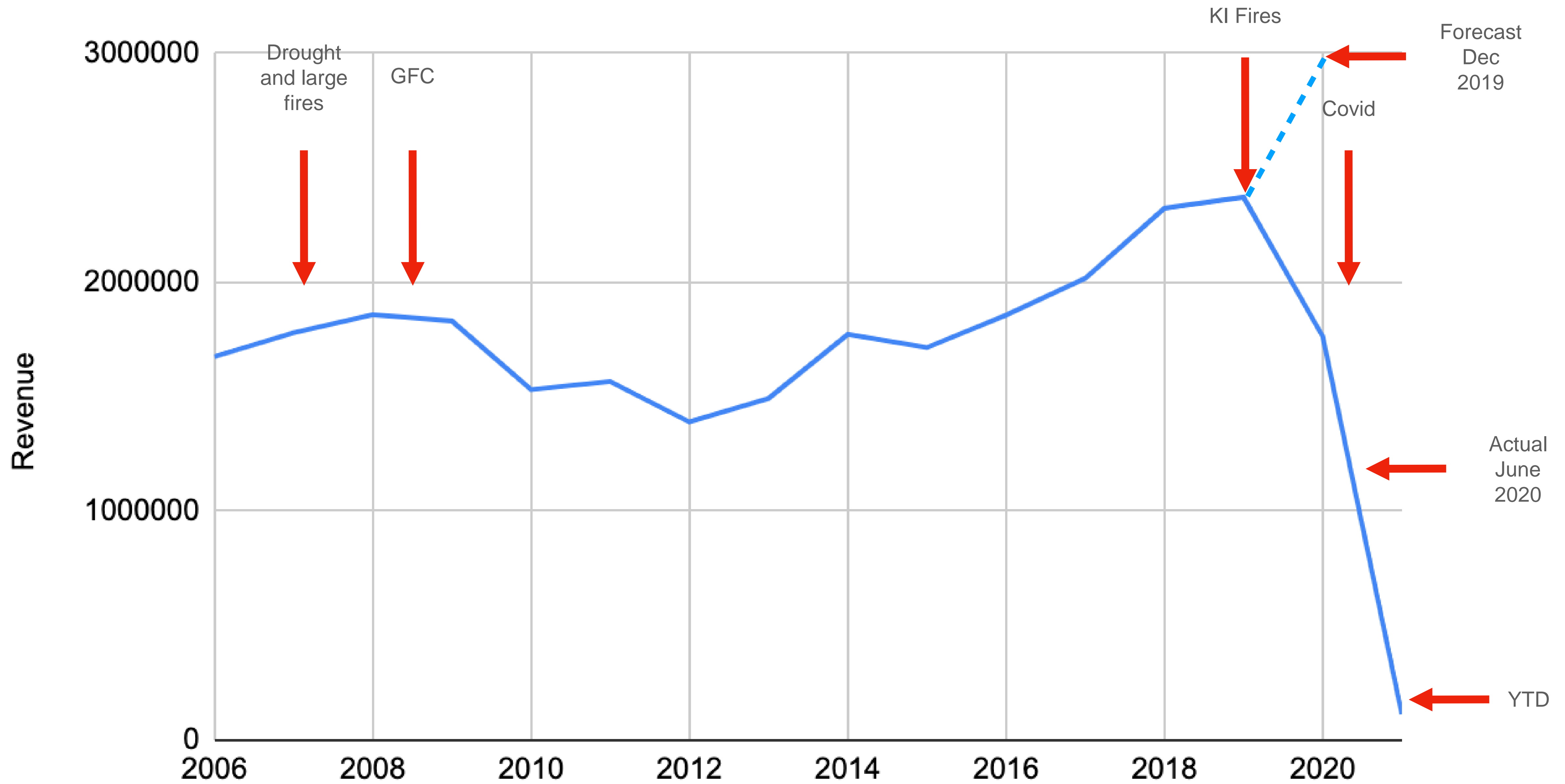
















2 VOLUNTEER FIRE-FIGHTERS LOST

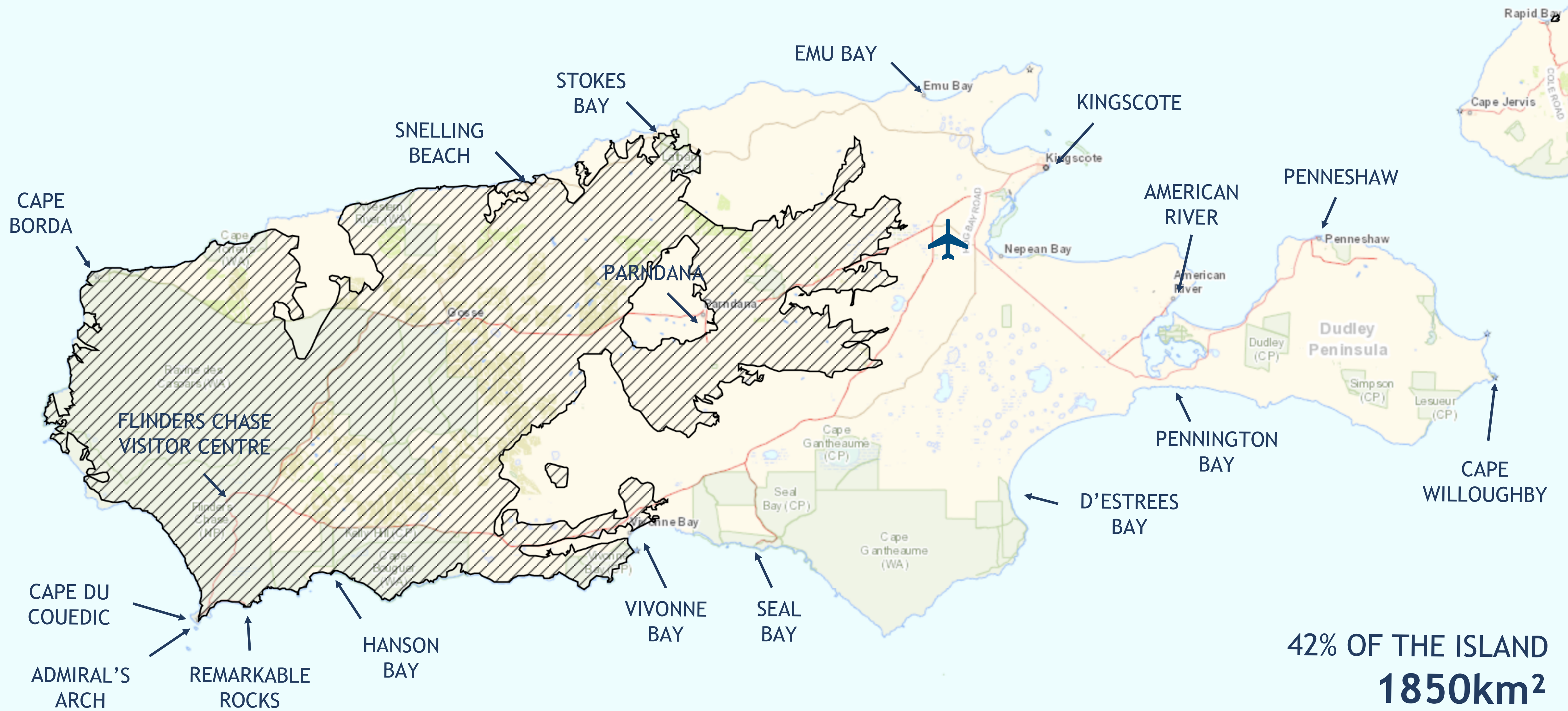


90 HOMES DESTROYED



NUMEROUS BUSINESSES DESTROYED





KANGAROO ISLAND - FIRE IMPACT









Impact

First 2 weeks of January

- Evacuated our home twice, moved our office to Kingscote
- Cancelled tours 4-6 January and re-opened 7-8 January
- Fires came back and we cancelled 9-13 January
- Two former guides Mary and Brenda lost their homes
- We lost one of our four lunch sites

Re-opened 14 January with a new tour East End Explorer and a modified Island Life tour. Flinders Chase Focus not available as Flinders Chase National Park closed “until further notice”

KANGAROO ISLAND FIRE UPDATE 0830hrs 06 January 2020

I will be brief as I have a bit to do this morning. With clearance from the CFS Incident Controller, Janet and I went into the affected area for an assessment. We travelled for over 60km on the South Coast Road before seeing any sign of fire - much of the South Coast and all of the Eastern end of the Island is unaffected. We have lost one of our four lunchsites but in the scheme of things, this is a tiny issue.

Southern Ocean Lodge guest suites and main facility are all gone. Good news is that 90% of staff quarters were spared and a significant part of water and electrical infrastructure is salvageable. The plans to rebuild have begun.

Fire activity is significantly diminished but there are still some hotspots and it is an active fire ground. The recovery task is huge but it has begun.

No doubt the impact on wildlife has been enormous and there is a team of people working hard to do what they can for animals affected. Nature is resilient and populations of Australian animals have dealt with fire for millennia. Our plants are often fire-dependant - they need fire to split their seeds or to stimulate flowering. We found an echidna yesterday - they are getting on with the important job of foraging.

We have an issue with mixed messages coming out and this will be sorted as a priority. The traffic map I have shared is NOT accurate. Seal Bay is open again this morning at 0900 hours. There are significant areas where locals and visitors will be able to explore and enjoy without impacting on the recovery effort.

We are working on developing some material which details:

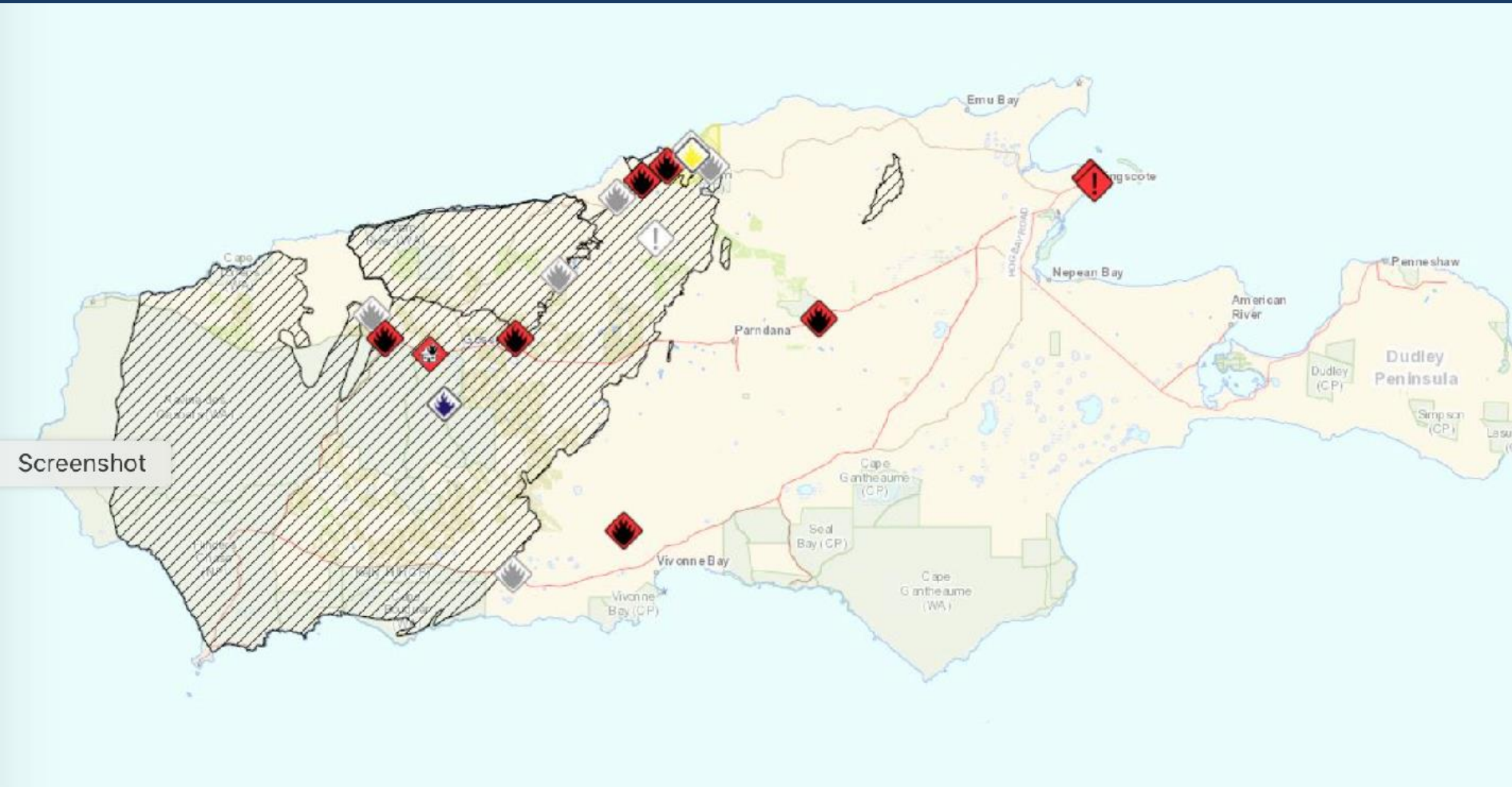
- A. What is open for business NOW
- B. What will be open soon with specific dates
- C. What is not open and will not be for some time - but perhaps suggestions for substitute locations and experiences.

Our first tour post-Friday is with an Austrian family tomorrow - they know we are amending itineraries but are confident we will give them safe and entertaining experience.

Stick with us people - we need your support now more than ever. Our community is strong and pulling together to restore our Island home. The offers of assistance and expressions of support have been amazing and we appreciate personal messages even if we can't respond.

Thanks and regards,

Craig



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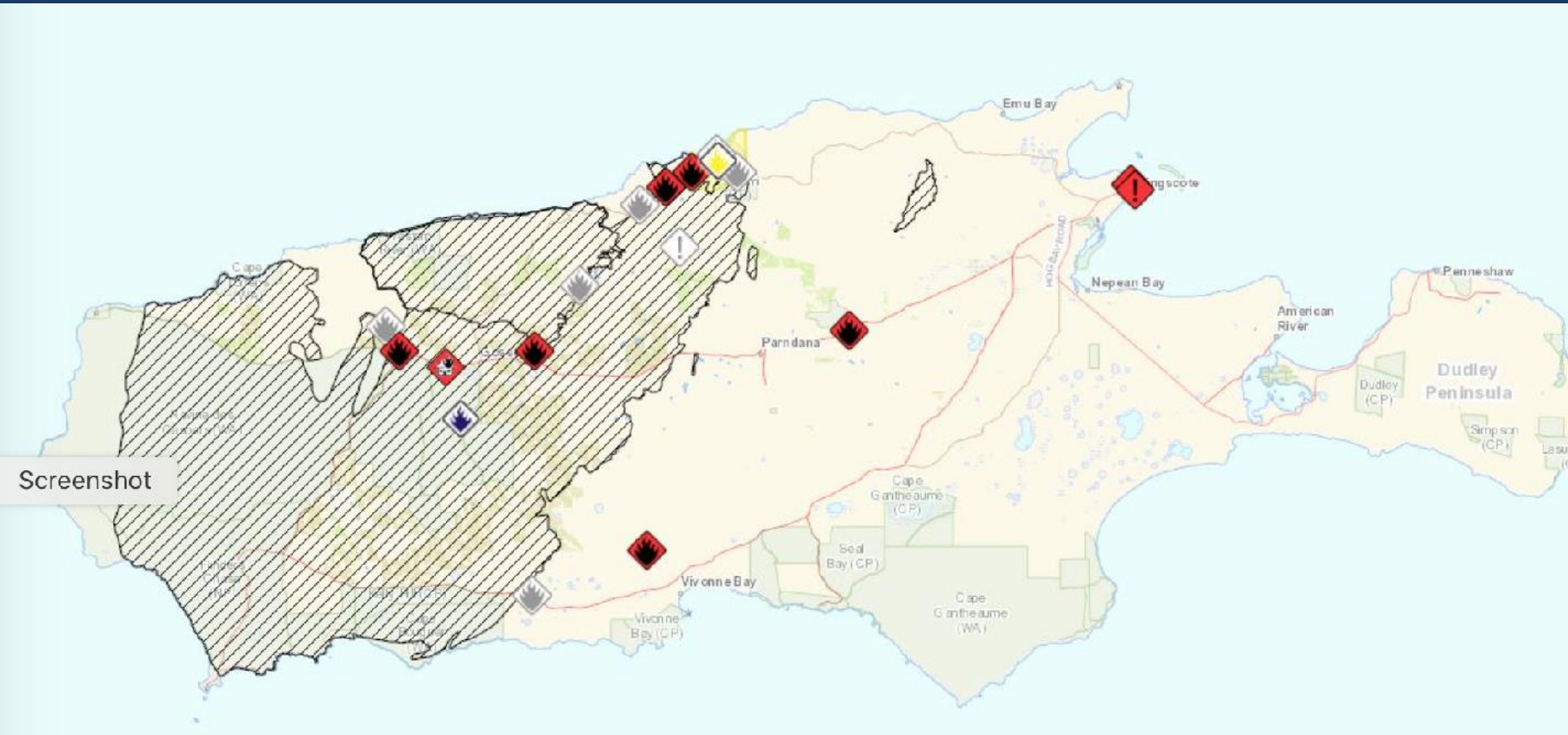
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I published 35 fire updates between 20 December and 18 January





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Direct substitution of experiences





Direct substitution of experiences





Direct substitution of experiences





Direct substitution of experiences



Everything post-fire date stamped



DATESTAMP: 15 January 2020



Economic fall-out

Next 2 weeks of January...

The cancellations started

All of which we refunded - except some lovely people who said we needed it more than they did!



Economic fall-out

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LOST \$420,000 IN 10 DAYS



16 city tour - US and Canada

26 Jan - 23 Feb 2020

Forbes

Why You Should Visit Australia Now More Than Ever

Lavanya Sunkara Contributor @Travel
I cover travel with a focus on undiscovered gems and eco-adventures



DAILYHIVE.COM

Why Australia should be at the top of your travel list for 2020 | Mapped





Key messages

POSITIVES

- >50% of the Island is untouched
- Fires are natural and our people and nature are resilient
- Plenty of wildlife has survived
- We have had unprecedented support for people and wildlife
- We are back in business with new tours
- Forward bookings are coming in and we are confident of the future




Natural reset



Natural reset

- Many Australian plants will not flower UNLESS there is a fire
- Others will not release their seed UNLESS there is a fire
- Some need smoke to break dormancy to allow seeds to germinate
- Eucalyptus trees have sprouted already - starting 7 days after the fires!



Literally billions of seeds have rained down onto the ash and heavy rains means these are already germinating



Mallee eucalypts sprouted within 7 days of fires



















Unaffected by fire

- Dolphin Swim
- Seal Bay experience
- Most cellar door experiences + honey farm & gin distillery
- Quad biking
- Fat bike cycling at Little Sahara
- All of our share tour accommodations
- +150 miles of coastline unaffected
- All towns unaffected - although Parndana had a near miss



Key wild encounters













Exceptional Kangaroo Island		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Land Mammals & Monotremes	 Kangaroo Island Kangaroo	B	B	B					BV	BV	BV	BV	B
	 Tammar Wallaby	B	B						BV	BV	BV	BV	
	 Short-beaked Echidna						B	B	B				
	 Koala	B	B				BV	BV	BV	BV	BV	B	B
Birds	 Glossy Black Cockatoo	N	N	N	N	N	N	BV	BV	BV			
	 Hooded Dotterel	N	N						N	N	N	N	N
	 Cape Barren Goose					N	N	N BV	N BV	N BV	BV		
	 Scarlet Robin												
	 Yellow-tailed Black Cockatoo	N	N									N	N
Marine Mammals	 Australian Sea-lion	BV	BV	BV	BV	BV	BV	BV	BV	BV	BV	BV	BV
	 Long-nosed Fur Seal	B	BV	BV	BV	BV	BV	BV	BV			B	B
Reptiles	 Rosenberg's Goanna	B	B	B		X	X	X	X				B

*For a more comprehensive list of sighting opportunities in this region, please visit the [Australian Wildlife Journeys website](#).








KEY	Peak viewing/ best time to visit for species	Likely sighting chance	Moderate sighting chance	No viewing/tour not available	Nesting	Breeding	Baby viewing
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Land Mammals & Monotremes	 Kangaroo Island Kangaroo	B	B	B					BV	BV	BV	BV	B
	 Tammar Wallaby	B	B						BV	BV	BV	BV	
	 Short-beaked Echidna						B	B	B				
	 Koala	B	B				BV	BV	BV	BV	BV	B	B
Birds	 Glossy Black Cockatoo	N	N	N	N	N	N	BV	BV	BV			
	 Hooded Dotterel	N	N						N	N	N	N	N
	 Cape Barren Goose					N	N	N BV	N BV	N BV	BV		
	 Scarlet Robin												
	 Yellow-tailed Black Cockatoo	N	N									N	N
Marine Mammals	 Australian Sea-lion	BV	BV	BV	BV	BV	BV	BV	BV	BV	BV	BV	BV
	 Long-nosed Fur Seal	B	BV	BV	BV	BV	BV	BV	BV			B	B
Reptiles	 Rosenberg's Goanna	B	B	B		X	X	X	X				B

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THEN CAME COVID 19....



Visible:

We remain accessible, positive, innovative, and empathetic

Flexible:

We continue to find ways to meet the markets accessible to us

Engaged:

We stay in touch with our team, travel distribution partners and the broader industry

Confident:

We continue to invest in our future and stick to our brand



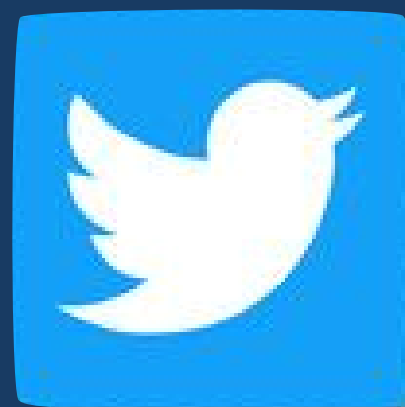
VISIBLE



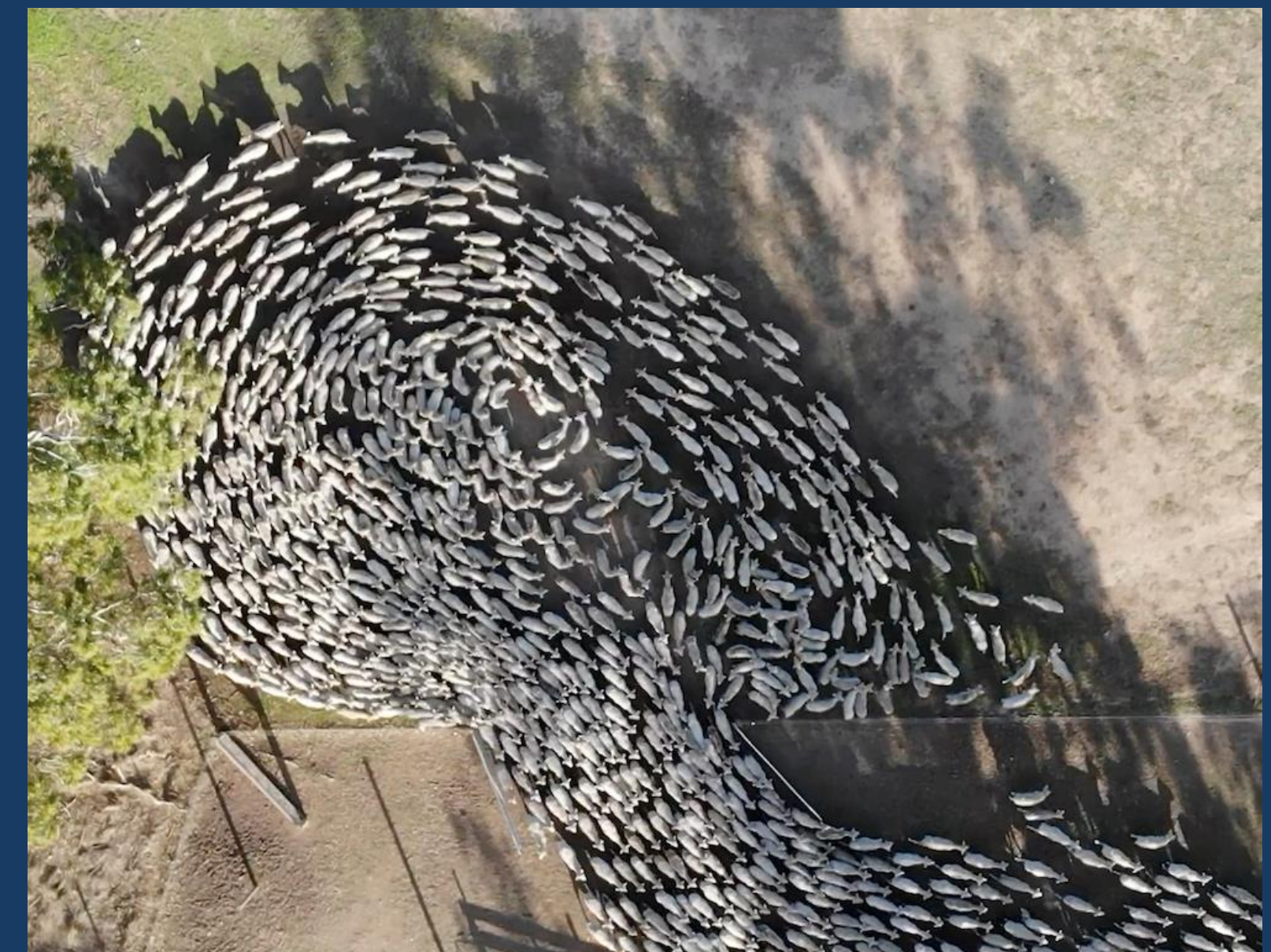
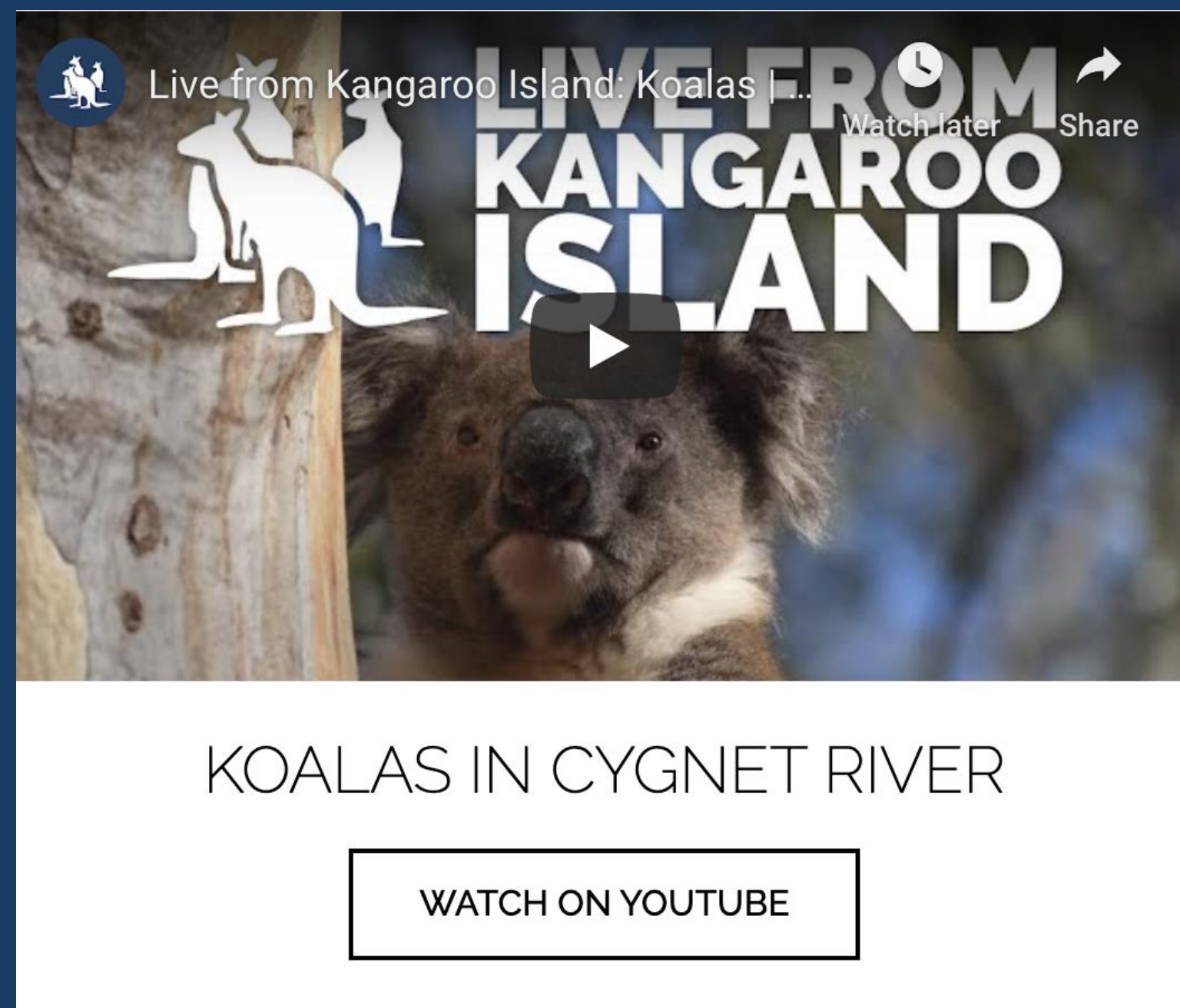
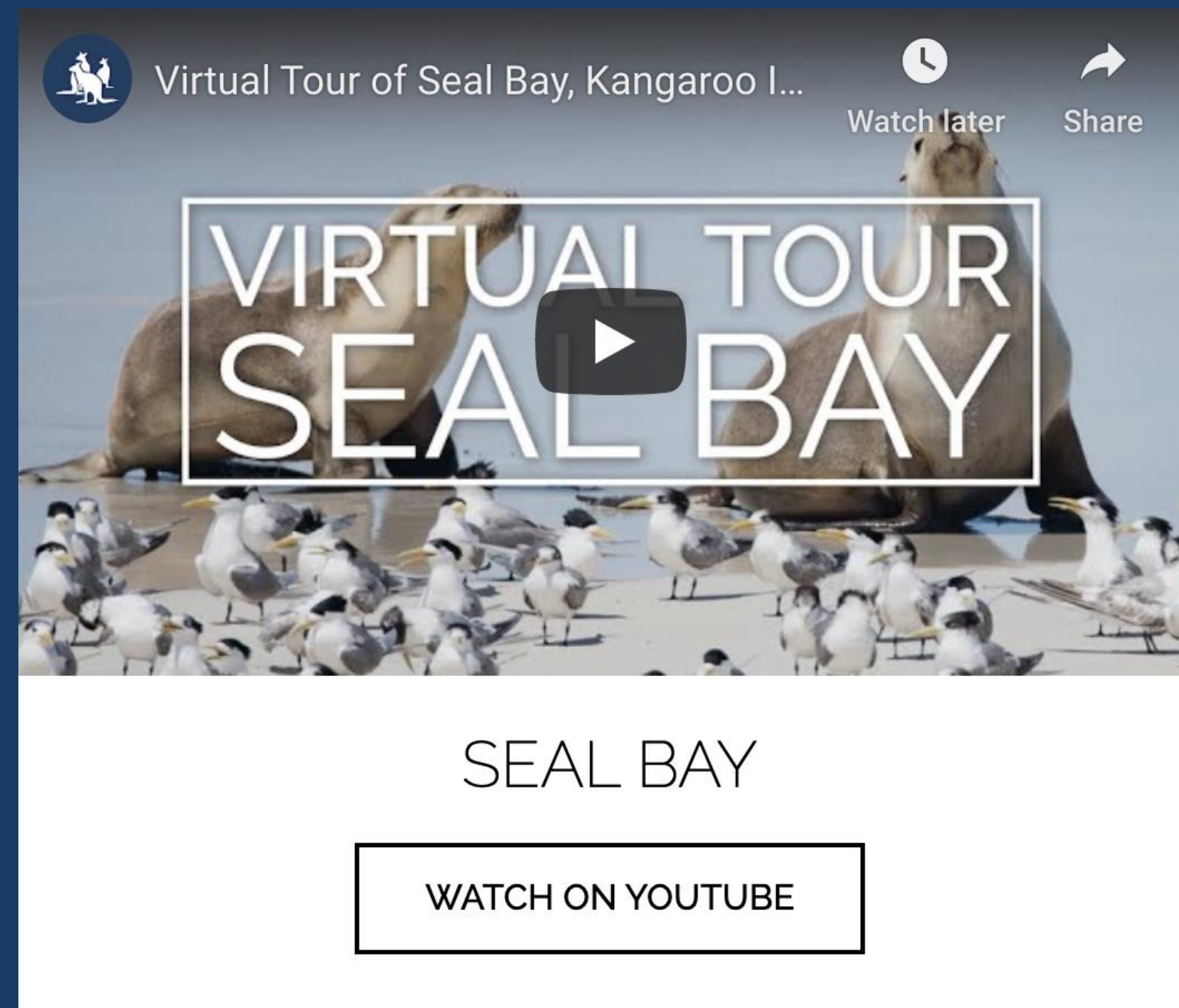
166 posts



60 posts



0 posts!





PENNINGTON BAY

WATCH ON YOUTUBE



EXCEPTIONAL
KANGAROO ISLAND



SOUTH
AUSTRALIA



**Government
of South Australia**

South Australian
Tourism Commission

REVIST THE REMARKABLE ROCKS ON KANGAROO ISLAND



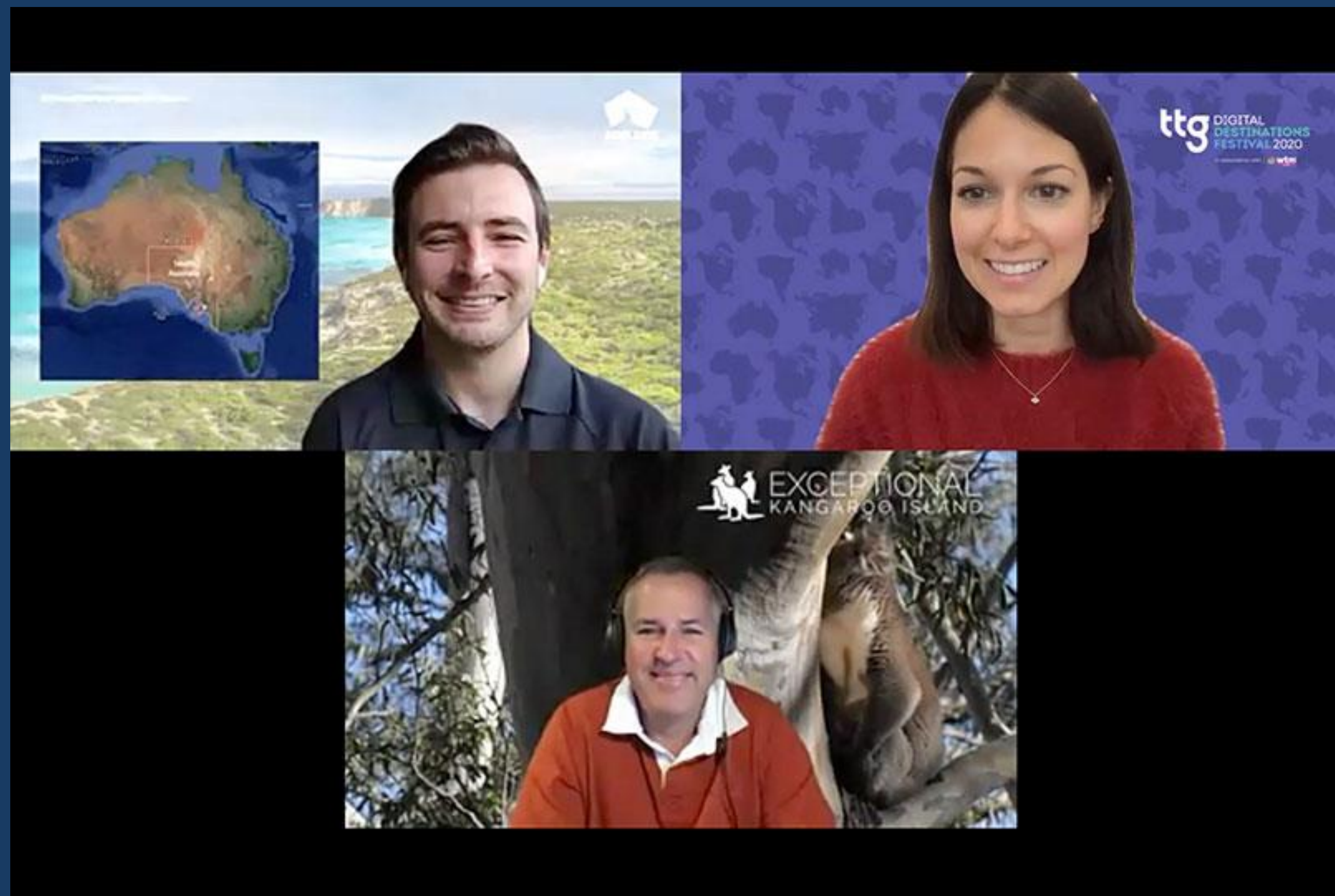


THE PROJECT





ENGAGED





EXCEPTIONAL
KANGAROO ISLAND



gravitycreative





south pacific
JOURNEYS



Unique Journeys
Southern World
AUSTRALIA NEW ZEALAND FIJI





zoom



Coast&Co.



• New partnerships: multi-regional



ROCKIN' ROBIN
MICHAEL JACKSON

SCARLETT ROBIN
KANGAROO ISLAND



BROWN EYED GIRL
VAN MORRISON

KANGAROO ISLAND KANGAROO
KANGAROO ISLAND



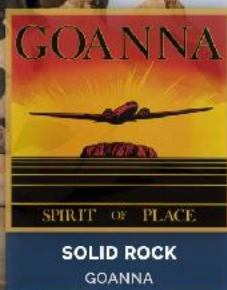
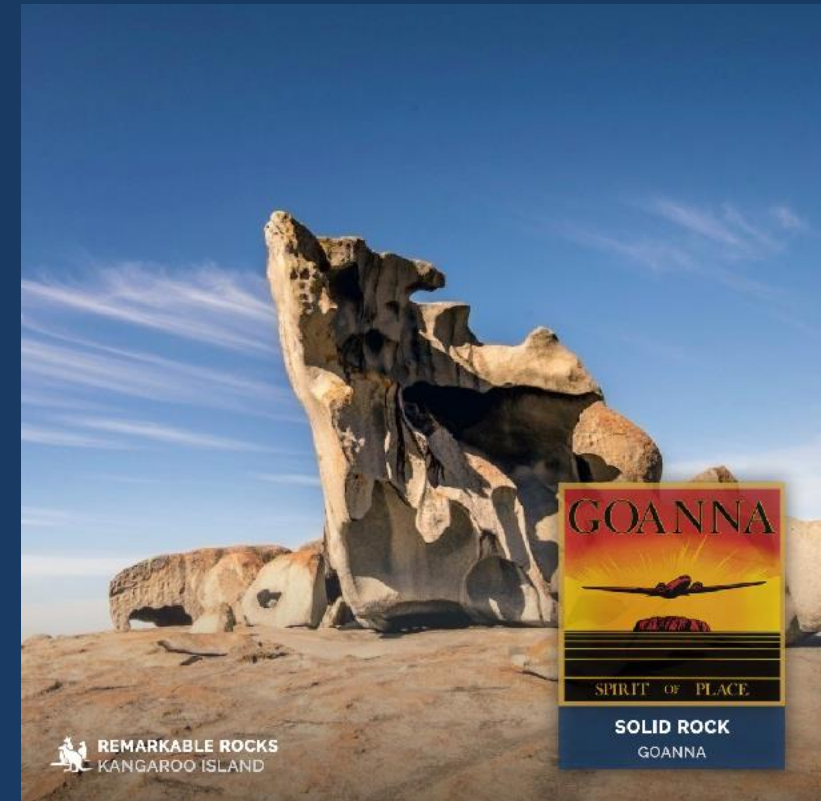
EXCEPTIONAL KANGAROO ISLAND

VOL. 1



SUPERB BLUE-WREN
KANGAROO ISLAND

ELECTRIC BLUE
ICEHOUSE



REMARKABLE ROCKS
KANGAROO ISLAND

GOANNA
GOANNA



SHORT-BEAKED ECHIDNA
KANGAROO ISLAND

SHARP DRESSED MAN
ZZ TOP



• Terrain ecology and KI Land for Wildlife



• Community and environmental connection



• Community and environmental connection



FLEXIBLE



• Local marketing



NEWS

‘How many assumptions have been made?’
There’s a lot we don’t know about echidnas



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\$49
PLUS receive a gift.

By subscribing you become an
AG Society member, helping us to
raise funds for conservation and
adventure projects.

SUBSCRIBE AND SAVE

>

Latest



NEWS

Save the koala: take your
passion for wildlife walkabout



• New partnerships

Australian Geographic Nature Photographer of the Year

© Ben Blanche
Overall Winner 2020



• New partnerships



 • New partnerships



• E-bikes - new product



• Pop-up restaurant



• Pop-up restaurant



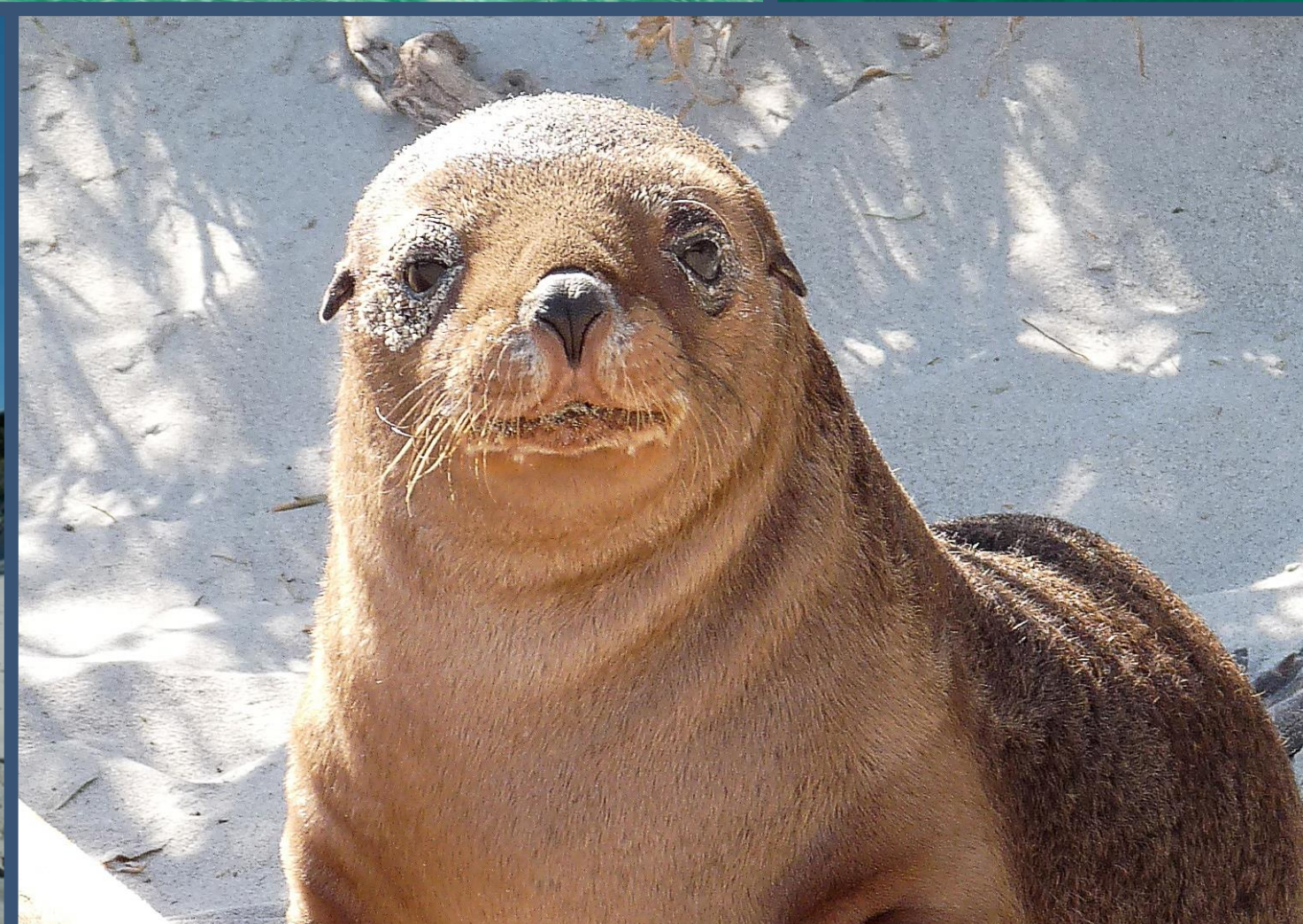
CONFIDENT



• TOURS - FISHED, FARMED & FERMENTED



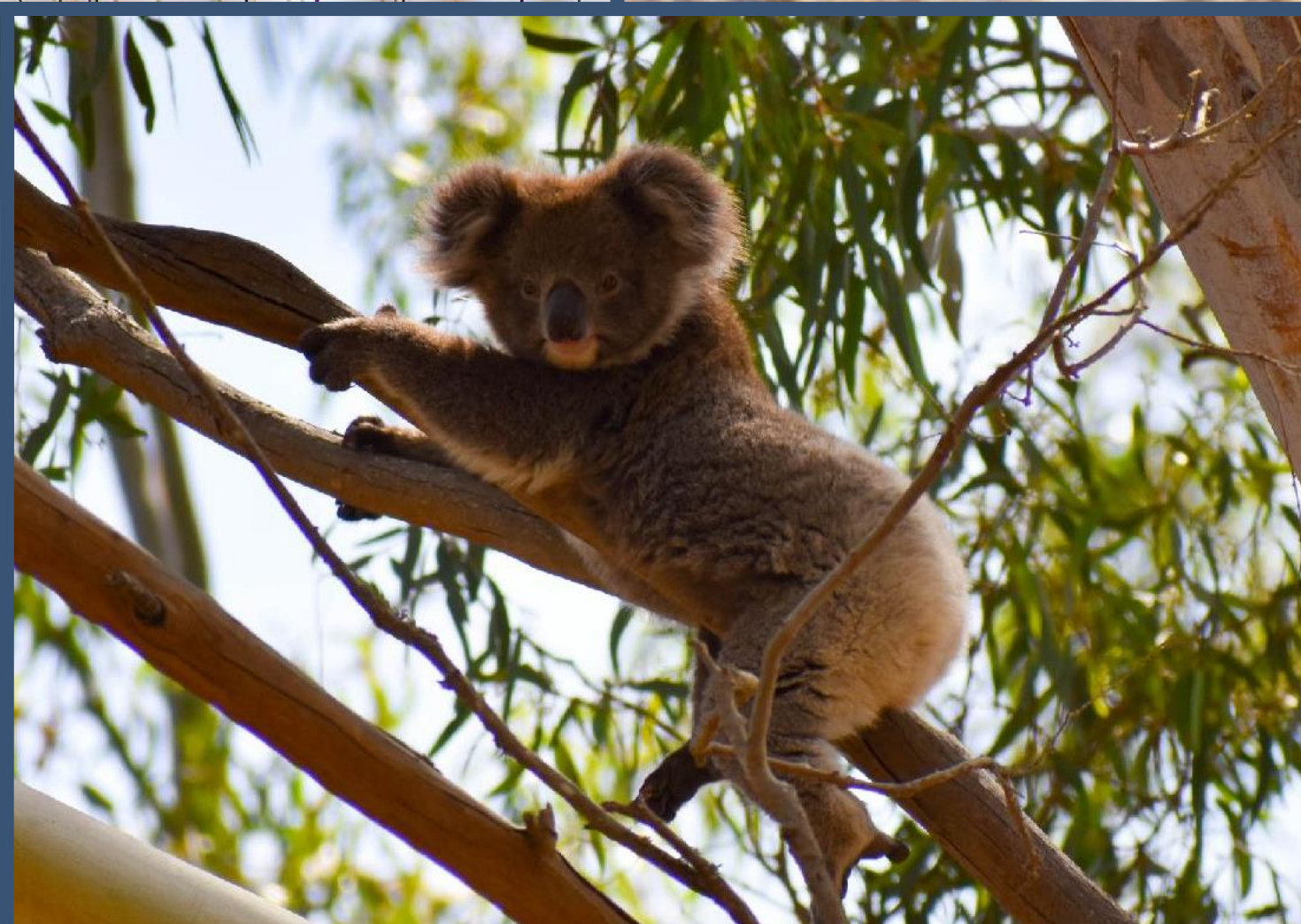
• TOURS - LUXE COUPLES



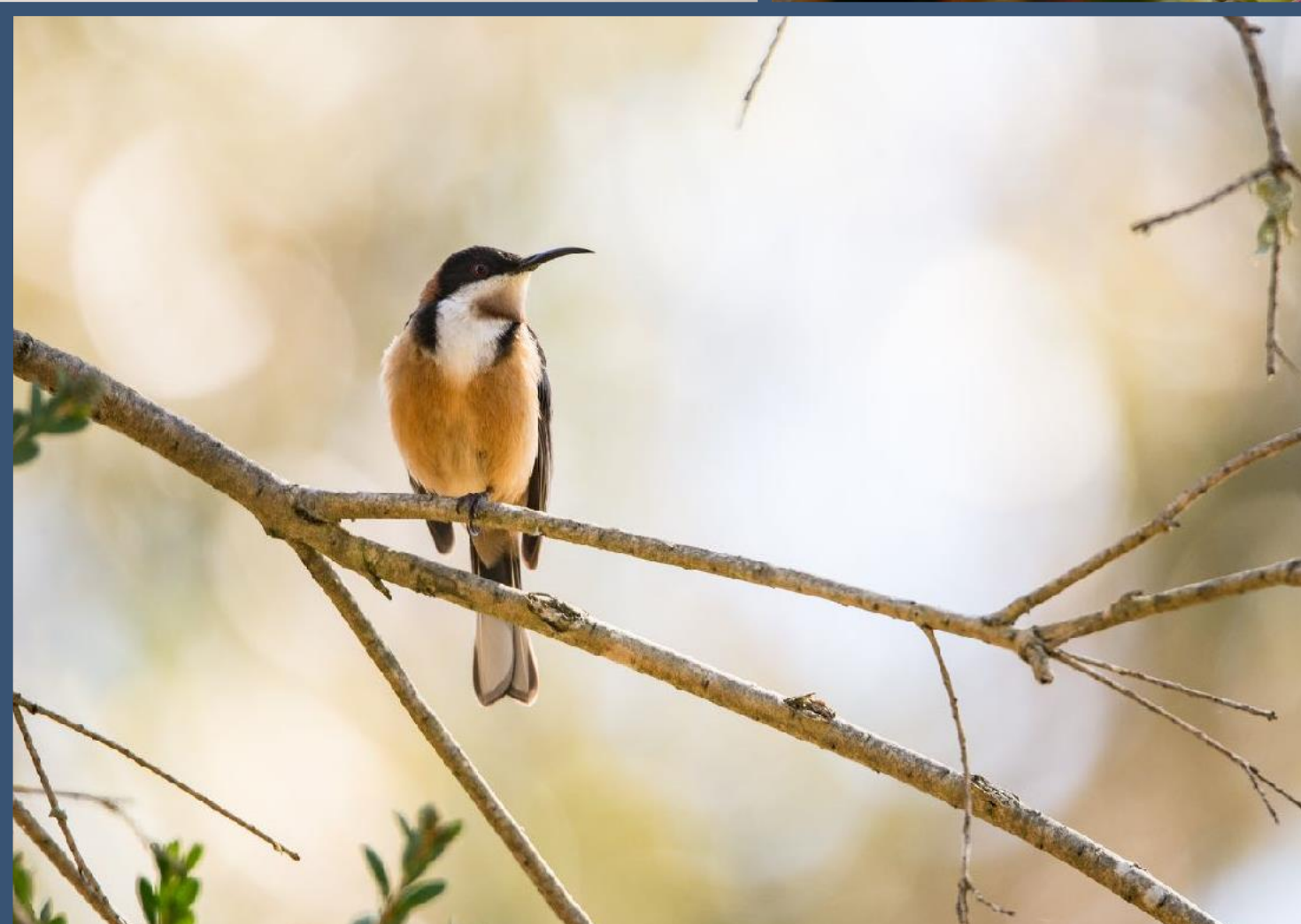
• TOURS - ACTIVE EXPLORERS



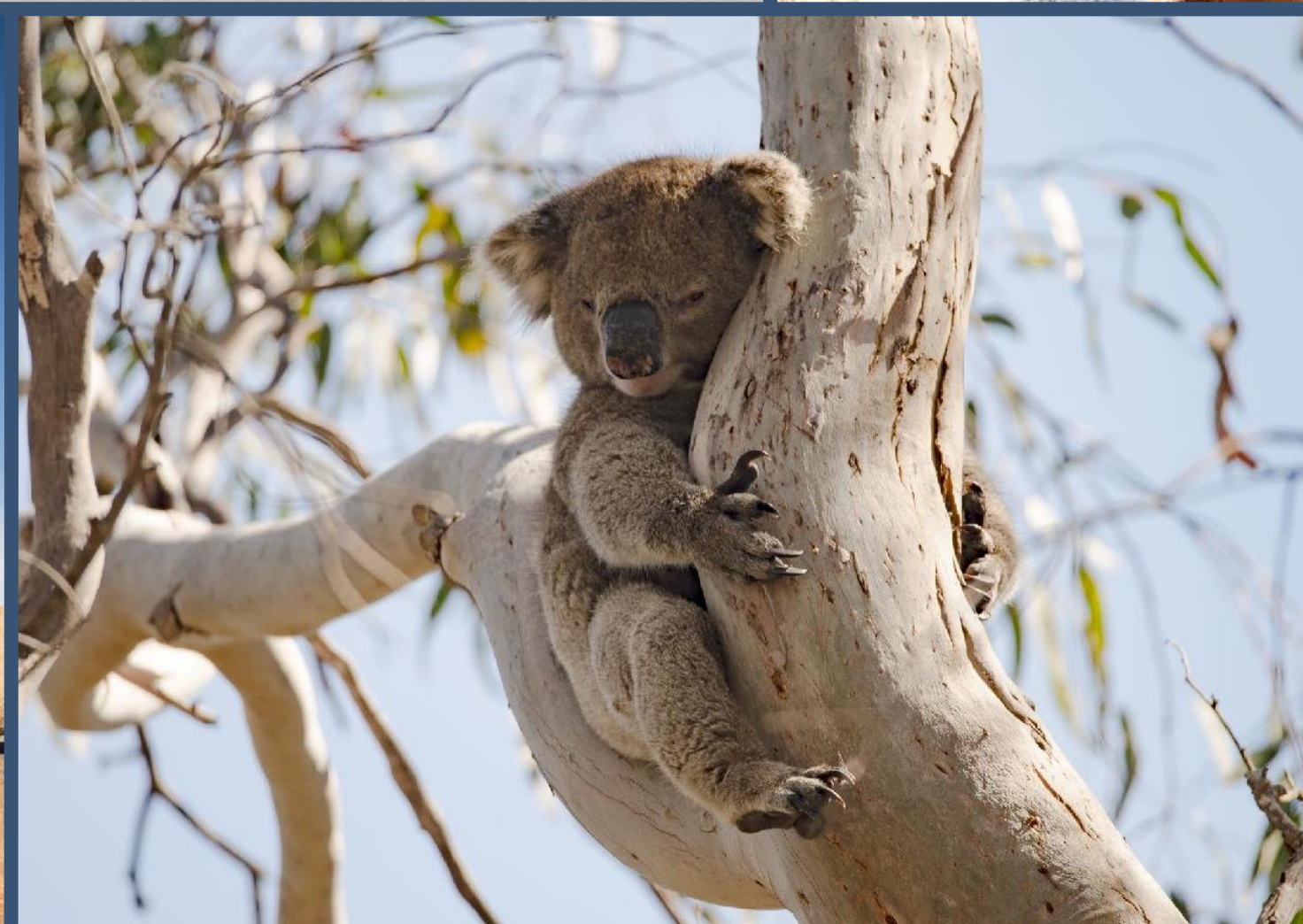
• TOURS - YOUNG FAMILIES



• TOURS - CONSERVATION CONNECTION



• TOURS - WILD ABOUT BIRDS



• TOURS - PHOTO SAFARI



• TOURS - ART IMMERSION



• E-BIKING



MEDIA RELEASE

14 July, 2020 For Immediate Release

Exceptional Kangaroo Island announces acquisition of Kangaroo Island Wilderness Tours.

Kangaroo Island: Exceptional Kangaroo Island has announced the acquisition of respected tour operator Kangaroo Island Wilderness Tours. Respective owners, Janet and Craig Wickham of Exceptional Kangaroo Island, and Mandy and Paul Brown of Kangaroo Island Wilderness Tours, have reached agreement on terms for a sale which will see operations continue under the Exceptional Kangaroo Island brand. According to Craig Wickham, the businesses have much in common:

"Both are long-term Kangaroo Island family-owned 4WD touring businesses with a focus on sustainable travel and wildlife in the wild. We share deep community roots with a team of local staff, each offer small group and private touring with a high standard of hospitality, and both enjoy an excellent reputation with Government agencies and distribution partner networks. We have maintained a friendly and healthy competition for almost 30 years. The consolidation which this provides will see a continuation in the provision of high-end small group and private touring on the Island, providing some certainty in what has been a very challenging time."

SELF-DRIVE EXPERIENCE

Quality of experience depends on their navigation skills, the amount of research they've done, observation skills and their understanding of the Australian environment and wildlife behaviour.

Your self-drive clients are likely to:

- See the same self-drive visitors at each location who follow the same map and the exact advice written in the visitor guide
- Traverse the island inefficiently as they don't know the roads
- Drive straight past an abundance of wildlife as they follow the signs
- Eat and drink where everyone other tourist eats and drinks
- Depending on their rental car, may be restricted to only 20% of Kangaroo Island roads which are sealed



EXPERIENCE

Our guides provide context, history, personalisation, story telling, dynamic management of the experience, access to knowledge and encounters guests are completely unaware of.

Your Exceptional Kangaroo Island clients will:

- Avoid the crowds and visit secluded locations via quiet bush tracks
- Explore Kangaroo Island efficiently by making the most of valuable time.
- Go for bush walks looking for wildlife where the only people you'll come across are locals who live nearby - and chances are, your guide will know them!
- Enjoy our signature hospitality, including morning tea and an elegant lunch at various secret or secluded bush/coastal settings.
- See much more of Kangaroo Island, sometimes via backroads that only locals know about.

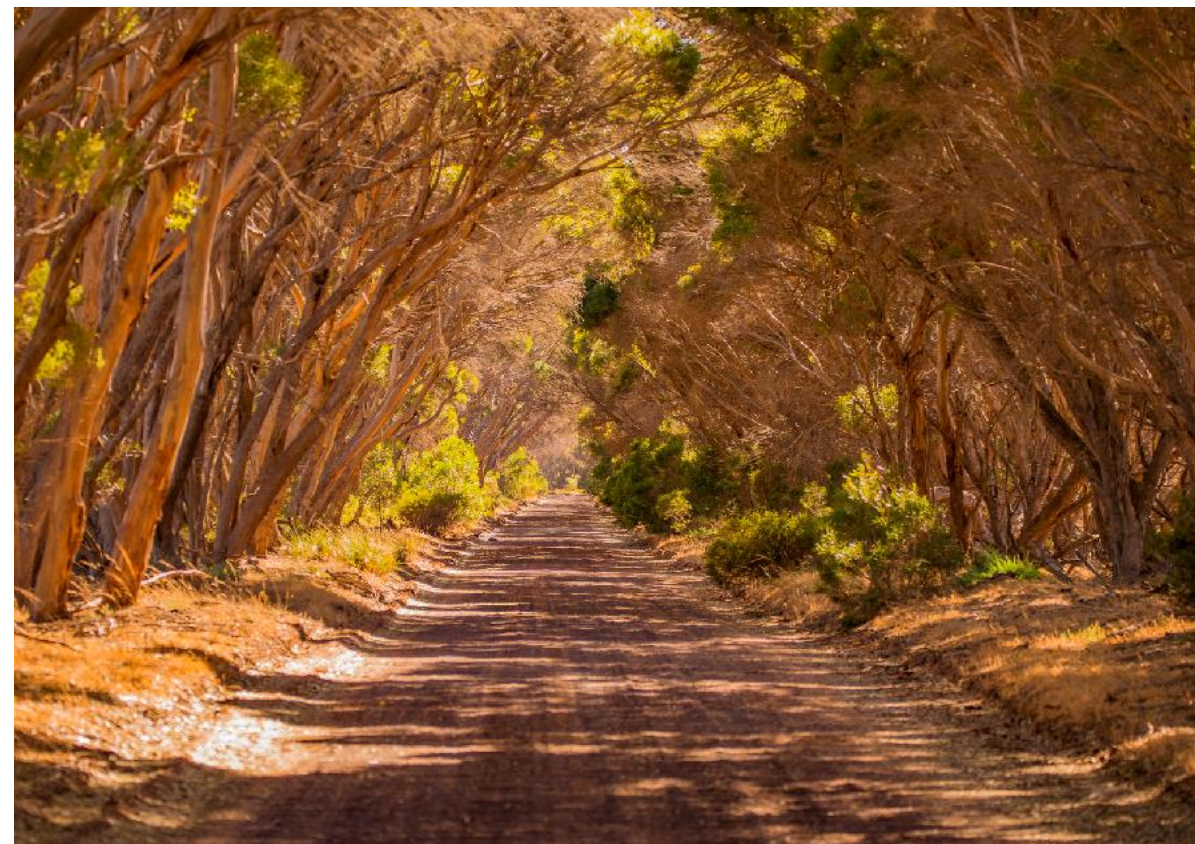


• WHY BOOK WITH US?



Escape the crowds

We avoid the crowds to experience the real, authentic Kangaroo Island. Get off the beaten track and visit locations that self-drive visitors don't know about, or have access to.



Leave the driving and navigation to a local

With 80% of Kangaroo Island's roads unsealed, it is safest to leave the driving and navigation to those who know the roads best.



Immersive wildlife encounters

Our team know where to find the best immersive wildlife encounters. Through knowledge of animal behaviour, habitats and time of day, our guides will give you the best wildlife experiences.



Learn the stories

One of the major advantages of being shown around by one of our local guides is their personal connections and stories. Our interpretations of wildlife, plants, people and locations are what add meaning to the guest experiences.

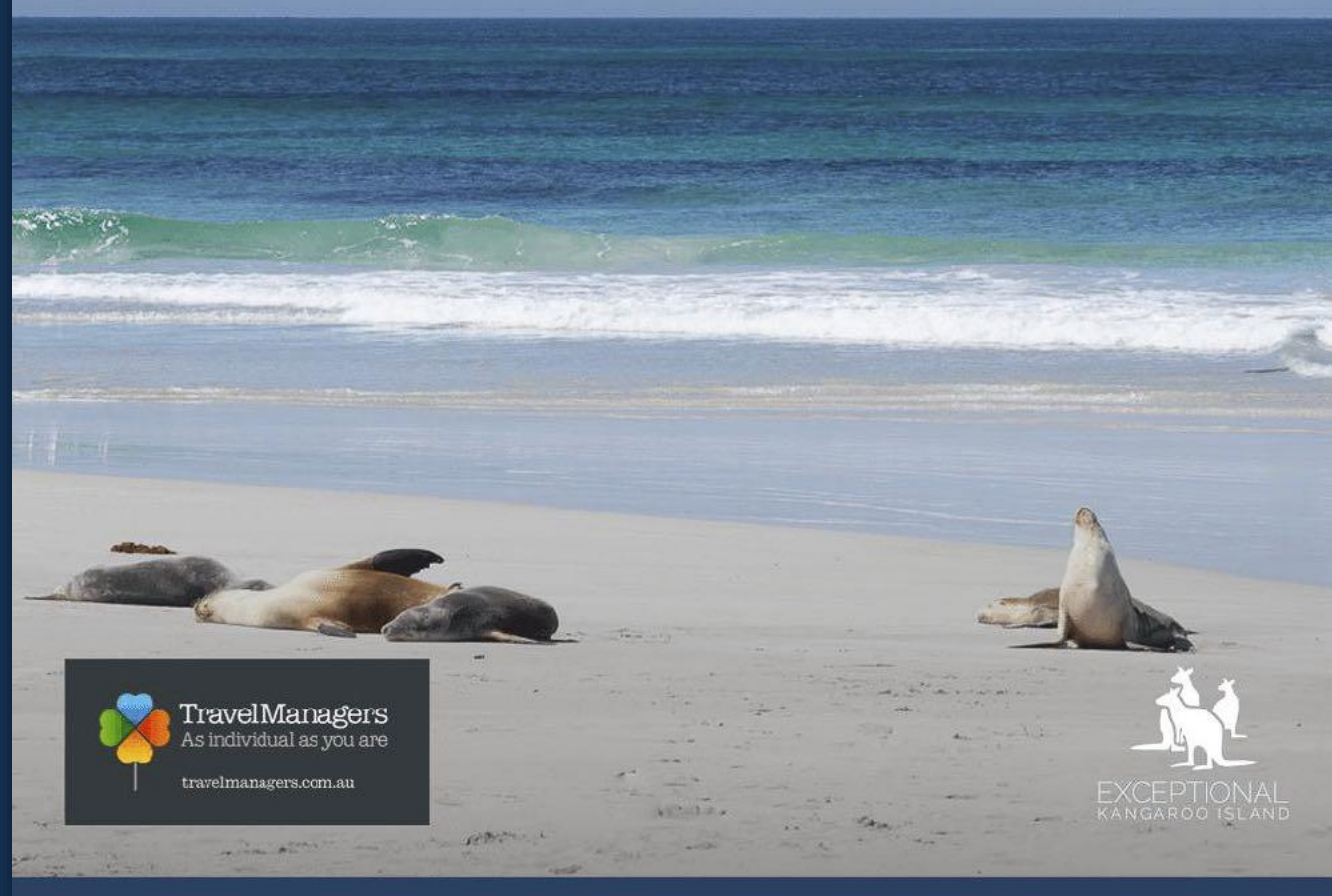


• WHY BOOK WITH US?



EXCEPTIONAL
KANGAROO ISLAND

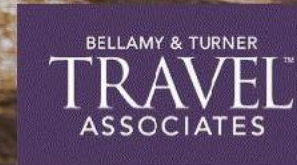
TAKE A PRIVATE TOUR ON THE
BEACH AMONG AUSTRALIAN SEA-
LIONS...



ENJOY A PRIVATE SEAFOOD BBQ IN
THE BUSH, SERVED WITH LOCAL WINE
AND BEER...



AVOID THE CROWDS AND TAKE THE
ROADS LESS TRAVELLED...





Day 1 • Island Life

This full day tour is our signature Kangaroo Island experience which combines wildlife encounters, north and south coast landscapes and an elegant barbecue at a private bush camp.

Highlights:

- Traverse the Cygnet River valley
- Explore the beautiful Stokes Bay
- Seek out Koalas, Kangaroos and Wallabies in the wild
- Enjoy our signature hospitality, with morning tea and a seafood barbecue
- Take a private tour onto the beach at Seal Bay

Small Group (min 2, max 10)

Adult \$496pp

Child \$422pp

Private Charter:

From \$985pp, based on 2 adults

Additional adult \$310





EXCEPTIONAL
KANGAROO ISLAND





Day 2 • Flinders Chase Focus

This full day tour explores Kangaroo Island's west end, including fire ecology, a private wildlife refuge, wildlife encounters, an elegant picnic and the iconic Flinders Chase National Park.

Highlights:

- Exclusive access to a private conservation property
- Enjoy our signature hospitality, with morning tea and an elegant picnic
- Explore Flinders Chase National Park
- Marvel at Remarkable Rocks
- Cape du Couedic lighthouse
- Long-nosed Fur-seals at Admiral's Arch

Small Group (min 2, max 10)

Adult \$496pp

Child \$422pp

Private Charter:

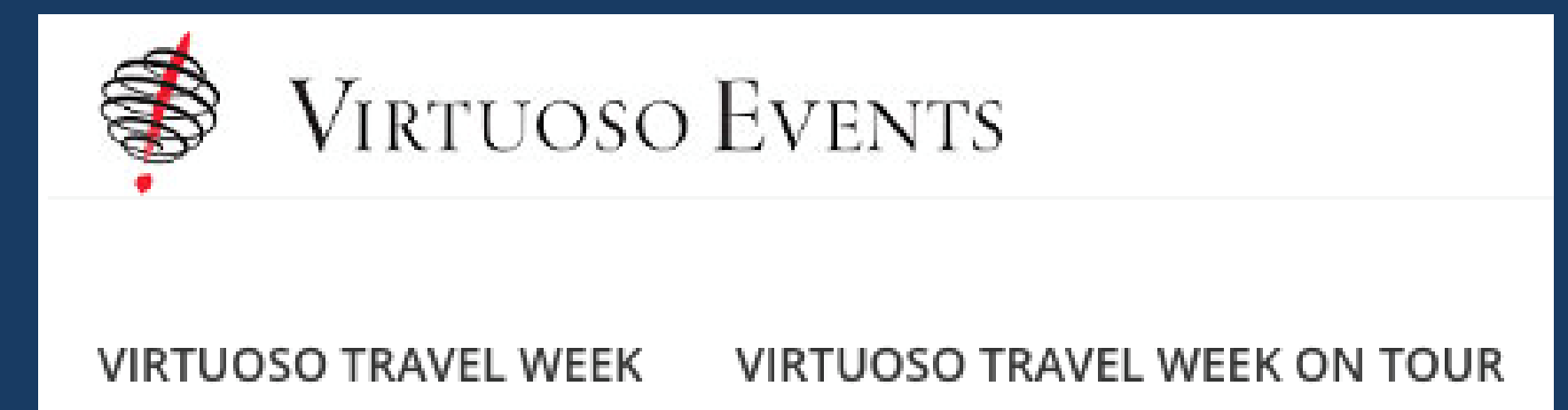
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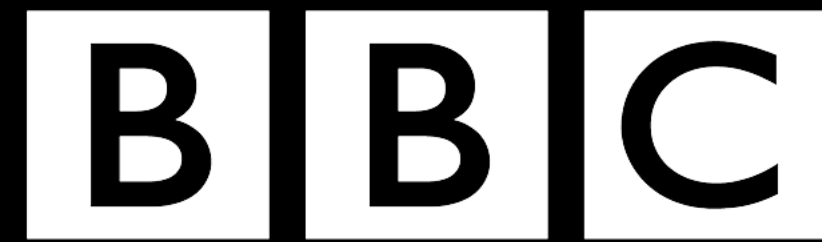
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EXCEPTIONAL
KANGAROO ISLAND







Roads Less Travelled







