

How Australia's Tourism and Parks Agencies are supporting tourism recovery

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Chair, Tourism and Parks Agencies Forum



Government of South Australia
Department for Environment
and Water

Tourism and Parks Agencies Forum (TAPAF)

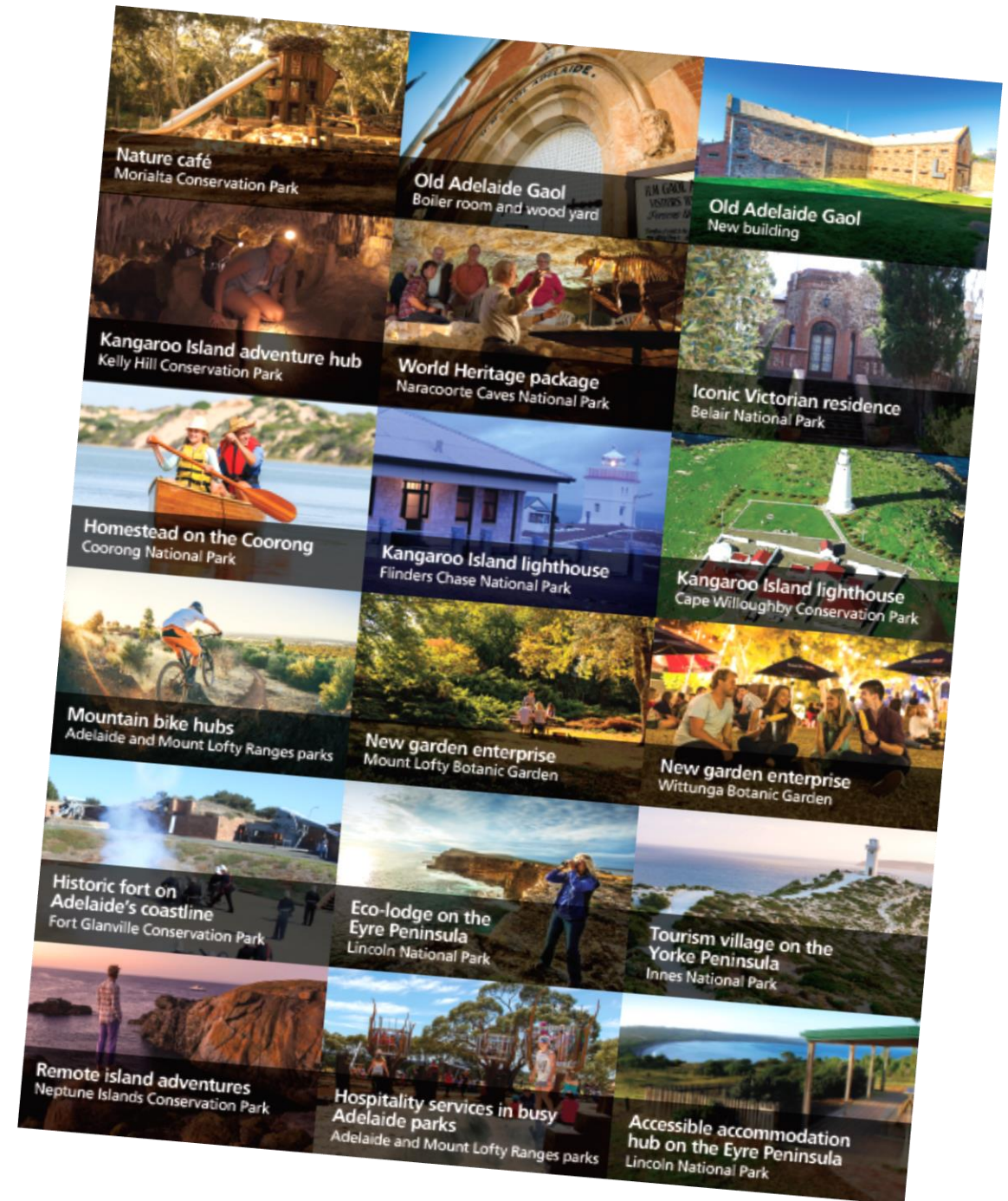
- A network of senior tourism and parks managers from across Australia, created to explore the significant range of environmental, social and economic benefits of nature-based tourism.
- Every state and territory involved as well as Commonwealth
- Members of TAPAF meet quarterly to share learnings and support each other in progressing best practice management and advocacy of Australia's important parks and nature-based tourism sectors.
- Supported by Ecotourism Australia (secretariat)

2020 - Tourism in Crisis

- **Australia's nature-based tourism industry has been devastated by a combination of drought, bushfires, floods and now COVID-19.**
- **Every tourism business has been impacted and Australia's nature-based tourism offering may never be the same again.**
- **Historically, the various states and territories across Australia have been highly competitive when it comes to nature-based tourism. However, in response to the latest crises, they have been working together to develop a more cooperative approach.**

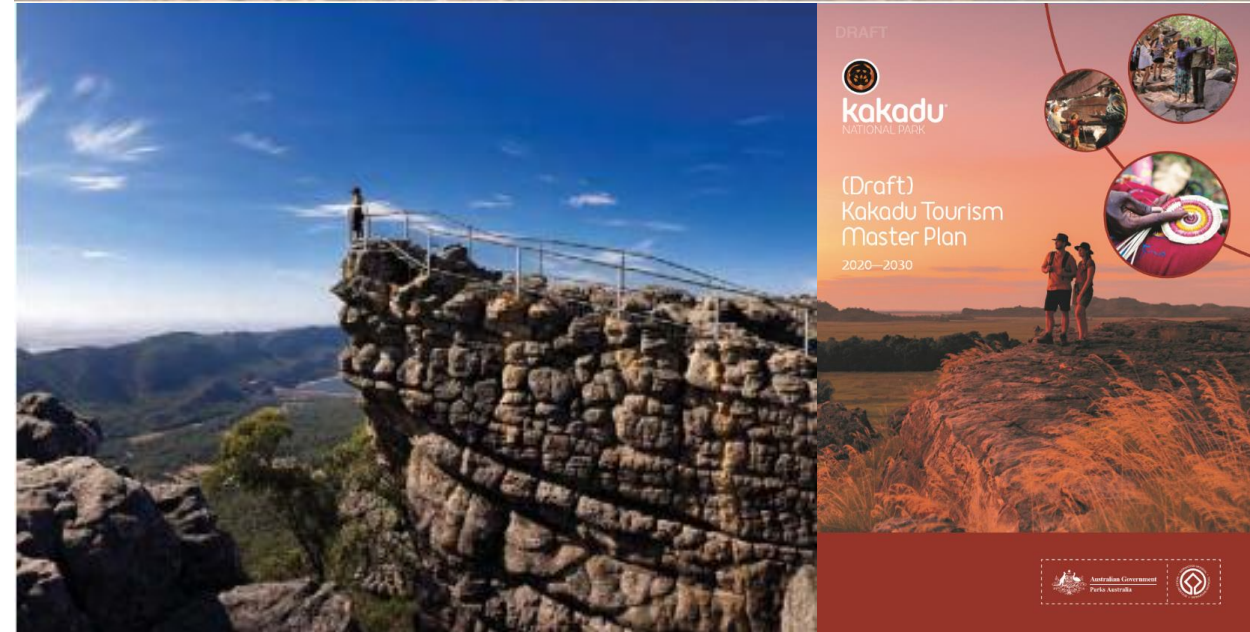
INDUSTRY SUPPORT

- Fee relief
- Licence extensions
- Industry support grants
- Tourism development funds
- New business opportunities



INVESTMENT

- New infrastructure investments
- Visitor experience planning
- Nature-based Tourism Strategy



VISITOR EXPERIENCE

- Rangers
- Visitor safety and infrastructure maintenance
- Accessibility and inclusion



BOOKING SYSTEMS AND DIGITALS



Depot Beach campground

Depot Beach campground in Murrumbidgee National Park is right by the beach and perfect for a family camping holiday. Spend your days swimming, snorkelling, and fishing.

Price Mid-range. Park entry fees apply.

Sites 59

Suitable for Tent, Camper trailer site, Caravan site, Camping beside my vehicle

Where [Murrumbidgee National Park](#) in [South Coast](#)

[Read more >](#)



Diamond Head campground

The beachside campground at Diamond Head is one of the most popular places to stay in Crowdy Bay National Park. It includes caravan sites as well as picnic amenities.

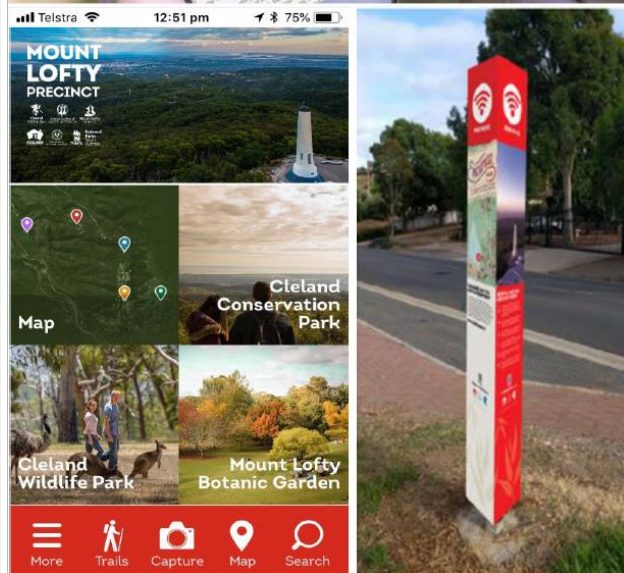
Price Budget. Park entry fees apply.

Sites 75

Suitable for Tent, Camper trailer site, Caravan site, Camping beside my vehicle

Where [Crowdy Bay National Park](#) in [North Coast](#)

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TIME

Australia is a vast and time consuming place to visit



DISTANCE

Australia is far away /our experiences are spread out



COST

Australia is perceived as an expensive destination



PHYSICAL HEALTH

People are cautious of the virus, so they're planning travel accordingly



MENTAL HEALTH

**TRAVELLERS REALLY NEED
A GOOD HOLIDAY**



SPARSLEY POPULATED

It's a big country with not many people

ISOLATED

Australia is far away and managing the virus well

QUALITY

A premium destination with high quality experiences

NATURE DRIVES INTERNATIONAL GUESTS



World Parks Congress, Sydney 2014



- 'It is my opinion that conservation and park management can save more lives, promote more health and deal with more ill health than the public health sector can achieve.' Jonathan Patz, Global Health Institute at the University of Wisconsin

PARK VISITATION

- Significant uplift within 4 hour drive
- New park visitors
- Visitor behaviour issues
- Interpretation and education
- Community events



LEARNING OPPORTUNITIES

- Value of nature / parks at this time and how to make the most of community sentiment
- Tourism recovery – needs and opportunities within the Australian domestic market
- Quantifying COVID-19 impacts on parks and tourism across Australia
- Managing parks in a post-COVID-19 era
- Managing highly visited sites / 'over tourism' post-COVID-19
- Future COVID-19 restrictions and closures – making future responses effective

2021

TAPAF will continue to work cooperatively to:

- Learn from the 2020 crises
- Capitalise on the significant investment in parks and tourism
- Ensure Australia is well positioned as a destination of choice
- Focus on domestic tourism in the short to medium term
- Invest in the digital systems to transform our business
- Build on residents' connection to nature

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