



Mark Edwards  
B Tech (Ecotourism)  
Tourism & Marketing Officer

# Following South Australia's NEW Wildlife Trail...

~A partnership marketing initiative with 10 wildlife/ecotourism operators within an hour's drive of Adelaide



Australia's  
Wildlife Capital

Adelaide

Melbourne

Sydney

# Inspiration



Cairns

~inspired by the Cairns Charter,  
2002 Ecotourism Conference

~strengthened by the focus of  
DITR's Pursuing Common Goals  
Report on partnerships for  
Tourism and Conservation

# Adelaide's Wildlife Trail

~An initiative of Wildlife Tourism Australia



~concept began in planning with local operators for the Sustainable Wildlife Tourism Workshop

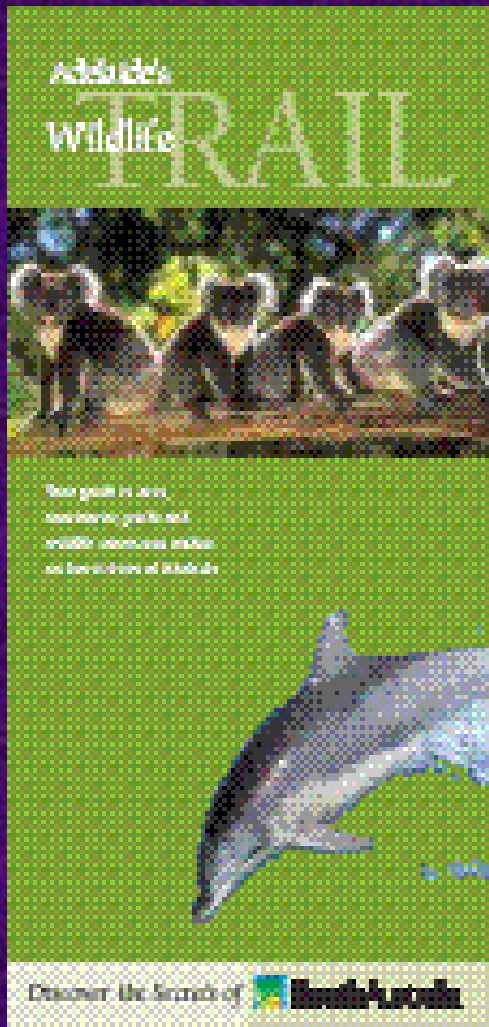
# Adelaide's Wildlife Trail

~~Funded by SATC (\$5K), DEH (\$5K), and 10 operators (\$1K each)



~Working in partnership with Countrywide Tourist Publications for distribution, advertising, etc.

# Adelaide's Wildlife Trail



~First stage: TOURISM

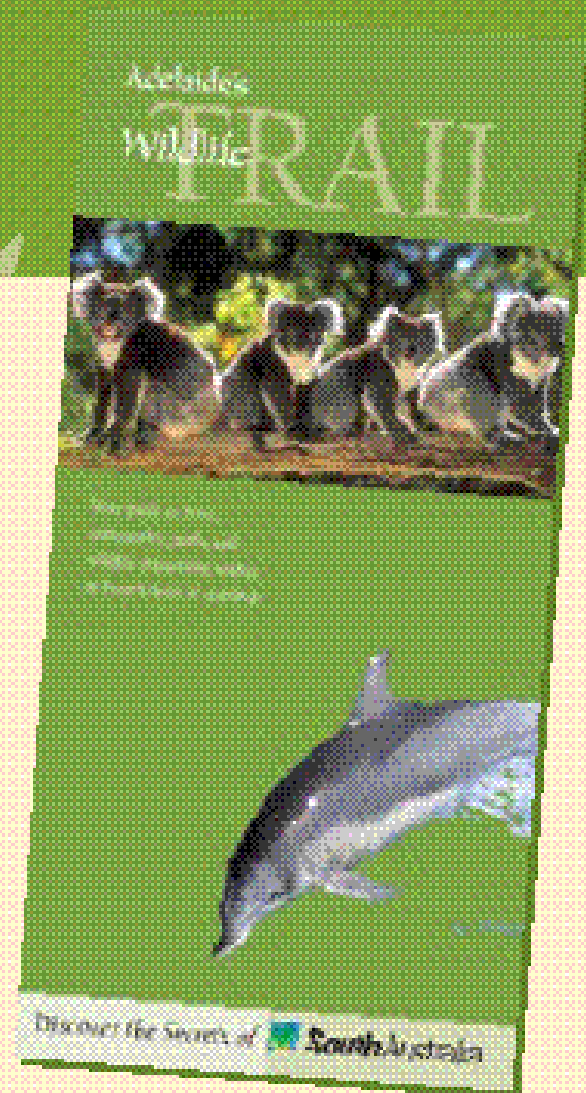
- A2 Brochure/ Map- 90,000 copies
- Ad Campaign-Regional guides
- Editorials in local Environment Paper
- Special admissions

# Adelaide's Wildlife

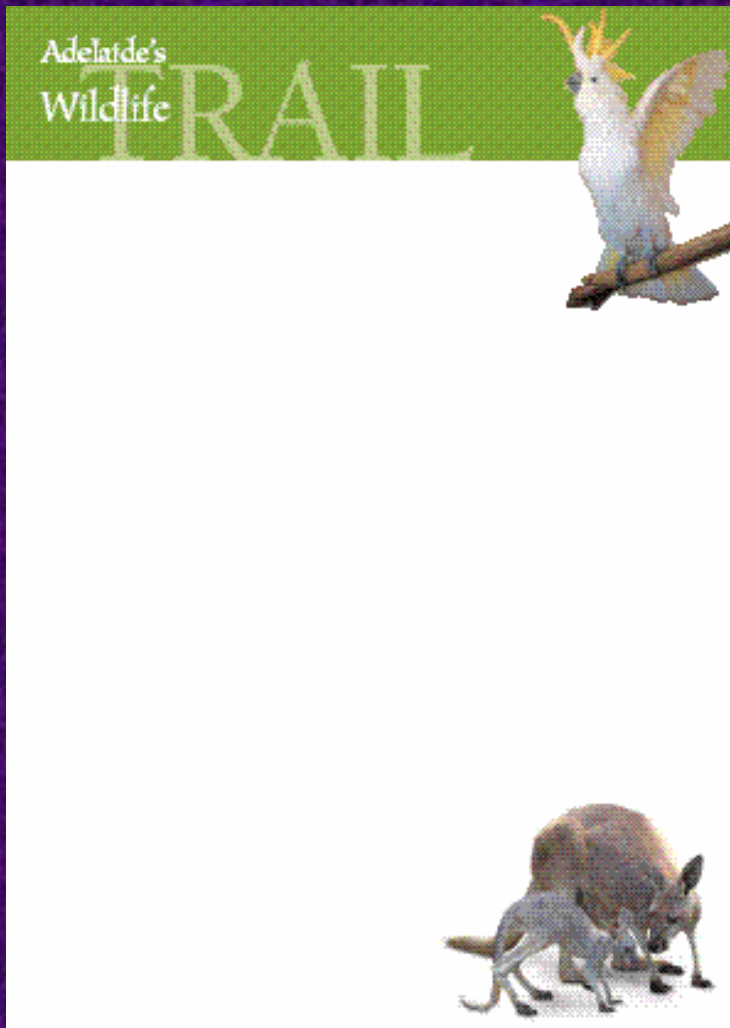
# TRAIL

Meeting koalas, kangaroos, cockatoos, dolphins and whales: you'll find some of South Australia's best wildlife experiences less than an hour from the city. They're all part of the new Adelaide's Wildlife Trail.

Call the South Australian Visitor & Travel Centre on 1300 655 276 and ask for your free copy.



# Adelaide's Wildlife Trail



~Next stage

Educational sheets  
for school groups

~Stage after that

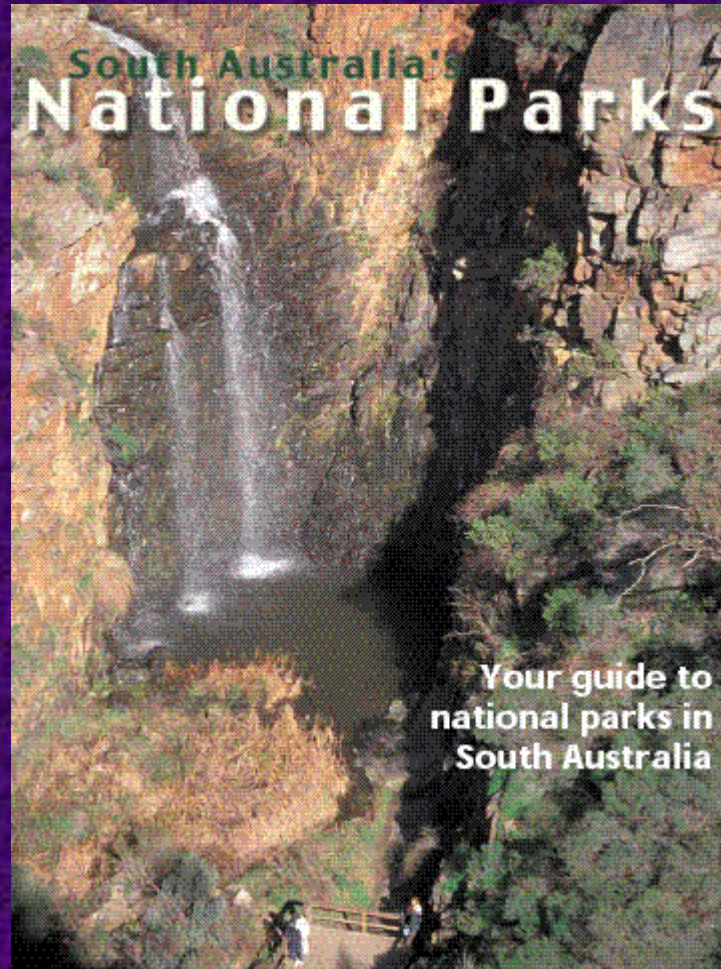
National Parks???

Regional Tourism??



# Adelaide's Wildlife Trail

## SA's National Parks



# Adelaide's Wildlife Trail

Adelaide Zoo

Temptation Sailing

Rodney Fox Shark Experience

SA Whale Centre

Granite Island Nature Park

Urimbirra Wildlife Experience

Monarto Zoological Park

Gorge Wildlife Park

Cleland Wildlife Park

Warrawong Earth Sanctuary

# Australia's Wildlife Trail?

**Wildlife Tourism Australia is working with EA and other groups to strengthen the links to conservation. We will help with other trails. Keen?  
[www.wildlifetourism.org.au](http://www.wildlifetourism.org.au)**