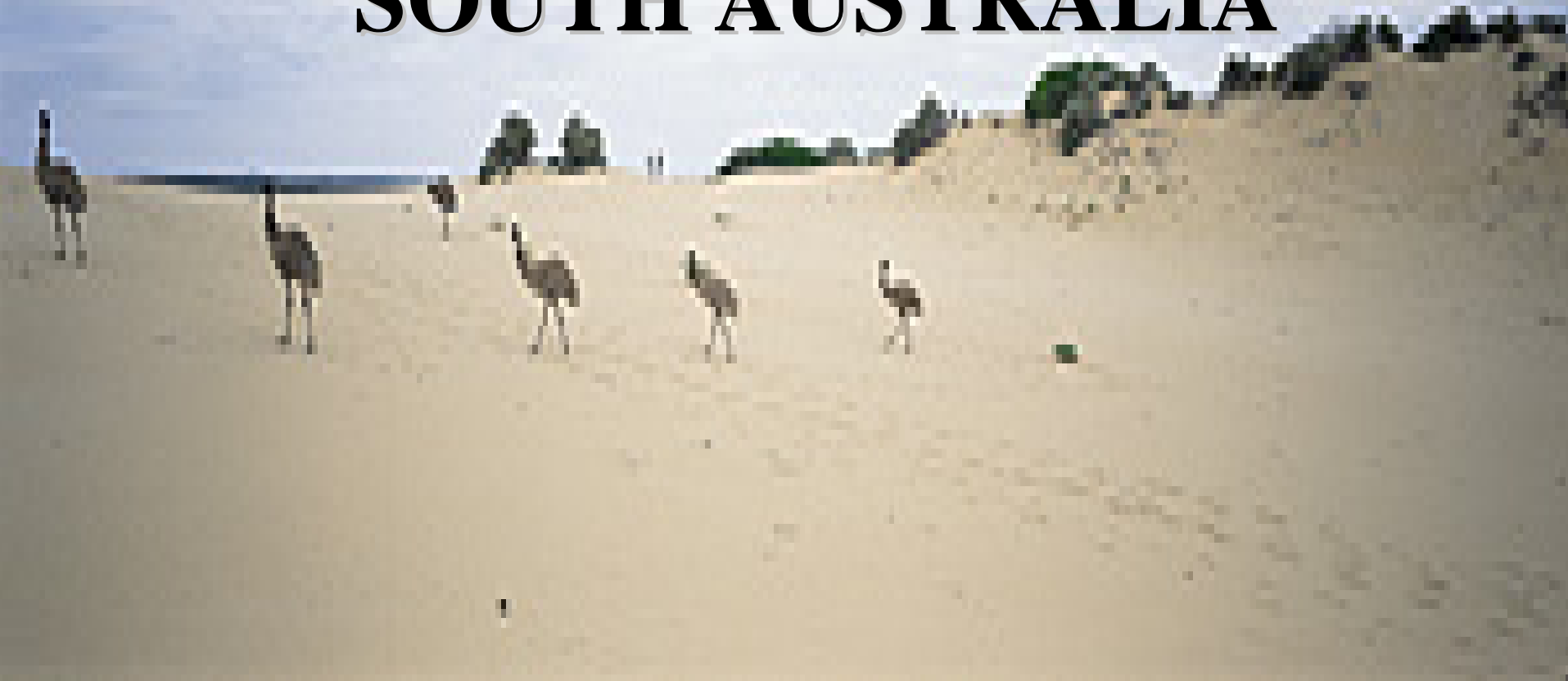




South Australian Tourism Commission

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# WILDLIFE TOURISM IN SOUTH AUSTRALIA





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# Tourism in South Australia

- \$3.4 billion of expenditure in 2001
- 36,800 fulltime equivalent jobs
- 5.7 million visitors
- 26.3 million nights
- 301,000 international
- 1.8 million interstate
- 3.6 million intrastate



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# Nature Based Tourism

- ✦ Visitors to SA spend participate in nature/ecotourism experiences spend \$225 million on their visit annually
- ✦ This sector supports 1800 full-time equivalent jobs
- ✦ Nature/ecotourism equates to 7% of the tourism activity in the State compared to Wine Tourism equating to 11%



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# The Opportunity

## International Visitors

**‘experience Australia’s nature and wildlife’**

### **38% Nature Based**

- **Dedicated nature-based visitors (50%)**
- **General nature-based visitors (35%)**
- **Incidental nature-based visitors (15%)**

[Source: Profiles and Motivation of Nature-based Visitors Visiting Australia, Bureau of Tourism Research (BTR), 1998]



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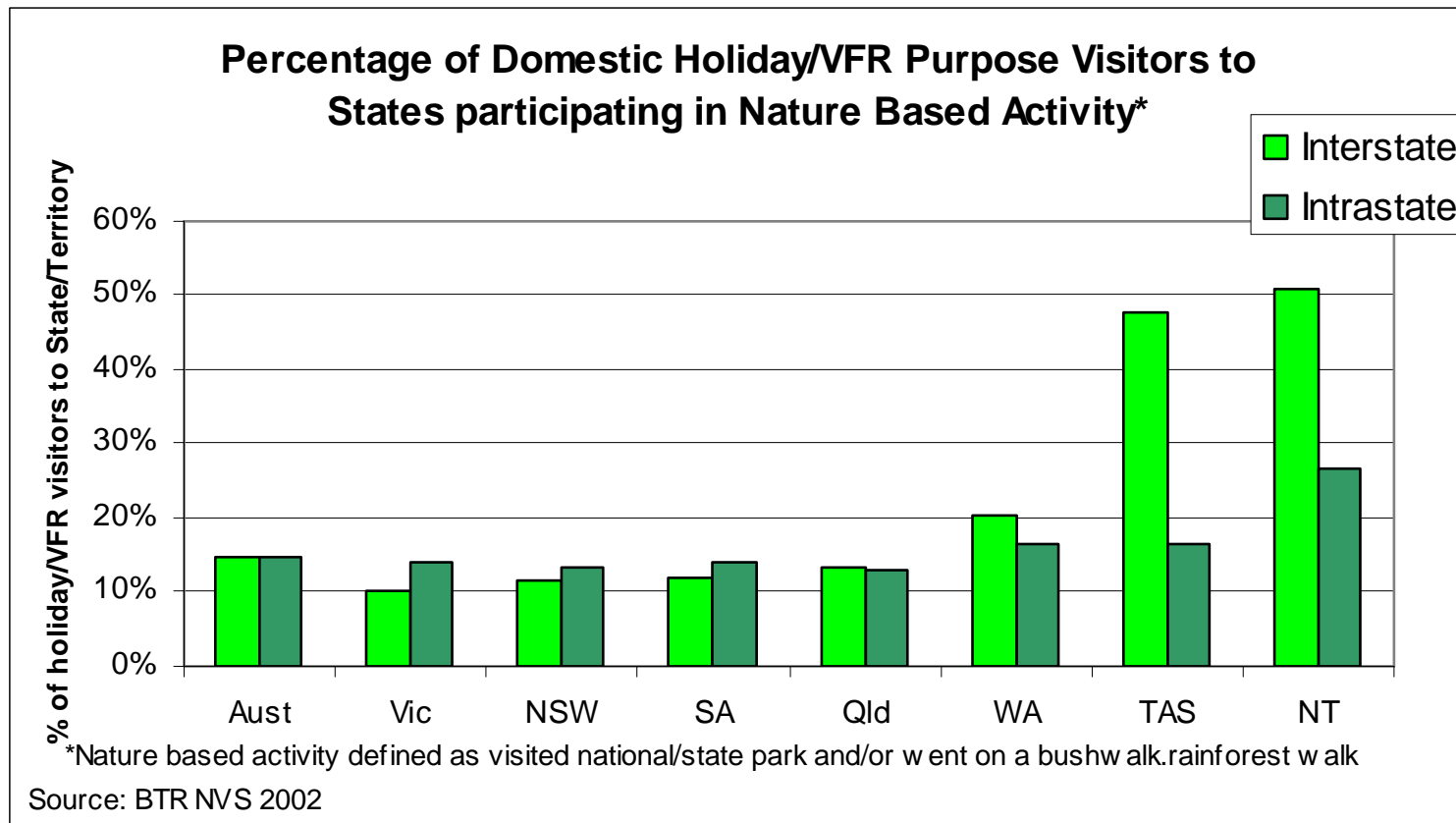
# Domestic Visitors

- ✦ SA & Vic visitors 88% -holiday
- ✦ 86% identify nature
- ✦ Most Profitable Prospects (MPPs)
  - Self Drive
  - Preference for SA
  - Above average
- ✦ Grand Tourer (6 week) - nature
- ✦ Beach Holiday (2 week) – NP's, wildlife & bushwalking



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# The Challenge





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# Themes

- ✦ Wildlife
- ✦ National Parks and Protected Areas
- ✦ Soft Adventure
- ✦ Cycling and Mountain Biking
- ✦ Bird-watching
- ✦ Fossils/Geology/Caves
- ✦ Astronomy Tourism
- ✦ Coastal Tourism
- ✦ Conservation Volunteers
- ✦ Outback Experience
- ✦ Aboriginal Tourism
- ✦ Responsible Four-Wheel Drive Activity
- ✦ Flora (Botany/Gardens/Horticulture)



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# Key Areas

- Wildlife
- National Parks and Protected Areas
- Bird-watching
- Coastal Tourism
- Conservation Volunteers



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**Thank you**