



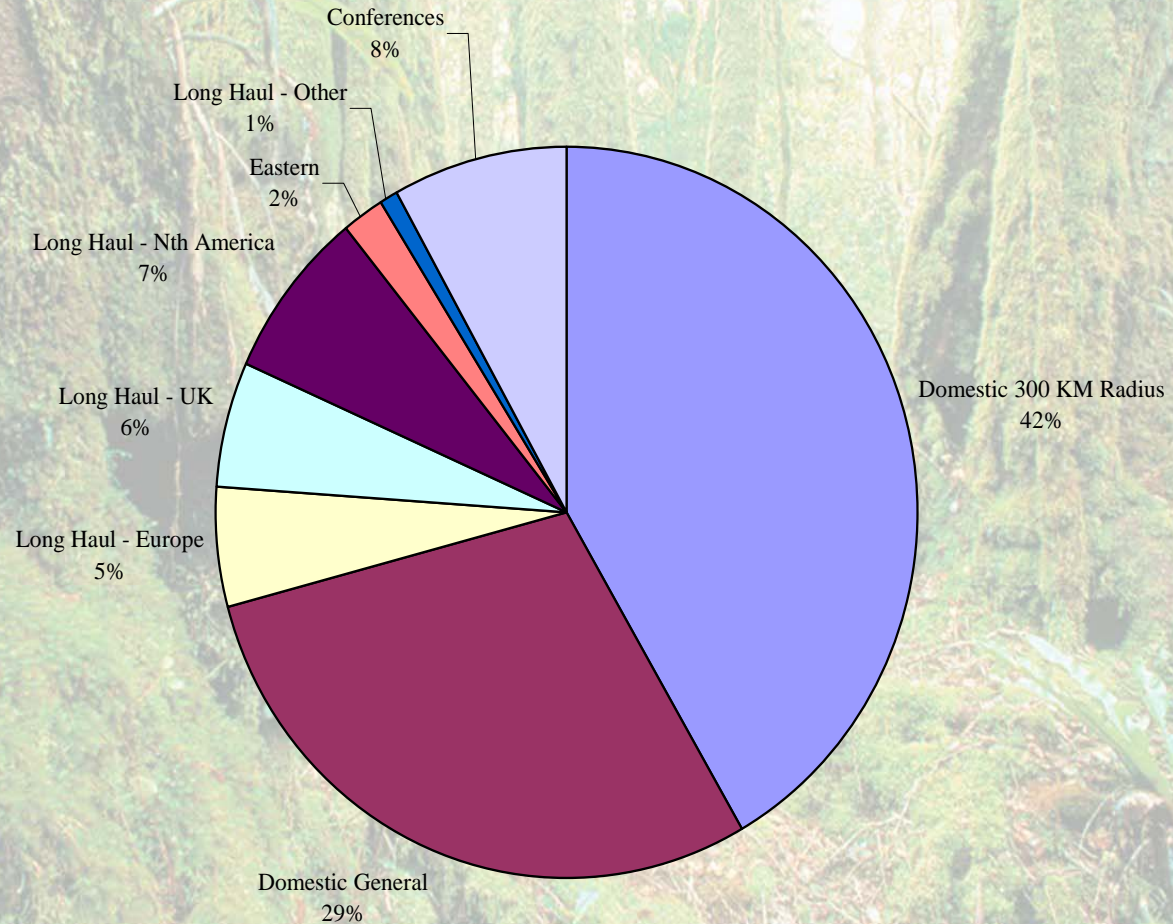
Wildlife Tourism at O'Reilly's

Presented by Matt Perry
General Manager

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Market Breakdown 2003/2004
By Source Market
(Note: Overnight visitors only, excludes Day Visitors)



O'Reilly's Visitation

Total Visitors:	300,000 p/a
Day Visitors:	264,000 p/a
Overnight Guests:	36,000 p/a

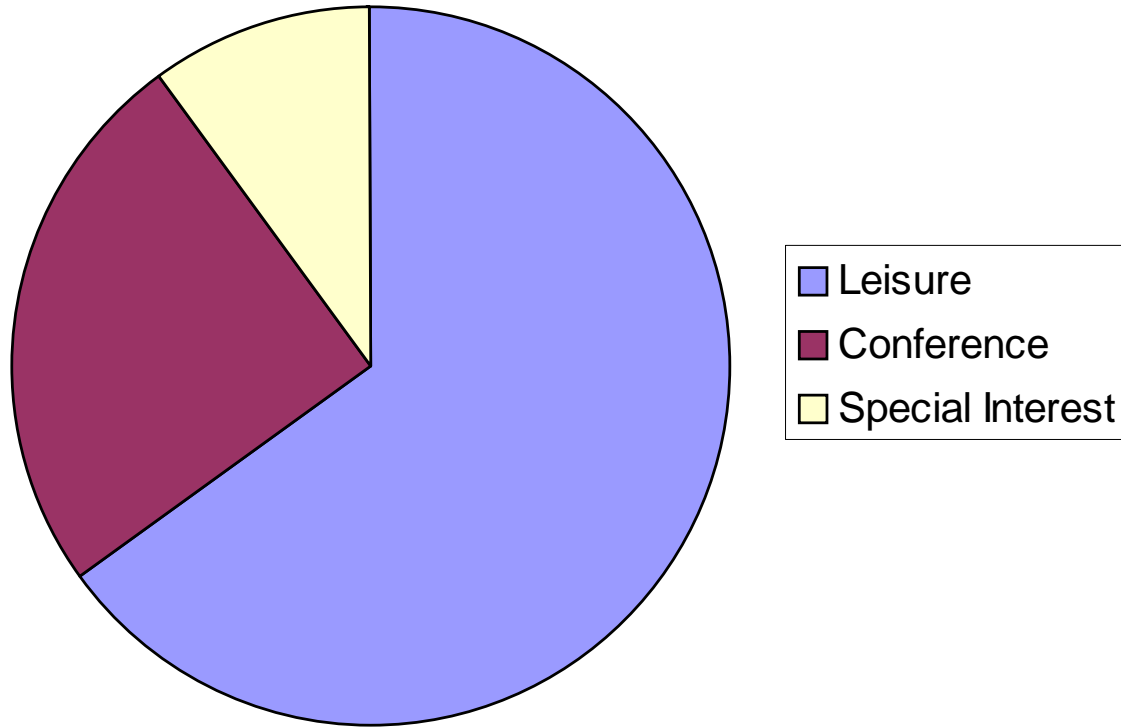
Are we being 'loved to death'?

**How important is Wildlife in
attracting people here?**



The Wildlife 'Enthusiast'

Market Breakdown



Most Are 'Interested'

The majority of Leisure visitors have some interest in Wildlife however it is rarely their primary reason for visiting.

Our experience suggests that whilst Wildlife may not be their initial motivating factor, upon leaving it is regarded as one of the most enjoyable and fulfilling aspects of their stay.



The Reality

“In reality the term Eco-tourism has never really been a selling point – most people come to O’Reilly’s to relax and unwind with nature, not to rescue endangered species and eat brown rice.”

**Peter O’Reilly Jr.
Manager Sustainable Tourism Unit
Tourism Queensland**

O'Reilly's Wildlife Tourism

- 1. Daily Discovery Program Activities**
- 2. Special Interest Tours (Roy S etc)**
- 3. Scheduled Special Interest Programs***

O'Reilly's Wildlife/Nature Special Interest Programs

Guest Nights - 2003/2004

Mammal Search (January)	6 night program
Autumn Birdwatching Week (March)	6 night program
Off the Beaten Track (August)	2 x 6 night programs
Forest Week (November)	3 night program
Bird Week (November)	7 night program
Frog Week (December)	5 night program
Birding Breaks (Monthly through year)	3 night program

TOTAL GUEST NIGHTS: **913 Guest Nights**

TOTAL % OF GUEST NIGHTS: **2.5%**

Problem?

The 2.5% of Guest Nights that are generated via Wildlife/Nature Special Interest programs take a disproportionate amount of time and expense, both from a marketing perspective and operationally compared to other avenues of business.

Why?

- **marketing is time consuming**
- **marketing is generally expensive (on a cost per head basis)**
- **markets can be generally difficult to access**
- **small volume / high maintenance**
- **lower discretionary spend compared to other markets**

But

- **We are committed to sustainable tourism practices**
- **We believe strongly in the power of experiential learning**
- **We believe in the philosophy of “thinking globally and acting locally”**

Benefits

- **Education (Visitors & Guides)**
- **Contribution to Conservation & Research**
 - **Fig Parrot Recovery Team**
 - **Hastings River Mouse**
 - **Eastern Bristle Bird**
 - **Mammal Week (5 species added)**
 - **Frog Week (1 species added)**

What we have learnt

For Wildlife experiences to have a positive impact they need to:

- Be delivered on a range of levels to suit varied levels of interest**
- Be engaging – be careful not to preach, you can help impart a message in a subtle way**
- Be enjoyable, educational and have a “take home” message**
- Offer value for money (difference of value vs cheap)**
- Focus on conservation & sustainability**

A lush, moss-covered forest scene with large tree trunks and dense vegetation. The image is heavily textured with green moss and ferns, creating a sense of a deep, ancient woodland. The lighting is soft and diffused, highlighting the intricate details of the forest floor and the towering trees.

Come back and stay!

Discover the “O’Reilly’s Experience”