

Kangaroos and Tourism: An evolving product-market

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Research Program



Develop free range kangaroo tourism opportunities



Five research projects



Ongoing extension program



Project 1 Market Evaluation



International Visitor Survey –Quarter 1 2000



Australian native animals help to influence travel to Australia



Native animals are an important influence for 10% of respondents



Around 60% of respondents actually saw a kangaroo on their visit



Kangaroos and koalas were equal in being the native animal's respondents most enjoyed seeing.



Information on viewing Australian native animals is not widely available outside Australia



USA and Europe are most interested markets

Project 2 Supplier Evaluation



Interviews with wildlife tourism suppliers



154 operators identified who have a significant portion of their tour involved with viewing wild kangaroos



Operators are mostly small businesses



Current wildlife tourism operators are not operating at best practice



Marketing practice is poor.



Kangaroos are not currently a main feature or attraction of wildlife tours.



There is no wildlife tourism organization

**Karen Higginbottom, Ronda Green,
Neil Leiper, Gianna Moscardo,
Andrew Tribe Ralf Buckley**

Project 3 Communication



Quantitative Communication Research in the USA



Kangaroos as an icon are as well known as Eiffel Tower



Many brochures which are used by tour operators are not well constructed

Brad Hill
Trevor Arthurson
Dr Laurence Chalip

Project 4 Assessment of viewing opportunities



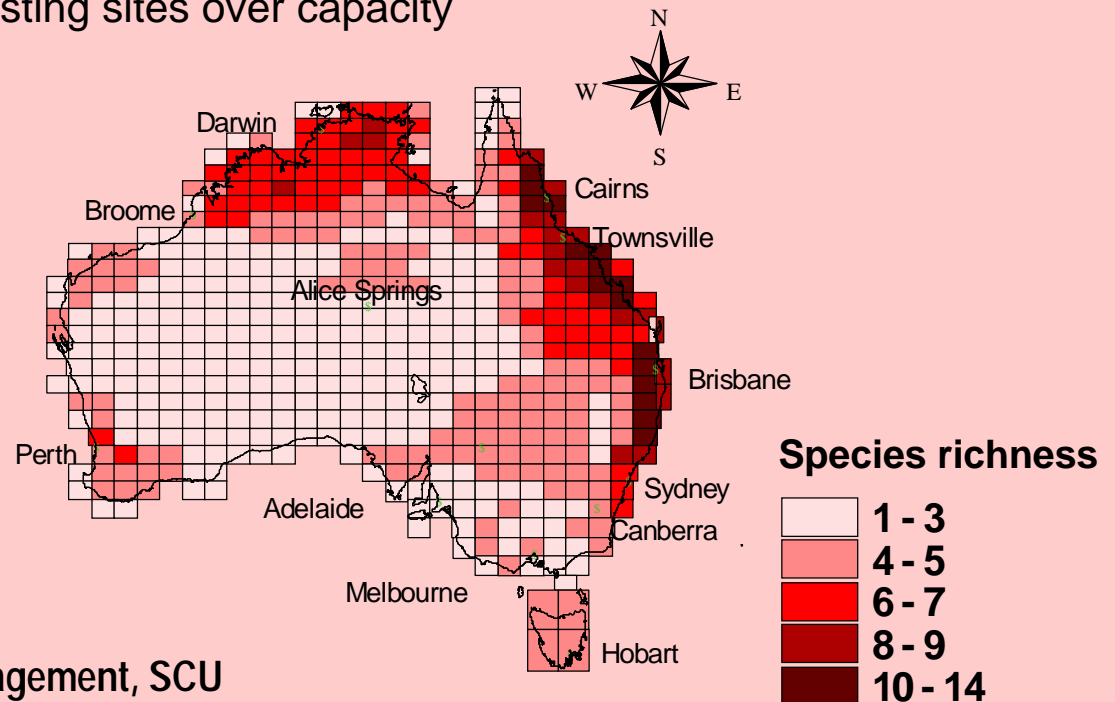
Variety of viewing site identified



Need for new sites near major tourism gateways



Some existing sites over capacity



David B Croft

School of Biological Science, UNSW

Neil Leiper

School of Tourism & Hospitality Management, SCU

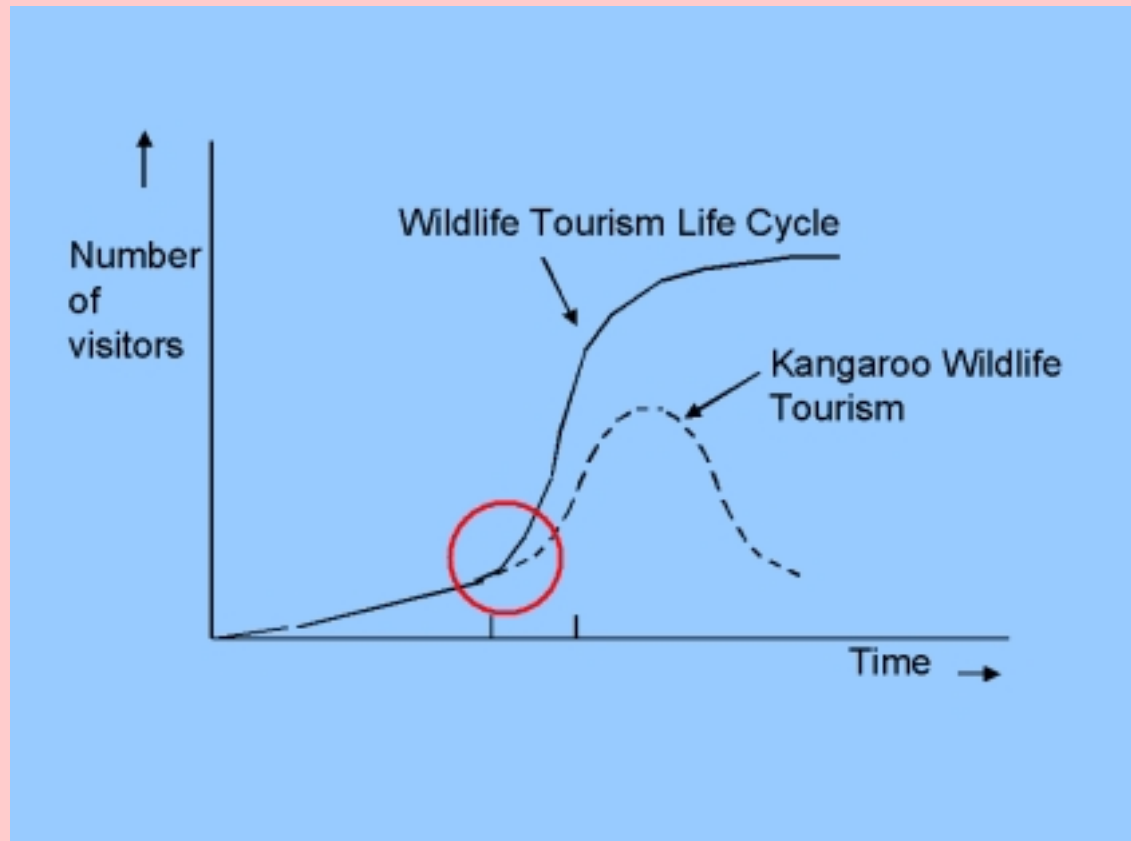
In summary



Early stages of product-market life cycle



Number of barriers need to be overcome.



Directions



Organize

Need core group
(don't reinvent wheel)
Use to develop plan and obtain funding



Product Development

Improve customer satisfaction through innovation
Interpretive material
Accreditation standards



Marketing

Website
Co-operative promotion campaign
Focus on icons and key benefits
Look at increasing “profile” of kangaroo as key species.