

NATURE LIKE NOWHERE ELSE

Activating Nature-based Tourism in South Australia



Government of South Australia

Right now,
South Australia
is the best place
in Australia
to invest in
nature-based
tourism



Innes National Park, Yorke Peninsula

The South Australian Government, tourism industry and stakeholders are committed to establishing the State as a growing tourism destination choice for international and domestic travellers.

Nature-based tourism takes place on lands and waters that are the custodial responsibility of the Aboriginal Traditional Owners. The authority and responsibilities that Traditional Owners have over their Country is acknowledged and respected.



Flinders Ranges

In fact, tourism currently employs 32,000¹ South Australians and generates approximately \$5.3 billion per annum for the South Australian economy². But we plan to grow this to \$8 billion and 41,000 jobs by 2020. Nature-based tourism will be an important part of this. By 2020 nature-based tourism businesses will have created 1,000 new jobs and inject \$350 million into the State economy every year.

South Australia's nature-based tourism businesses are on the move and making waves internationally. Utilising a world class network of national parks, pristine marine parks, and magnificent wildlife, these businesses have created a palette of unique and authentic attractions that set us apart from other tourism destinations and characterise the unique South Australian experience.

South Australia's nature-based experiences are truly world class. In global terms, our wildlife and wild places are as good as it gets.

We are developing experiences in nature that are like nowhere else. These will include:

1. Standout walking journeys across the landscape
2. Unrivalled native wildlife experiences in Adelaide
3. Marine wildlife experiences without equal
4. Cutting edge sensory experiences that leave a lasting impression

The State Government is ready to support ambitious ideas that further develop the unique appeal of South Australia.

The State Government will activate opportunities for industry growth by driving tourism demand, coinvesting to create experiences like nowhere else, and creating an environment where nature-based tourism businesses can flourish.

¹ Tourism Satellite Accounts, 2013-14.

² International Visitors Survey and National Visitors Survey, June 2015.



Standout walking journeys across the landscape



Adelaide Hills

Continuing the investment in South Australia's standout collection of multi-day walking trails will enable journeys into places that are like nowhere else.

The State Government is already investing \$5 million into the development of the Kangaroo Island Wilderness Trail.

The Kangaroo Island Wilderness Trail will become one of Australia's great walks. And it's got all of the ingredients.

An island rich in endemic species with rugged wilderness and iconic landmarks – all on an Island full of world class integrated tourism products.

Kangaroo Island's parks alone currently contribute over \$53 million per annum to the State's economy and support 360 jobs³.

The Kangaroo Island Wilderness Trail is predicted to directly contribute \$1.8 million in total visitor expenditure by 2020. In addition, related expenditure will contribute an additional \$4.4 million by 2020 and support 46 new jobs on Kangaroo Island⁴.



Kangaroo Island Wilderness Trail
Photo: Quentin Chester

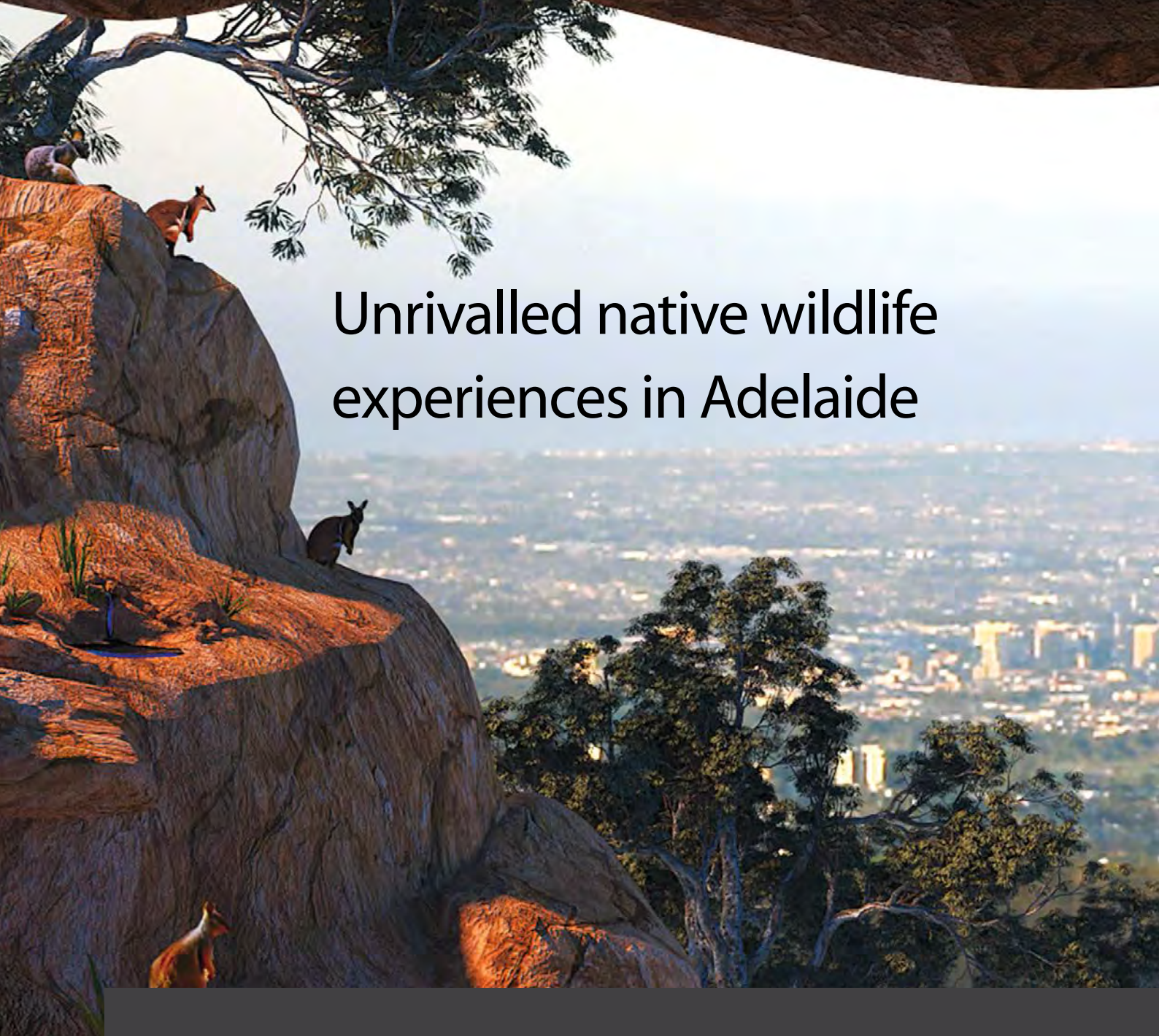
OPPORTUNITIES

Developing accommodation or guided tours on the Kangaroo Island Wilderness Trail.

Partner with Traditional Owners, other stakeholders and Government to investigate and develop new multi-day walking experiences in the Flinders Ranges National Park, on the Heysen Trail or on the Murray River.

Utilising the extensive network of short walks to build tourism experiences on foot.

Unrivalled native wildlife experiences in Adelaide



Proposed Boardwalk, Cleland Wildlife Park



Cleland Wildlife Park, Adelaide Hills

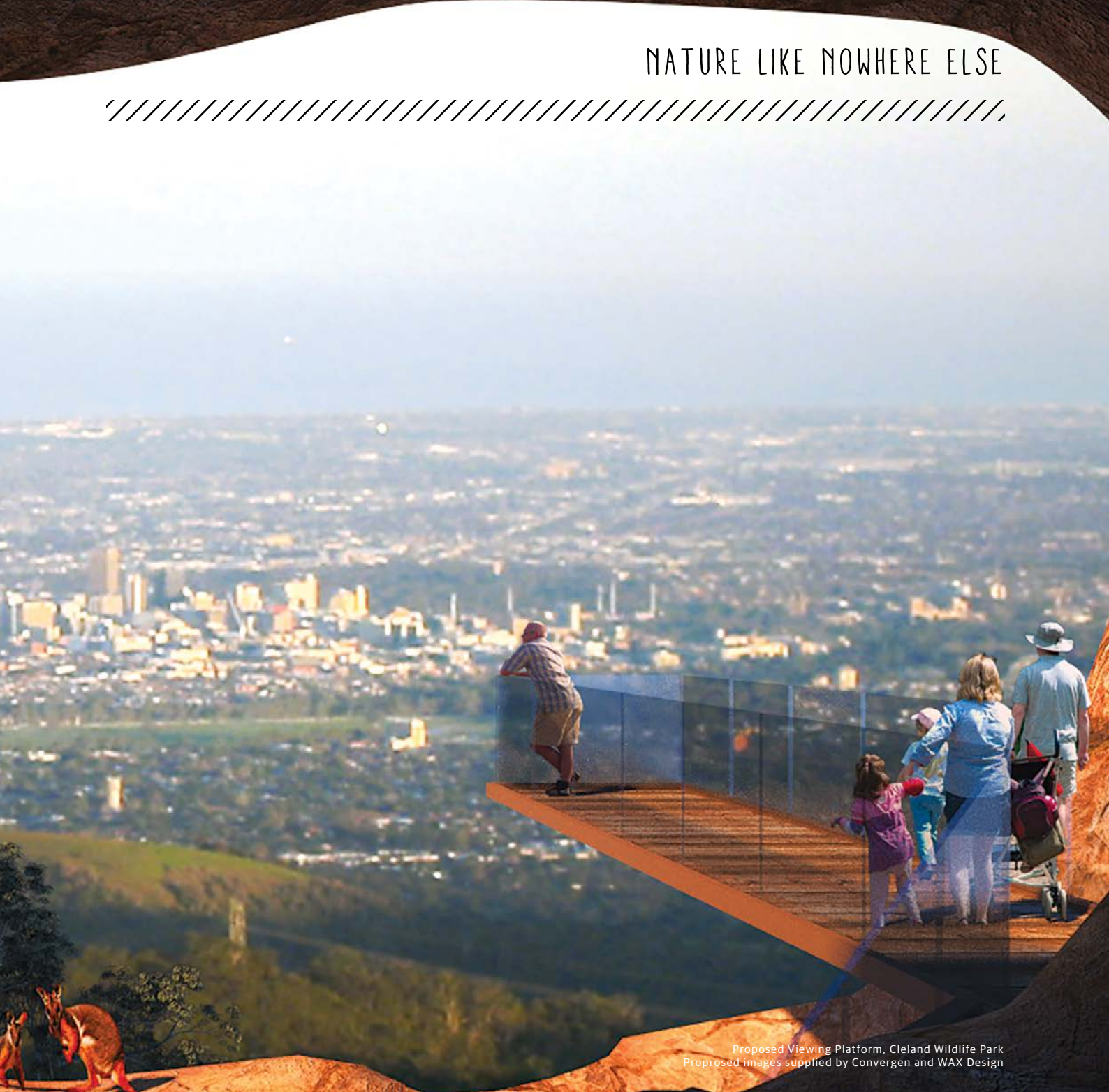
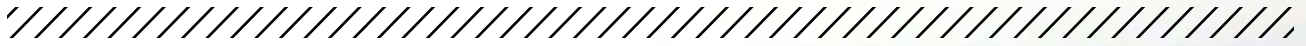
Creating immersive nature and wildlife experiences at Cleland Wildlife Park just 20 minutes from the CBD in Adelaide will deliver an unrivalled 'bush in the city' experience.

International markets, particularly China, are important markets for the South Australian tourism industry. China has been the fastest growing of our major international markets in the past decade. South Australia is now welcoming 32,000 Chinese visitors each year, generating \$171 million in tourism expenditure in the State⁵.

Chinese holiday visitors travel the fastest of any traveller and they overwhelmingly confine their overnight stays to capital cities with day trips to nearby regions. Cleland Wildlife Park is perfectly positioned to deliver nature experiences to this growing market.

Cleland Wildlife Park attracts 110,000 domestic and international visitors each year. It has built its reputation on providing up-close encounters with many of Australia's most-loved animals including kangaroos, koalas and wombats in a bushland setting.

It also features animals and experiences that are synonymous with South Australia, like Yellow-footed Rock Wallabies, echidnas, dingoes, platypus, reptiles and wetland birds. This diversity of wildlife experiences close to Adelaide, have established Cleland Wildlife Park as a South Australian icon.



Proposed Viewing Platform, Cleland Wildlife Park
Proposed images supplied by Convergen and WAX Design

OPPORTUNITIES

Constructing an immersive Yellow-footed Rock-wallaby experience with views over Adelaide.

Developing a koala research centre of excellence that offers research and conservation-based experiences.

Creating exclusive access for developments with long term leases in the Cleland Wildlife precinct.

Building an interactive tree-top koala viewing experience.

Immersive marine wildlife experiences without equal



Fleurieu Peninsula

**South Australia's
immersive marine
experiences are already
breathtaking. With
further expansion they
will be without equal.**

South Australia has some of the world's most amazing marine plants and animals, boasting colourful marine sponge gardens, the iconic leafy sea dragon, the giant Australian cuttlefish and marine mammals such as seals, whales and dolphins.

About 85% of the marine plants and animals in southern Australian waters are unique, which means our waters feature more species diversity than the Great Barrier Reef. This wondrous natural diversity presents special opportunities for tourism operators.

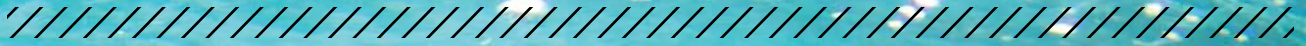
In 2014, 19 Marine Parks became fully operational in South Australia and their protection supports many coastal and wildlife tourism experiences, including snorkelling and diving, whale and sea

lion watching, diving with Great White Sharks and the opportunity to visit remote coasts and islands by air and sea.

For example, diving with Great White Sharks in Neptune Islands (Ron and Valerie Taylor) Marine Park has grown by more than 10 per cent in each of the past 3 years. It contributes an estimated \$11.3 million to the State economy and supports approximately 70 jobs⁶.

In international product testing undertaken in 2012, wildlife (sea and land) maintains a broad appeal in Adelaide and regional South Australia. Interactions with marine mammals in particular, hold eight out of nine of the number one appeal rankings in South Australia.

NATURE LIKE NOWHERE ELSE



Eyre Peninsula

OPPORTUNITIES

Establishing boat-based dolphin, sea lion, seal, and whale tourism experiences.

Developing new land-based marine interpretive venues that showcase wildlife experiences and make them accessible.

Promoting expedition cruises that focus on remote islands, coasts, bays and marine parks.

Creating exciting nature-based tourism developments with exclusive access with long term leases.

Cutting edge sensory experiences that leave a lasting impression



Flinders Ranges

Immersing people in nature with 'outside of the square' experiences will become the hallmark of the South Australian experience.

South Australia's food and wine culture is intrinsically linked with the sea and the land. We have a distinctly natural flavour.

Nature, together with our gourmet delights and the stories of South Australians, creates a sensory and personal experience that is like nowhere else.

The creation of cutting edge sensory experiences is getting people to take notice of South Australia. It is the uniqueness and personal impact of these experiences that leave a lasting impression of our State.



OPPORTUNITIES

Connecting food, wine and nature by developing exclusive opportunities to utilise spectacular natural settings for innovative accommodation, dining or events.

Creating infrastructure such as zip lines or cable cars, which enable people to experience nature from the treetops, mountaintops, underground or underwater.

Developing tourism experiences that enable South Australia's Traditional Owners to share a deeper appreciation of their culture.

Investing in emerging niche markets, including geo-tourism, bird watching, mountain biking and heritage tourism.

Activating nature-based tourism in South Australia



Naracoorte Caves National Park, Limestone Coast

The activation of South Australia's nature-based tourism sector will inject an additional \$350 million into the State economy per year, and create 1,000 new jobs.

The world's national parks are a major economic driver, generating 8 billion visits and approximately \$820 billion per year in direct in country expenditure⁷. In Australia, the nature-based tourism sector contributes an estimated \$23 billion to the economy each year⁸. Nature-based tourism employs a significant number of people, and produces enormous flow-on benefits to the South Australian economy.

Visits that involve nature-based tourism already generate \$1.1 billion in expenditure each year for the State⁹.

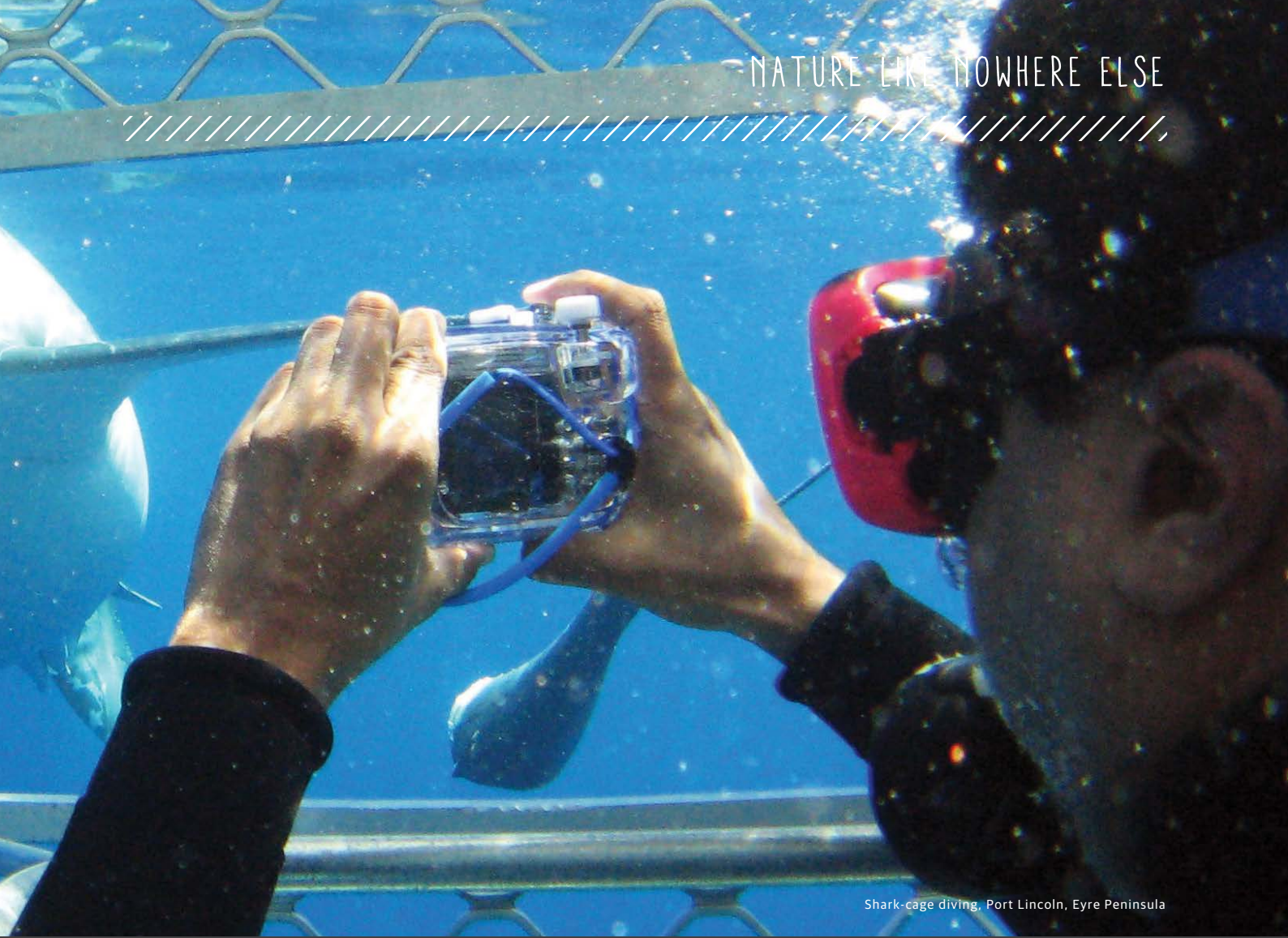
By activating nature-based tourism, the South Australian Government aims to inject an additional \$350 million per annum into the State economy and create 1,000 new jobs over the next 5 years¹⁰. This will change the reputation of the State and help to transform the South Australian economy.

The activation of nature-based tourism will also make South Australia an even better place to live. It will encourage more physical activity and enable psychological connections to nature which is proven to be beneficial to mental health¹¹.

The South Australian Government has committed more than \$23 million over the next three years to projects that will increase the resilience of regional communities.

7 Balmford A, Green JMH, Anderson M, Beresford J, Huang C, Naidoo R, et al. (2015) Walk on the Wild Side: Estimating the Global Magnitude of Visits to Protected Areas.

8 BDA Marketing Planning (2015)



Shark-cage diving, Port Lincoln, Eyre Peninsula

This includes investment in mountain biking in the Mount Lofty Ranges, Adelaide International Bird Sanctuary and recreational fishing.

Tourism will continue to support conservation. Our wilderness protection areas, national parks and marine parks are afforded the highest level of legal protection. They will continue to be protected under state legislation and managed with a strong focus on conservation.

Our goal is to create experiences in nature like nowhere else – stand out walking journeys across the landscape, unrivalled native wildlife experiences in Adelaide, marine wildlife experiences without equal and cutting edge sensory experiences that leave a lasting impression.

To activate these experiences the State Government will work in collaboration with Traditional Owners, local government, tourism businesses, regional tourism organisations and local communities to:

- Lead South Australia's nature-based tourism activation agenda
- Support existing and create new nature-based tourism experiences
- Remove red tape and barriers to investment
- Raise awareness of South Australia's unique appeal
- Empower and build the capacity of community based tourism networks

A detailed list of actions is outlined in *An Action Plan for the activation of South Australia's nature-based tourism sector*.



Flinders Ranges

9 Griffith Institute for Tourism & Tourism Research Australia (2014) Nature-based Tourism in Australia.

10 BDA Marketing Planning (2015)

11 Deakin University (2010) Beyond Blue to Green: The benefits of contact with nature for mental health and well-being.







Government
of South Australia

Produced by The Department of Environment, Water & Natural Resources and South Australian Tourism Commission.

www.parks.sa.gov.au