

Tasmanian Wildlife Tourism Strategy 2005



Fiona Adlam
Graduate Officer
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Outline

- **Why do we need a wildlife tourism strategy?**
- **Tasmania tourism brand**
- **Research**
- **Main findings**
- **What we are going to do?**
- **Conclusions**

Why do we need a wildlife tourism strategy?

- **Untapped opportunities**
- **Unique wildlife tourism advantages**
- **Clear vision, strategies and actions needed**
- **Fits well with Tasmania tourism brand...**

Tasmania Tourism Brand

- **3 core appeals: nature, cultural heritage, food & wine**
- **Necessary to provide range of visitor experiences based on core appeals**
- **Nature & wilderness = key attribute**
- **How can wildlife contribute to fulfilling brand promise?**

Tasmanian Tourism's Brand Essence

Tas Tourism Brand Heart



Research Objectives & Approach

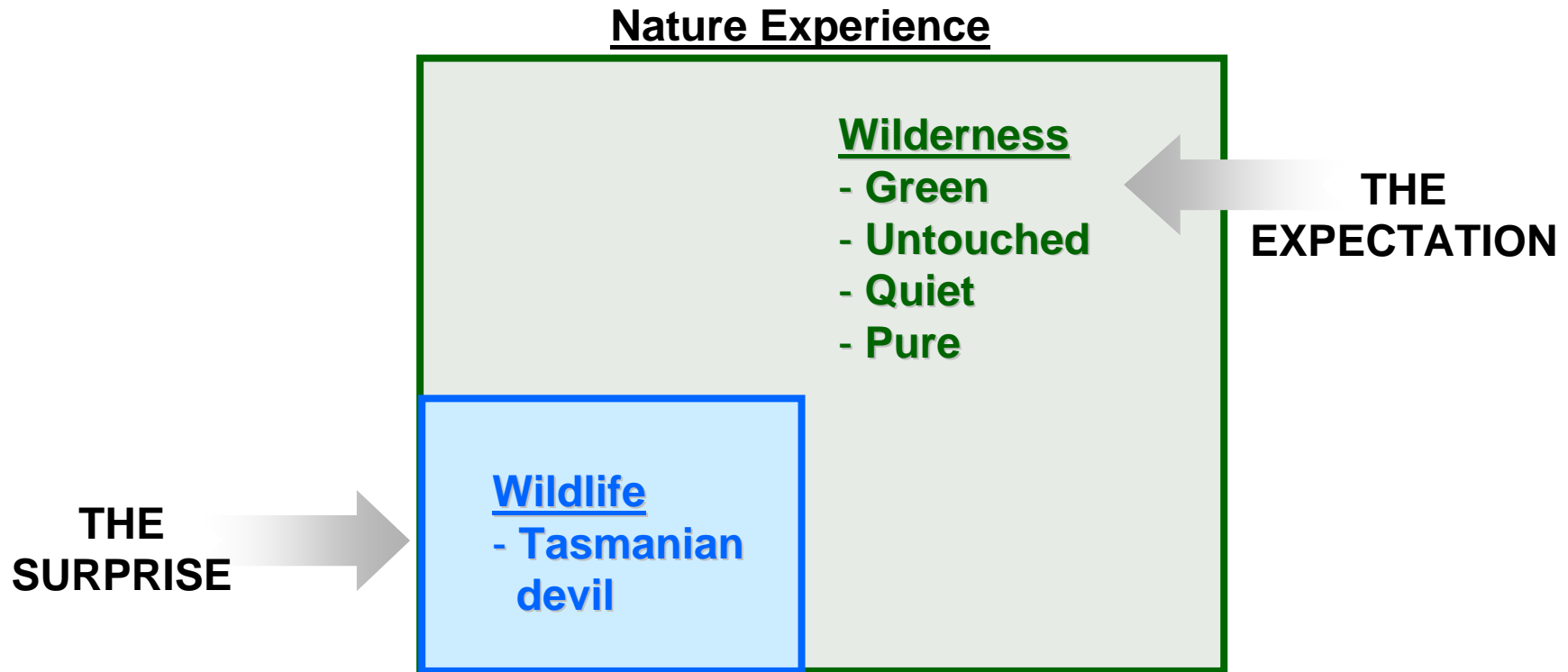
- **Understand & stimulate further growth in the wildlife tourism sector**
- **Needs and expectations of the market**
- **6 focus groups**
- **Melbourne & Sydney considerers and past visitors**
 - ➔ **Affluent Older**
 - ➔ **Lower Older**
 - ➔ **Young Singles & Couples**

Main Findings...

What is valued in a holiday wildlife experience?



What is the Tasmanian Experience?



- To separate the wildlife from the wilderness is confusing
- Creates unrealistic expectations and comparisons
- Undermines the motivational values of Brand Tasmania

What is the Tasmanian Wildlife Experience?

Unexpected Encounters

- **Associated with incidental rather than pre-planned experiences**
- **The wildlife is part of a broader Tasmanian experience**
- **Is a surprise rather than a guarantee**

Benefit = A memorable story to tell others

Opportunities for Tasmania

Wildlife experiences can add depth to a holiday in Tasmania

- **Unexpected experiences**
- **Another perspective on the 'natural' environment**
- **It can create opportunities to learn & discover**
- **Emotionally rewarding opportunities**

Tasmania's Competitive Advantages

The Destination: Dramatic & Renowned

The Tasmanian Devil: Iconic & Unique

The Tasmanian Tiger: Mysterious & Authentic

Delivery to our market

- **Subtle**
- **Personal**
- **Element of discovery**
- **Authentic**

→ **Building awareness & intrigue amongst our visitors once in Tasmania**

→ **Aligning wildlife experiences with the Tasmania tourism brand**

**What are we going to do
about it?**

Key Strategies and Actions

- **Increase understanding of the wildlife tourism customer**
- **Adopt market driven experience focus**
- **Position wildlife tourism as part of nature-based tourism within the Tasmania tourism brand**
- **Implement range of marketing initiatives**

Key Strategies and Actions

- **Work in partnership to facilitate sustainable wildlife industry**
- **Implement communication strategies to increase knowledge & appreciation**
- **Explore options for creating a Tasmanian wildlife philanthropy program**

Conclusions

- **Real opportunities for building on the visitor experience once they are in Tasmania**
- **Not separating wildlife from the broader experience**
- **3 core appeals of the Tasmanian Tourism Brand**

Questions?

**The Tasmanian Wildlife Tourism Strategy will be
launched on the 27 May 2005**

www.tourismtasmania.com.au

Fiona.Adlam@tourism.tas.gov.au