



SUMMARY FROM THE STANDOUT WALKING JOURNEYS FORUM

“Our goal is to have a shared understanding between government and industry about leverage walking journeys.”

- *Shaun de Bruyn, SATIC*

“Australia ranks number 1 internationally for nature based tourism but does not rate at all for Adventure Tourism. This presents opportunity”

- *Emily Ellis, EA*

“Collaboration is key – communities, the environment, government and industry working together”

- *Tony Smith, Rawnsley Park Station*

On Thursday, 6 April the South Australian Tourism Industry Council in conjunction with the Department of Environment, Water and Natural Resources, hosted the Standout Walking Journeys Forum.

This forum was the third in a series of four forums being held to gain insight and industry feedback on the activation of the South Australian Government’s “Nature Like Nowhere Else – Activating Nature-based Tourism in South Australia” Strategy.

The conference provided attendees with insightful presentations from industry keynote speakers, as well as the opportunity to engage in roundtable discussions to address how SA becomes a truly standout destination for walking journeys / expectations.

GUEST SPEAKERS

Hon. Ian Hunter – Minister for Sustainability, Environment and Conservation

Emily Ellis – Ecotourism Australia (EA)

Emily presented some case studies to the group of standout walking journeys including The Scenic Rim Trail in Queensland, The Three Capes Track in Tasmania and the Grampians Peaks Trail.

Tony Smith – Rawnsley Park Station

Tony shared his experience on the key elements that make a successful walking journey and the social benefits that walking journeys deliver.

Chris Thomas – Department of Environment, Water and Natural Resources (DEWNR)

Chris showcased the new Kangaroo Island Wilderness Trail and provided an update on the government’s activity to become an enabler for the tourism industry.



Government
of South Australia

Department of Environment,
Water and Natural Resources

KEY THEMES YOU IDENTIFIED FOR CHANGE...

How does SA become a truly standout destination for walking journeys/experiences?

- Position SA as the “walking state” linking all state trails together and marketing via one website.
- Invest in unique infrastructure that appeals to walkers to enhance the experience, eg huts.
- Exceptional interpretations including educational information, courses and career pathways for guides, storytelling and engaging content.
- Leverage SA’s food and wine strengths and diverse culture into our walking experiences.
- Carefully manage our natural assets to protect and preserve the experience for all to enjoy in the future.
- Recognise and promote our points of difference and market these. Avoid replicating across the state. Ensure breadth of offer to cater for budget through to premium markets.
- Encourage community involvement and leverage the social benefits of walking trails.
- Cater for high value visitors by offering time appropriate walking experiences of 3 – 4 days.
- Incorporate complimentary experiences to further enhance the walking journey eg fishing and boating.

“We have all the elements to create a compelling offer.”

- Chris Thomas, DEWNR

Key challenges

- Closer partnerships between state and local governments and industry.
- Message consistency.
- Access to land –who are the private land owners and how do we negotiate access?
- Maintenance – hard infrastructure and marketing.
- Ability to package up products to deliver a compelling experience.

Areas for Change

- Destination marketing to raise awareness of SA as the walking state.
- Fostering local collaborations.
- Facilitate government and private investment.
- Point to point accommodation – debunking the “walking is hard myth”.

Commercial Opportunities

- Build accommodation options into the walking journeys.
- Encourage the involvement of commercial tour operators (guides, transport, facilitators).
- Sale of maps and associated merchandise to value add to the walking journey.
- Develop an investment prospectus to demonstrate feasibility and sustainability of the product, ensure agreements and insurances are in place, drive demand through marketing and measure use of the trail.

“South Australia offers incredible, world-class and accessible nature experiences.”

- Hon. Ian Hunter, Minister for Sustainability, Environment and Conservation