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The resource is suitable to assist students studying VCE Geography - Unit 2 Tourism

In this unit students investigate the characteristics of tourism, with particular emphasis on where it has developed, its various forms, how it has changed and continues to change and its impacts on people, places and environments.

The study of tourism at local, regional and global scales emphasises the interconnection within and between places. There is an interconnection between places tourists originate from and their destinations through the development of communication and transport infrastructure, employment, together with cultural preservation and acculturation. The growth of tourism at all scales requires careful management to ensure environmentally sustainable and economically viable tourism.

Students undertake fieldwork in this unit and report on fieldwork using the structure provided.

Area of Study 1: The Characteristics of Tourism

Key knowledge:

- The characteristics of domestic and international tourism
- The changing characteristics of tourism over time
- The location and distribution of different types of tourism and tourist destinations
- Factors affecting the different types of tourism at selected locations
Including:

- natural and human characteristics of host destinations
 - development of transport and communication technology
 - international agreements and national policies
 - changing income and lifestyles
 - investment and marketing
 - regional occurrences, for example major events, disasters, diseases, and economic and political situations
- the use of spatial technologies by the tourism industry for the identification of different types of tourism and tourist destinations and the factors affecting domestic and international tourism

Area of Study 2: The Impacts of Tourism

Key knowledge:

- The environmental and economic impacts of tourism
- Socio-cultural impacts of tourism at origin and destination
- The range of management strategies responding to environmental, economic and socio-cultural impacts, and the consequences of these responses
- The effectiveness of management strategies in response to the impacts of tourism
- The environmental sustainability, economic viability and socio-cultural value of tourism
- The role of planning for sustainable outcomes in tourism

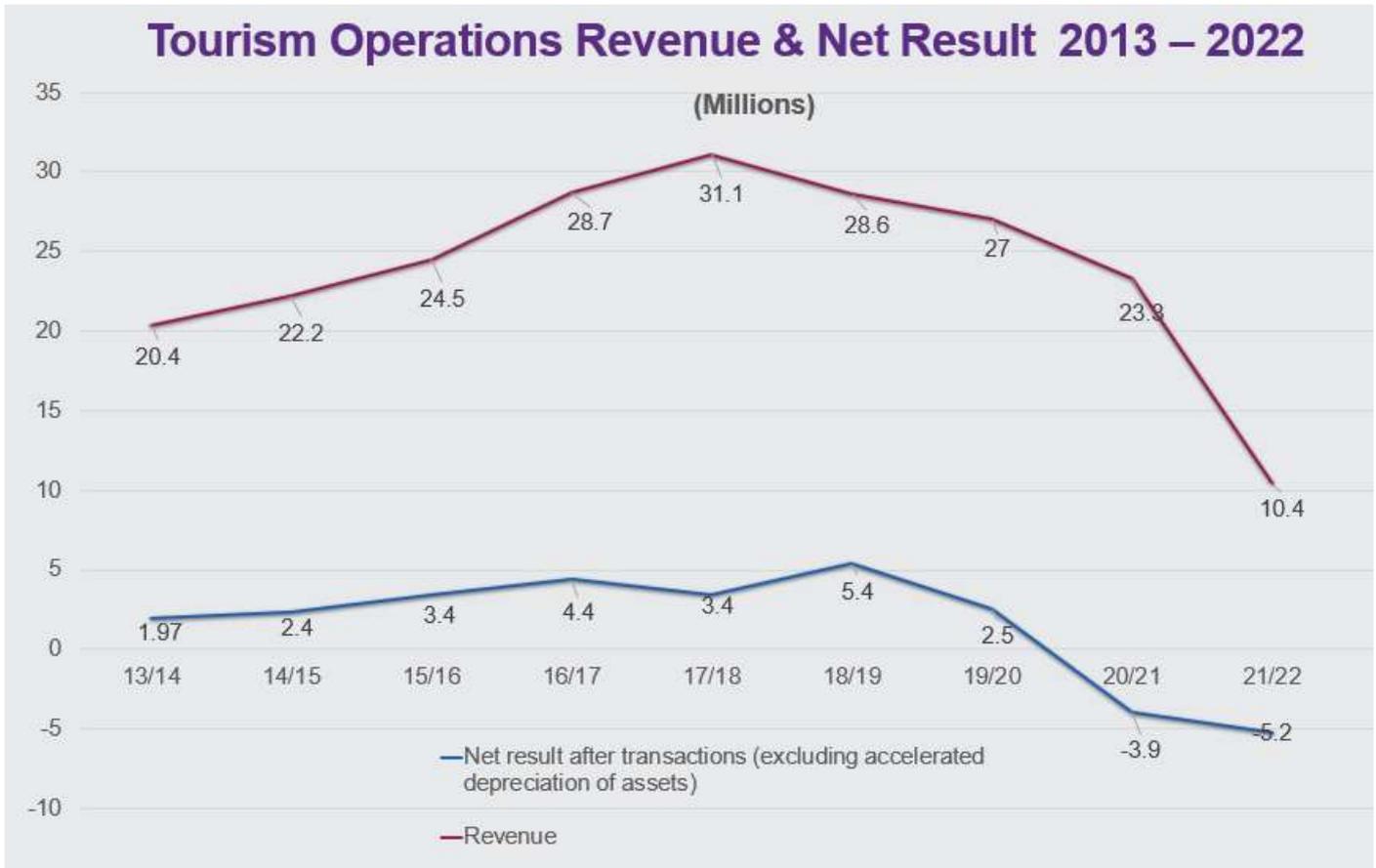


ANNUAL BOARD REPORTS

To record key information about our business, tourism operations and visitor numbers over time, please download Board Reports available as a PDF.

Key Data in these reports include financial summaries and visitation data as well as conservation and education achievements.

[DOWNLOAD LINK](#)



All data from published Annual Board Reports.

Nature Parks is a self funded organisation. We use revenue generated from ecotourism to support our research, conservation and education programs.

Notable dates and notes:

Revenue from all attraction for each financial year. Net Result (excludes depreciation of assets)

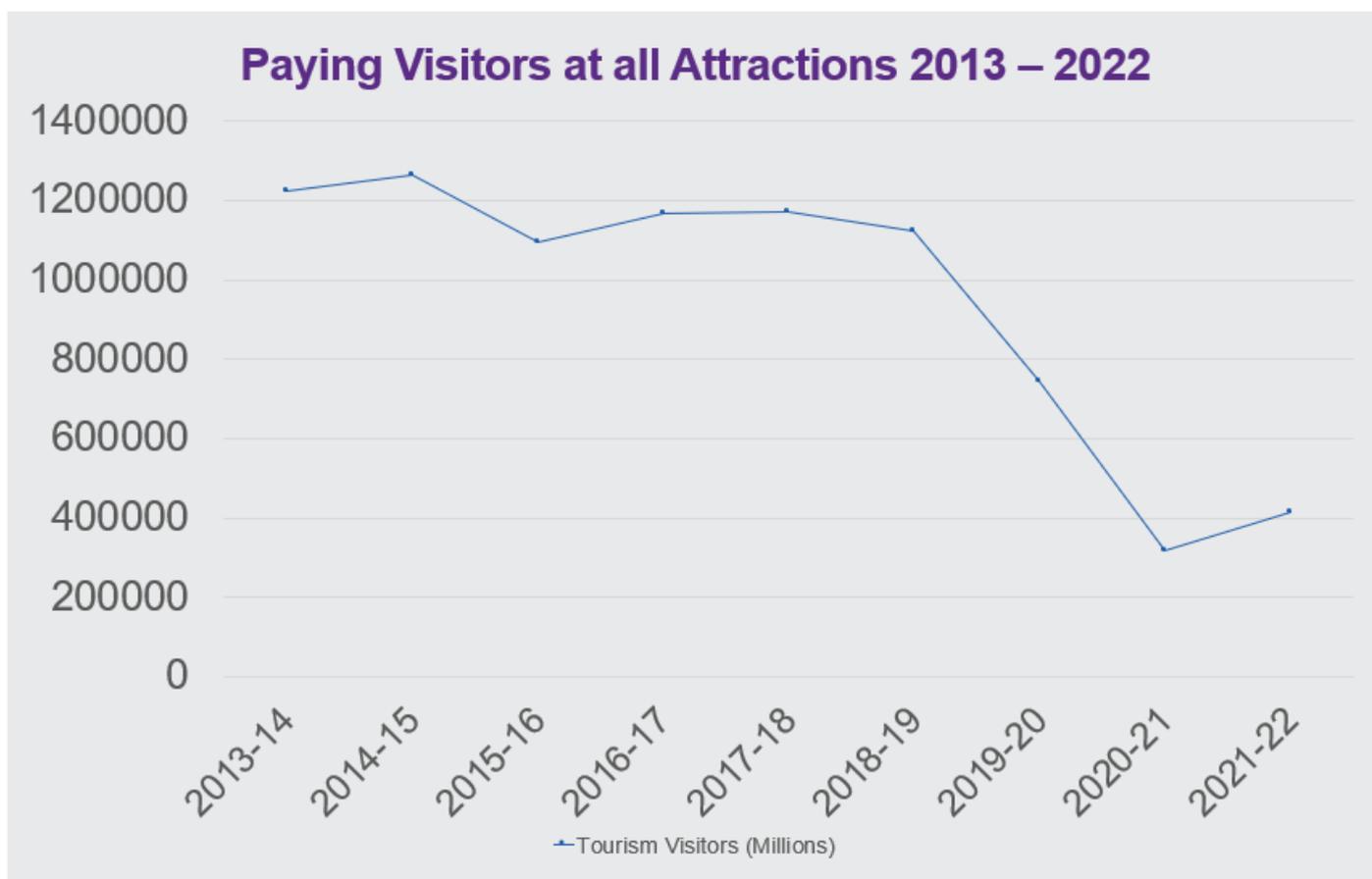
2013-2019 Growth and positive revenue.

2018-19 – State Government completed its total contribution of \$48 million towards a new \$58 million dollar Penguin Parade Visitor Centre

2019-20 and in 2020-2021, Victorian State Government contributed 4.4 million funding support to maintain operational levels through the COVID Pandemic.

The COVID pandemic impacted the Nature Parks in many ways including revenue. Staff were redeployed from tourism operations to conservation work and sometimes redeployment to other organisations eg Bass Coast Health. In 2022 the Nature Parks is in a recovery mode while we rebuild both our domestic and international visitor markets.

As of January 2023, Nature Parks revenue has recovered to approximately 80% of levels pre-covid.



All data from published Annual Board Reports.

From 2012 -2018 The Nature Parks attracted more than 1 million visitors per year. Most of these visitors came to the Penguin Parade (by far our most known and popular attraction).

An average of approximately 1 million visitors per year until 2019. Bushfires, Pandemic, Travel and Operational Restrictions and closures.

2019-20: 745k visitors (Pandemic restrictions)

2020-21: 317k visitors (Pandemic restrictions)

2021-22: 415k visitors (slow recovery of international markets) – Lots of travel agencies businesses wiped out from the restrictions during pandemic.

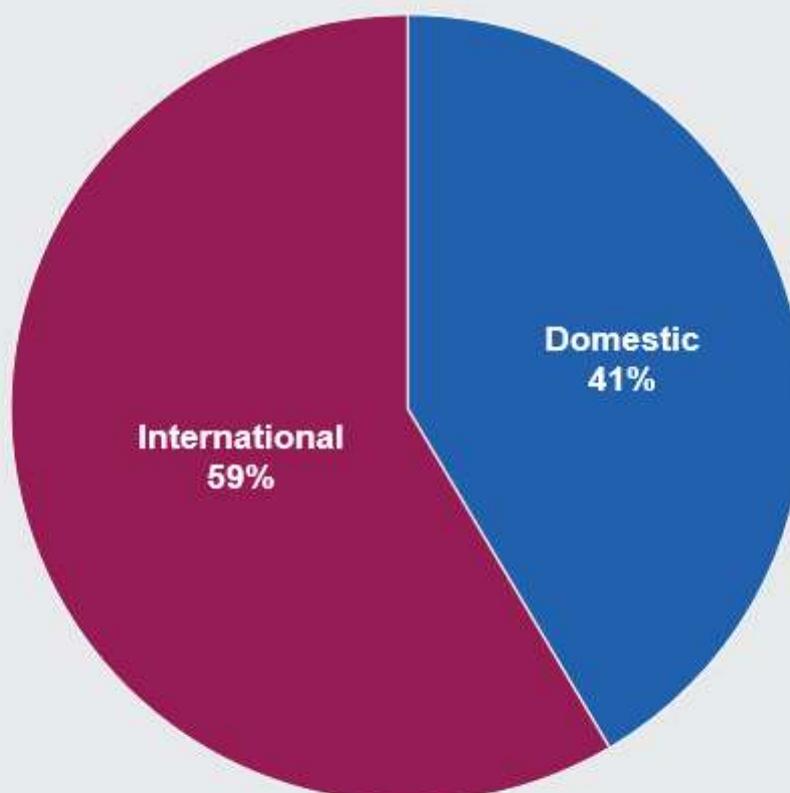
A major decision brought about from the pandemic and restrictions was lowering the overall number of visitors per night from 3800 to 2500. This decision was due to changing customer expectations regarding crowds. This strategy was well received by our visitors and our staff.

2023 – A positive Summer Peak with 18 consecutive nights sold out through late December and January.

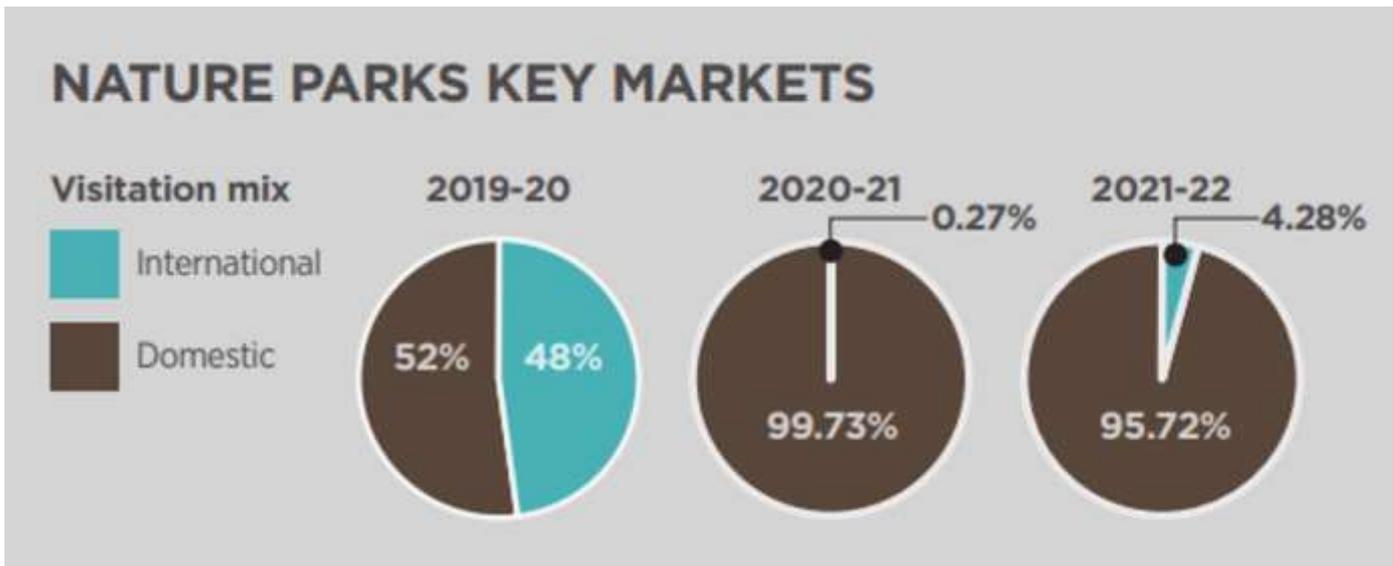
Visitors to the Nature Parks (All Attractions)

2017-18	2018-19	2019-20	2020-21	2021-22
1.17 million Paying Visitors	1.12 million Paying Visitors	757,846 Paying Visitors	317,589 Paying Visitors	415,130 Paying Visitors

Snapshot from 2018 Visitors to the Nature Parks (Specific Sites)



Visitation mix (average) 2013-2019 (prior to COVID)



During the pandemic when international borders were closed our visitation was close to 100% domestic or no visitation at all during closures.

We are still getting a picture of what the market looks like after the pandemic restrictions have ceased.

Visitation 22-23

Domestic – 77%

International – 17%

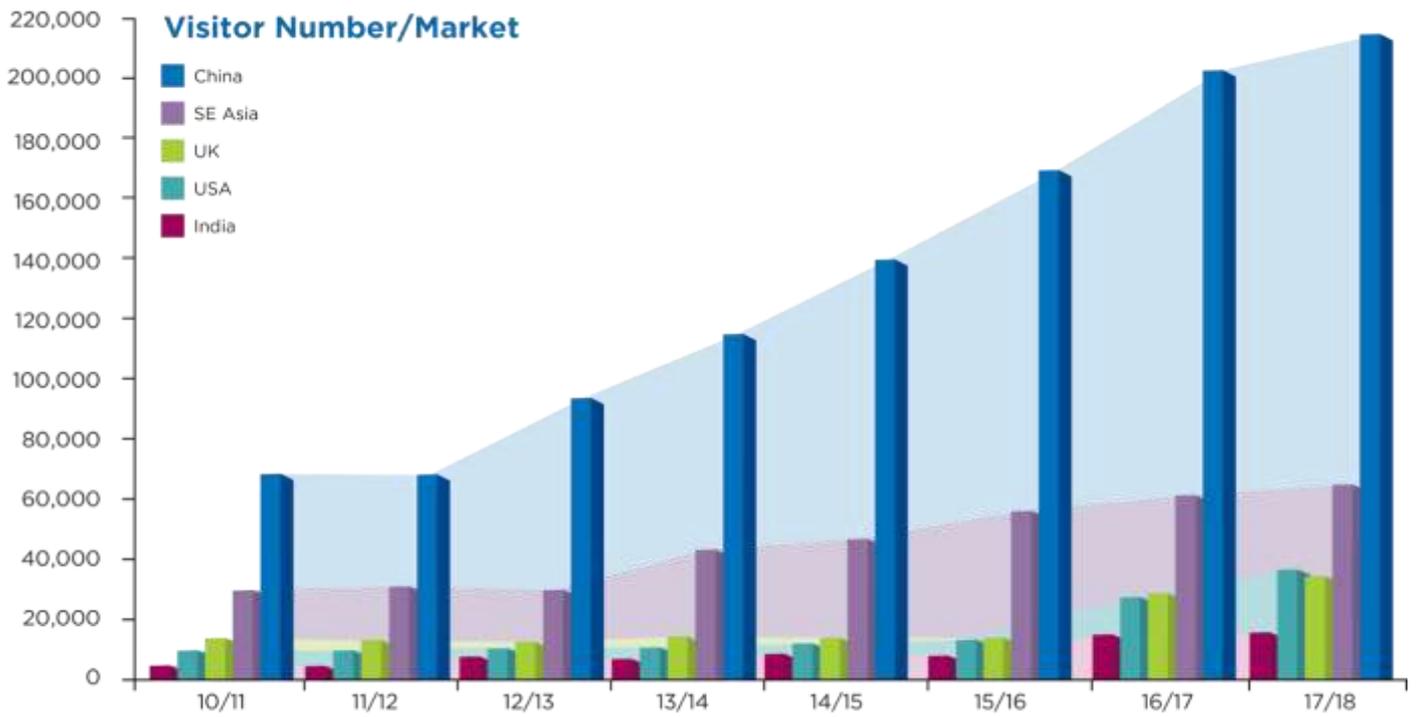
Unknown – 6%



Top 5 International markets so far (Jul 2023 -Sep 2023)

- 1) China 4%
- 2) Singapore 2%
- 3) Hong Kong 2%
- 4) USA 1.5%
- 5) Taiwan 1.2%

In the past...



2010-2018 – International Visitors by home country (visiting across all Nature Parks Attractions)

Our Attractions

CHURCHILL ISLAND

BRAND POSITIONING

Essence: A rare example of an island that has stood still in time, capturing the simplicity of life and the beautiful landscapes of early European settlement in Australia.

Personality: a special ambience, open natural beauty, simpler times, harmonious, tranquil, and peaceful..



PRODUCT SUMMARY:

The Churchill Island experience combines both a free to enter walking and café experience and a pay to enter heritage farm experience.

The heritage farm experience includes roaming animals, a heritage homestead, heritage gardens and Australian farm shows, including sheep shearing, dog demonstrations, whip cracking, cow milking and blacksmithing. The experience for those who miss the shows is a passive and self-guided farm tour. Visitors can then browse the small gift store, themed to farm life, for a perfect memento of their visit.

The Café is operated by Create Catering offering breakfast and lunch and relies primarily on the visitors to the farm experience for its customer base. The site is also utilised for events such as farmers markets, weddings, music festivals, park run and other festivals and activities.

Phillip Island
NATURE PARKS



KOALA CONSERVATION RESERVE

BRAND POSITIONING

Essence: Experience natural Australian bush and wetland habitats, and the native Koala's, Wallabies and Curlews living wild within them.

Personality: A natural, personable, down to earth feel; a safe, quietly invigorating experience. Immersed within very old Australian woodland and bush.



PRODUCT SUMMARY:

The Koala Conservation Reserve is a pay to enter experience to see koalas in an environment that emulates a natural setting. The experience is a self-guided walking tour over three raised boardwalk areas including the Blue Gum Koala trail which contains 4 chlamydia free koalas and in total the reserve houses 15 koalas. Koala viewing is the primary experience which can sometimes be up close at a feed station or high in the trees. Explore the 6 hectares of Australian Bushland and keep a look out for wallabies, echidnas and colourful native birds. Plant your own seed to take home at our native seed station. Uncover the amazing lives of Koalas with the interactive display in the visitor centre and then shop for the perfect gift in the retail store.

The Café is opening during school holidays and throughout the year drinks and ice-creams are available to purchase through the retail store.

Visit the Nature Play area located out the front of the visitor centre or wonder over to the Barb Martin Bushbank to browse the range of native flora available to purchase.

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NOBBIES – ANTARCTIC JOURNEY

BRAND POSITIONING (AJ ONLY)

Essence: A Journey to the Antarctic

Personality: Provocative, influential and inspiring, as well fun, educational, entertaining, and incorporated key sustainability messaging.



PRODUCT SUMMARY:

The Nobbies experience incorporates both free to enter café, retail and walking experience as well as a pay to enter attraction (Antarctic Journey). The Antarctic Journey attraction is co-branded with WWF and targeted as an interactive learning experience for the whole family. Taking visitors on a virtual tour through the Southern Ocean to Antarctica and learning stories of conservation, climate resilience and what lives in the deep.

Majority of visitors to the Nobbies come for the boardwalk experience with the views of Round Island, Seal Rocks and the blow hole and will often enjoy a meal at the café or an ice-cream treat, soon to be Ben & Jerry's, whilst looking out over the Nobbies. Upon exit The gift store offers the perfect souvenir or gift for their visit.



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PENGUIN PARADE

BRAND POSITIONING

Essence: A wildlife experience you will never forget.

Personality: You are the observer of a wild and natural event that leaves you feeling engaged, inspired and hopeful...



PRODUCT SUMMARY:

The Penguin Parade experience is seeing Phillip Island's Little Penguin's waddle home from the ocean to their burrows on mass each night from the view platforms or boardwalks.

- There are several different penguin viewing experiences to choose from which range from
- General Admission (tiered seating grandstands)
 - Penguins Plus (smaller platform with closer penguin viewing)
 - Underground (eye level viewing experience out of the weather) or a
 - A guided tour at Summerland Beach or
 - An Ultimate Adventure Tour for a select few on a private beach

The experience includes a sustainable building gateway with theatre, interpretations, interactive displays and a large retail space for that cuddly plush penguin or souvenir of their visit.

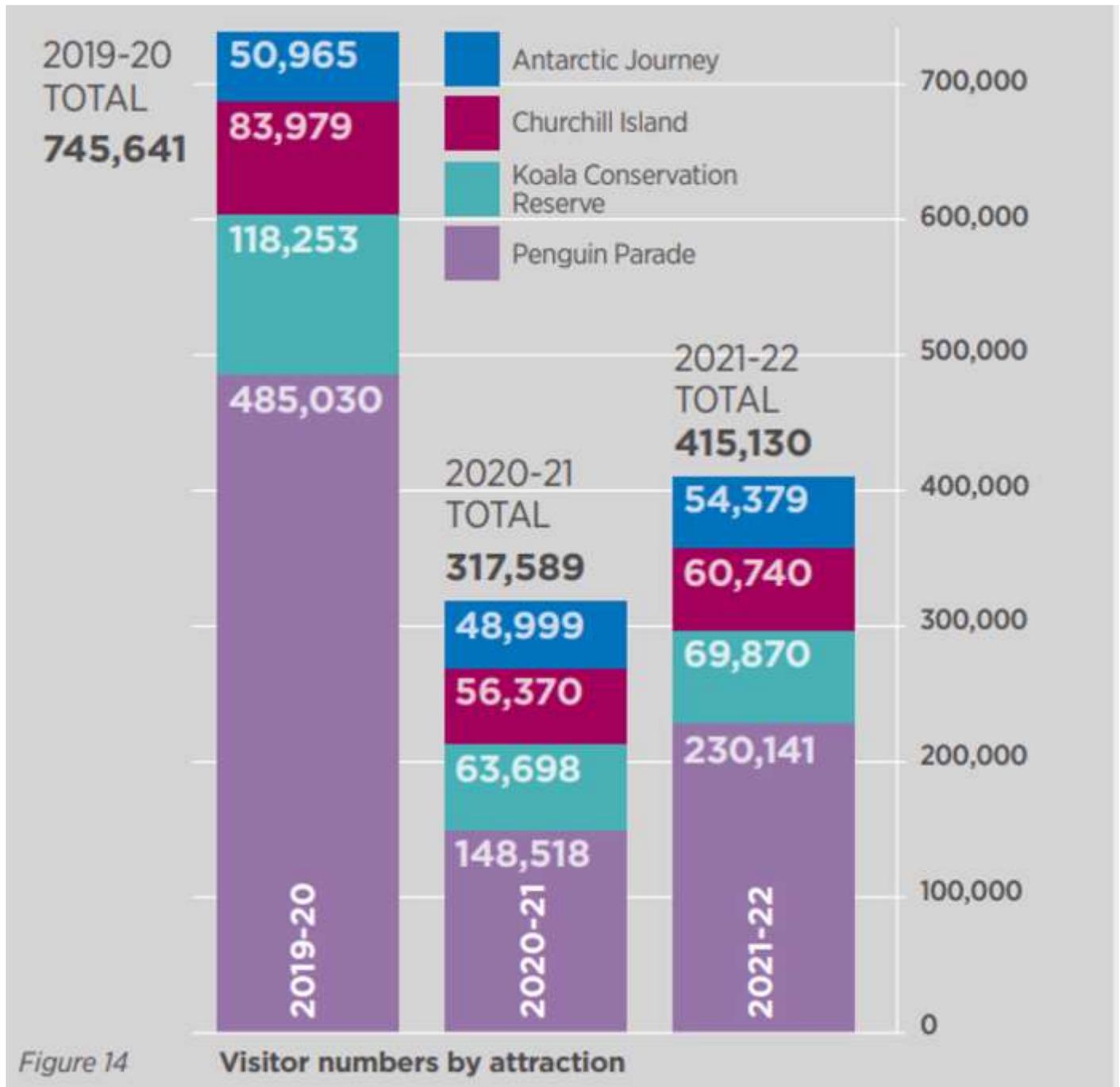
Create Catering offers a snack menu at the Chick Café and a more formal dining experience at the Shearwater Restaurant with sustainable seafood options.



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Visitation by Attraction (Recent years)



2019-20 – A total of 745k Visitors (both domestic and international)

Source: PINP Board Report 2021-22

This shows that the Penguin Parade remains the heart of our tourism operations attracting most visitors.

Revenue

The Nature Parks creates revenue to fund conservation through a range of attractions, experiences, products, and price points. Each of our attraction: The Penguin Parade, Churchill Island Heritage farm, Koala Conservation Reserve and the Nobbies Centre have gift shops, restaurants as well as different entry price points and different visitor experiences.

At the Parade we offer a range of price points and three different guided tours each designed for a different market segment.

Offering 'premium' experiences at different price points is a key to revenue generation.

Penguin Parade Ticket Prices 2023



GENERAL VIEWING

Enjoy tiered seating in our general viewing grandstands overlooking the picturesque Summerlands Beach.

- Adult (16 years+) - \$30.00
- Child (4-15 years) - \$15.00
- Family (2 adults and 2 children) - \$75.00
- Australian Pensioner (ID required) - \$21.00



PENGUINS PLUS

Get up close and personal with the Little Penguins from our extra special Penguins Plus grandstand.

- Adult (16 years+) - \$75.00
- Child (4-15 years) - \$37.50
- Family (2 adults and 2 children) - \$187.50



UNDERGROUND VIEWING

Go underground and watch the Little Penguins waddle right past the window – some might even come up to the glass to say giddyay!

- Adult (16 years+) - \$85.00
- Child (4-15 years) - \$42.50
- Family (2 adults and 2 children) - \$212.50

Three premium guided tour options at the Penguin Parade. These products are specifically designed to appeal different visitor demographic.

GUIDED RANGER TOUR - available nightly

Join your ranger guide for an informative journey through the penguin colony, enjoying their commentary via your personal headset.

Guided Ranger Tour (12 years+) - \$95.00

Key target markets – Time to Explore, Short Breakers

FAMILY WILDLIFE TOUR - available Fri and Sat, nightly during holidays

Join the ranger for a fun and educational tour that starts with a talk about the wildlife of Millowl (Phillip Island), and enjoy reserved seating in our tiered general viewing area

Adult (16 years+) - \$80.00

Child (4-15 years) - \$40.00

Australian Pensioner (ID required) - \$56.00

Key target markets - Family Time, Holiday Makers – Tour developed specifically for a domestic audience during COVID travel restrictions.

ULTIMATE ADVENTURE TOUR - available nightly

Be one of the select few to venture out to a secluded beach away from the Penguin Parade on this fully accredited Eco Tour, perfect for lovers of both nature and adventure.

Ultimate Adventure Tour (16 years+) - \$105.00

Key target markets - Time to Explore, Short Breakers

What does the future hold for the Nature Parks? To name but a few...

Tourism Operations

- We are exploring new seated premium penguin viewing options with a boardwalk and general viewing area renovations at the Penguin Parade.
- Design of premium group activities for donors and corporate touring groups.
- Guided experiences designed to appeal to domestic visitors, like the Family Wildlife Tour.
- Less of a reliance on the international market for revenue, but also rebuilding connections with the returning international marketplace.
- Strong community relationships with local businesses, schools, council and other partners.

Conservation & Research

- Study of koalas to support mainland populations, for example a study for the critical care, rehabilitation and release of bush fire impacted koalas.
- Threatened Species rewilding programs: Eastern Barred Bandicoots, Bush Stone Curlews and more!
- Study of climate change impacts on plants and animals of Phillip Island and climate resilience and bushfire preparedness at the Summerland Peninsula.
- Continued study of little penguin foraging grounds using sailing drone and mapping.
- Continued study of Seal Rocks and the Australian Fur Seal colony at the Nobbies.
- Embedding and being led by First Nations Peoples conservation knowledge, expertise, perspectives, and techniques.

