Developing wildlife tourism as part of a sustainable wildlife industry.

By Jacques Kriek

Info@mattanu.com
083 235 1993
Four pillars of the wildlife industry

- Breeding
- Hunting
- Wildlife Tourism
- Meat production
Tourism in South Africa

- South Africa has earmarked tourism as a key sector with excellent potential for growth: the government aims to increase tourism’s contribution, both direct and indirectly, to the economy from the 2009 baseline of R189.4-billion (7.9% of GDP) to R499-billion by 2020.
- Tourism supports one in every 22 jobs in South Africa.
- Domestic tourism is also an important source of revenue and employment, contributing 52% of total tourism consumption.
- Trophy hunting accounts for a fraction of the R323 billion that tourism contributed to South Africa’s GDP in 2013. About 8,000 trophy hunters visit South Africa each year, compared to around 9 million tourists.
- Tourists avg spent thus R34000 and hunter R117647
Tourism in SA cont...

- Domestic tourism 44 million in 2015. Overnight trips 45.4 million in 2015.
- Despite the downward trend, the total expenditure on day trips increased from R35 billion in 2013 to R39 billion in 2014.
- Overnight expenditure increased from R68.5 billion in 2013 to R71 billion in 2014. This increase in expenditure has largely been driven by increased spending in the higher living standard measure subgroup (i.e. LSM 8 – 10).
- The biggest spending during day trips was on shopping, domestic transport as well as food and beverages. Overnight expenditure was primarily on domestic transport, shopping, accommodation, food and beverages.
- Inbound tourism spending rose by only 1.9% in 2015 compared with 2014.
- Domestic tourists increased their spending by 4.8% over 2014–2015
- **Domestic tourism** is the main contributor to total tourism spending, with local travellers having contributed 56.4% (or R140.9 billion) to the total in 2015, compared with international visitors who contributed 43.6% (R108.8 billion).
Tourism in SA cont...

- The number of overseas tourists to our shores declined in 2015, falling from 9.5 million in 2014 to 8.9 million in 2015.

- The industry created 32,186 new jobs in 2015, raising the tourism workforce from 679,560 individuals in 2014 to a total of 711,746 individuals.

- Currently, one in 22 employed people in South Africa work in the tourism industry, representing 4.5% of the total workforce. In fact, tourism surpasses mining as an employer. The mining industry employed about 462,000 individuals in the quarter ending December 2015.

- Mining contributed 8.0% to the South African economy in 2015, the tourism industry's contribution was 3.1%. In other words, for every R100 produced by the South African economy, R3.10 was a result of tourism. This makes the tourism industry larger than the agriculture industry, the latter having contributed only 2.4% to the economy in 2015.

- Even though tourists spent more money in 2015 than they did in 2014, the rate of growth in spending was lower compared with previous years. Tourists spent a total of R249.7 billion in 2015, a rise of 3.5% from R241.2 billion in 2014.
Tourism in SA cont...

- The total contribution of travel and tourism to the gross domestic product (GDP) of South Africa was R402bn in 2016 (9.3% of GDP) and is expected to grow by 2.5% to R412.2bn (9.4% of GDP) in 2017, according to a report by the World Travel and Tourism Council (WTTC).

- The forecast is that it will rise by 4.2% per year to R624.2bn by 2027 - 11.5% of GDP.

- The total contribution of travel and tourism to employment in the country was 1.5 million jobs in 2016. This is 9.8% of total employment.

- The forecast is that it will rise to 6.7% in 2017. That would be 1.6 million jobs or 10.2% of total employment.

- By 2017, it is forecast that travel and tourism will support 2.5 million jobs or 13.2% of total employment.

- By 2027 international tourist arrivals to South Africa are forecast to total 19 million. This is expected to generate expenditure of R271.3bn for the country.

- Travel and tourism is expected to have attracted capital investment of R68.9bn in 2016. This is expected to increase by 0.6% in 2017 and by 4% per year over the next ten years to R102.5bn in 2027.
What is wildlife tourism?

- Based on encounters with non-domestic animals
- Either with animals in “captivity” or “natural environment”
- Non-consumptive (game viewing) and consumptive (hunting/fishing)
- **Eco tourism is** - Undisturbed or protected areas: flora, fauna and geology
- Experiencing the local cultures
- Tourists - must experience and learn about nature
- Environmentally responsible travel
- Non-consumptive
Size and potential value

- Tourism is globally the largest industry
- 80% of all tourists to SA partake in some form of wildlife tourism
- 75% of all tourists to South African National Parks are domestic tourists
- Besides recreation and entertainment, nature-based second most important activity
- Most stay 2 nights or more
- A large percentage of SA wildlife – on private land (Around 16 million vs 5.5 million)
Different categories of accommodation

- Safari accommodation: tented camps/safari tents, log cabins
- Serviced-accommodation (Lodge)
- Self-service accommodation (Chalets)
- Camping:
  - Convenience: own ablution, water, electricity
  - Exclusivity
  - Limit stands
  - Close to nature
Type of travellers

- **Domestic**
  - Afrikaans and English speaking
  - Middle age (35-49 years of age)
  - Well educated (degree, diploma)
  - Married
  - Large percentage prefer self-catering
  - Group size 2-4 persons and avg stay is 2-4 nights

- **International**
  - USA and Europe - biggest markets
  - Middle-aged highly educated professionals
  - Moderate to high income
  - Making own reservations and mostly travel independently
  - Groups size 2-4 persons and prefer longer stays
Wildlife tourism based Activities

Interpretive activities – Game drives, stargazing, bird watching, guided walks.
Adventure activities – 4x4, helicopter game viewing, Quad biking, Mountain biking, Hiking, Hunting, Fly fishing or horseback safaris.
Wildlife interactions – Game capture safaris, Elephant back rides, Rehab centres, animal feedings.
Filming and photographic – Magazines, Documentaries and films.
Bush wedding, functions and conference breakaways
Team based – Obstacle course, drumming, zip line, paintball, canopy tours.
Heritage - Cultural experiences, Historic, Archaeological tours
Water based – Canoeing/kayaking/paddle ski and river rafting
The 4 P's

- Product
- Partnership
- Package
- Promote
Product

- Size, species, activities
- Current infrastructure
- Staff requirements
- Access routes
- Unique selling points
- Airports
- Established routes and products
- Natural beauty
- Location
Partnership

- Supporting products to extend stays
- Tour operators/travel guides
- Tourism Offices
- Government departments
- Cultural and historic sites
- DMO’s (Destination Marketing Organisations)
- Booking engines (Safarinow, booking.com, hotels.com, Tripadvisor, lekkerslaap etc.)
- Magazines
Package

- Include supporting products
- Link with establishments/activities that can link with pre and post visits to your product
- Develop, brand and market the route
- Develop different options for different interests/age groups etc
Promote

- Social media – Twitter, Instagram, Facebook, You tube.
- Booking engines – Booking.com, Lekkerslaap, Safarinow, Air B&B, Trip advisor, Hotels.com etc
- Google add campaign and PPC
- Local government and tourism department to bring media and trade
- Familiarisation trips for other establishments, guides, operators in your area (even petrol attendants can be useful).
- Magazines – Try to negotiate barter deals for editorials.
- Link up with existing events and share videos on social media as next slide.