



National Parks and tourism in the Rangelands

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Overview

- Benefits of nature
- Benefits of protected areas
- Tourism value of parks
- Ways that parks benefit tourism
- Tourism value of Qld parks
- National parks & economic growth
- Growth of protected areas

Benefits of nature

Economic and intangible benefits from natural ecosystems... “ecosystem services”.

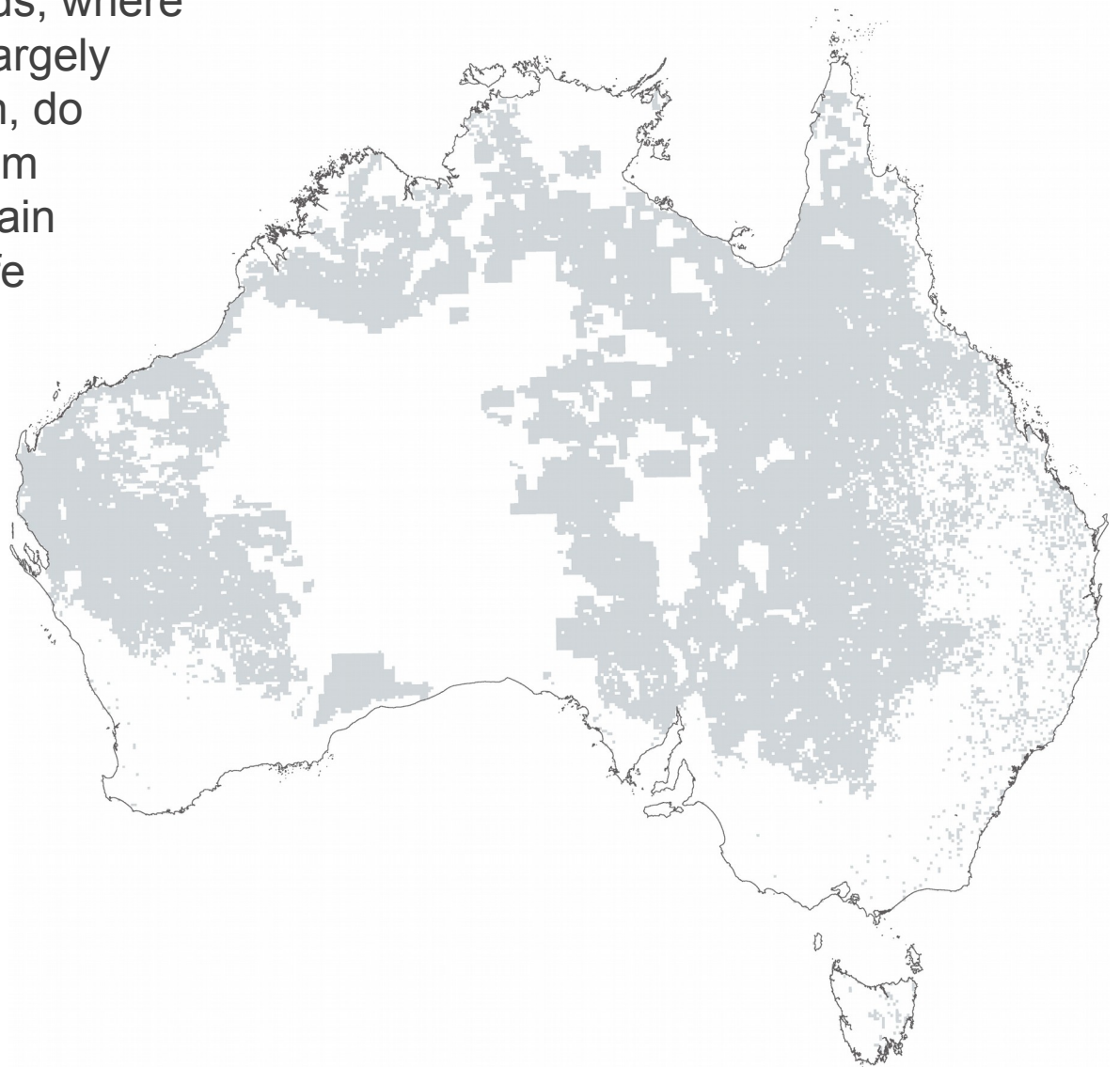
Not all services easy to express in dollars.

Tourism is an ecosystem service that is readily measurable in dollars.



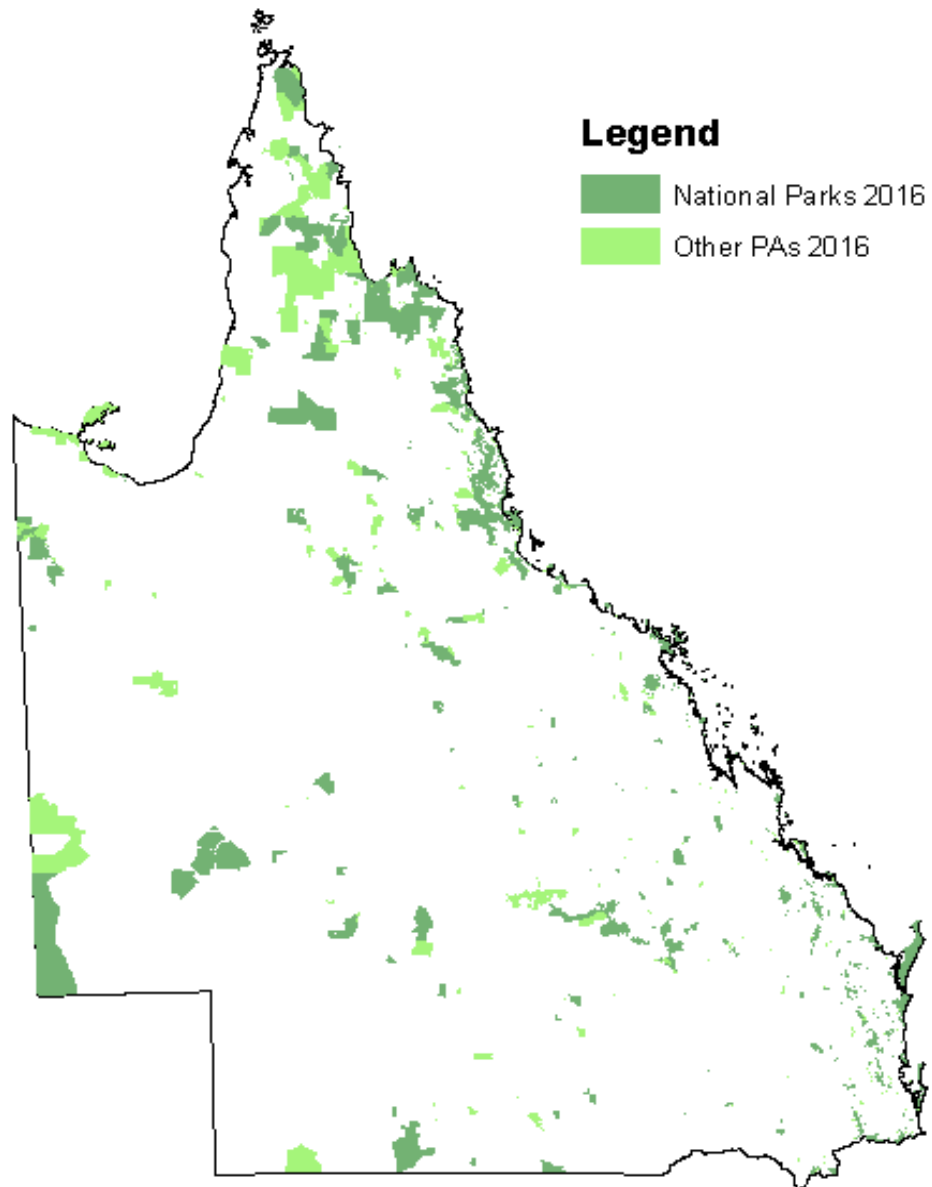
Benefits of nature

The grazing lands, where they are still in largely natural condition, do deliver ecosystem services and retain significant wildlife diversity.



Benefits of protected areas

Protected areas permanently reorient land management exclusively to protection of nature, abatement of threats, and maintenance of ecosystem services.



Benefits of protected areas

Example

Feral cat control a high priority on protected areas...

but not for livestock production



Source: Threatened Species Strategy



Benefits of protected areas

At least \$37.5 billion p.a. non-tourism value of ecosystems services are secured in Australian terrestrial system of protected areas government and non-government (“National Reserve System”)

Table 1. Estimates of total value of ecosystem services secured in Australia's National Reserve System in 2012 (AUD billions).⁶³ Source: Building Nature's Safety Net 2014

Service	Example of what protected areas do	Marine		Terrestrial	
		Australia/High Income countries minimum values	Global avg	Australia/High Income countries minimum values	Global avg
07 Air quality	Protected forests near cities filter air pollutants			\$0.08	\$0.06
08 Climate moderation	Protected seagrass beds or forests soak up carbon	\$69.92	\$76.74	\$0.13	\$15.93
09 Disturbance regulation	Protected mangrove forests buffer storm or tsunami damage	\$94.24	\$109.84	\$0.16	\$12.05
10 Water flows	Protected forests soak up and slow down otherwise excessive runoff			\$2.34	\$23.79
11 Waste treatment	Protected wetlands filter pollutants from water flowing through	\$0.44	\$105.41	\$2.62	\$13.55
12 Erosion prevention	Protected riverside forests prevent soil erosion	\$961.77 ^a	\$3,313.25 ^a	\$1.50	\$11.94
13 Nutrient cycling	Protected semiarid forests prevent soil salinity	\$198.05 ^b	\$0.03	\$0.46	\$7.66
14 Pollination	Protected habitat near cropland harbour natural pollinators			\$5.71 ^b	\$1.80
14 Biocontrol	Protected habitat near cropland harbour insectivorous birds	\$5.43 ^b		\$0.94	\$6.14
16 Nursery habitat	Protection of key breeding habitat of fish species that are consumed	\$21.09	\$24.87	\$27.38	\$72.43
17 Genetic diversity	Protection of habitats of wild relatives of commercial crops	\$11.12	\$124.28	\$0.11	\$38.64
TOTAL		\$196.84	\$441.16	\$37.51	\$203.98

a) These estimates were so much higher than all other estimates, and based on just one study for Caribbean coral reefs. Accordingly they are considered unreliable and excluded from totals.

b) These values are substantially higher than those based on global averages and so are replaced in these cases by estimates using global average values.

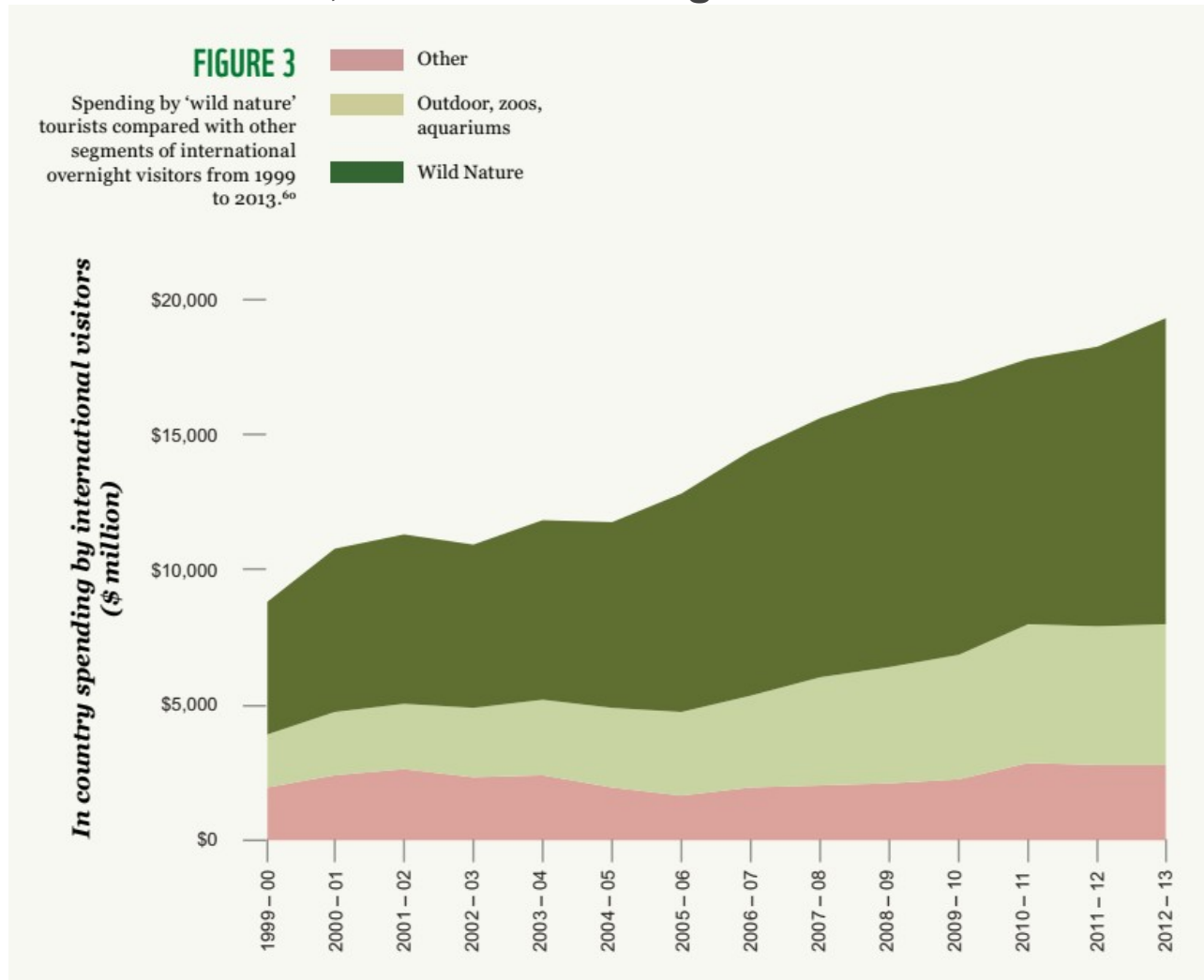
Tourism value of parks

Wild nature tourists

- Mostly visit national parks (*but attribution is an issue... see below*)
- Distinguished from those mostly visiting beaches, zoos, aquaria etc
- Spent \$23.6 billion in 2012/13
- Spending has doubled since 1999/00.
- About 50:50 international and domestic visitors.
- International wild nature visitors account for 60% of ALL international visitor spending
- Wild nature tourists from overseas stay longer and spend more
- Spending share has been increasing among Asian visitors

Tourism value of parks

Wild nature tourists, international segment



Source: Building Nature's Safety Net 2014

Ways that parks benefit tourism

- Providing nature destinations and experiences that tourists can directly visit and enjoy (“destination value”).
- Building Australia’s “brand” as a nature attraction, even if visitors don’t visit national parks (“attraction value”).
- Conserving the wildlife that attracts visitors to Australia or that they can experience in the wild (“wildlife value”).





Tourism value of Queensland parks

Queensland parks destination value

- \$4.43 billion in spending by National Parks visitors in 2006/7 (“associated”)
- Tropical north 30% of all spending
- of this \$749 million attributable to the Parks (“generated” i.e. certain that visitor would not have come if parks not there)
- Generated fraction (17%) very low compared with other studies

Table 13 Direct tourist spending related to Queensland national parks

Region	National Park Tourist Spending: Simulation Mean Values by Region (\$)			
	Best Estimate Scenario		Maximum Estimate Scenario	
	NP-associated	NP-generated	NP-associated	NP-generated
Gold Coast	676 618 526	82 392 662	873 698 262	106 391 301
Brisbane	680 620 213	82 879 952	1 114 798 965	135 750 428
Sunshine Coast	464 362 394	56 545 974	563 068 517	68 565 539
Mackay	94 071 809	19 351 915	124 044 083	25 517 640
Whitsundays	219 896 562	45 235 864	455 817 492	93 768 170
Capricorn	94 849 122	17 592 962	137 809 425	25 561 428
Carnarvon	23 410 598	4 342 288	26 789 573	4 968 034
TNQ	1 330 952 874	273 796 020	2 090 053 773	429 953 919
Outback	59 810 172	11 434 298	75 600 998	14 453 132
Townsville	209 005 953	38 767 233	354 356 790	65 671 824
Toowoomba	108 571 250	20 323 700	140 946 943	26 143 385
Wide Bay	181 614 974	37 360 795	267 080 562	54 942 287
Great Sandy	288 447 312	59 337 733	467 094 227	96 087 955
Total Queensland	4 433 231 758	749 361 416	6 690 859 608	1 147 776 038

Source: Ballantyne et al 2008 VALUING TOURISM SPEND ARISING FROM VISITATION TO QUEENSLAND NATIONAL PARKS. Sustainable Tourism CRC



Tourism value of Queensland parks

“Queensland’s natural environment with its diverse landscapes and unique wildlife, is a key drawcard for domestic and international visitors alike. In particular, the state’s five World Heritage areas and hundreds of national parks are a major driver for tourism.”

A handwritten signature in black ink that reads 'Jann Stuckey'.

The Honourable Jann Stuckey MP
Minister for Tourism, Major Events, Small Business
and the Commonwealth Games

Tourism value of parks

Caravanning market

- 11.8 million domestic camping and caravanning trips 2016-17.
- Age distribution
 - Ages 20-29 16%
 - Ages 30-54 48%
 - Age 55+ 29% (*"Grey Nomads"*)
- *"Grey nomad"* sector is the fastest growing sector

Tourism value of parks

Caravanning market

- 15% caravan park sites are on national parks and reserves (last decade figures)
- 35% of international caravan/camping visitors come to Qld, the largest share.
- Domestic caravan/camping visitors spend more nights (85%) in regional Australia than other visitors (59%)
- In Western Australia, 45% of “grey nomads” in caravan parks had also stayed at national parks.
- Motivation for travel is primarily “experiencing natural beauty and bush experiences”

Tourism value of parks

*The committee believes that although grey nomad expenditure may be lower than the average daily expenditure of other tourists, **this is offset to a certain degree by the longer stays in regional areas and their length of travel.** On this basis, the committee concludes that grey nomad tourism is a valuable source of tourism expenditure for Queensland and, in particular, regional communities.*

Table 6: Comparison of grey nomad expenditure

Source	Weekly spend (\$)	Daily spend (\$)	Average length of stay (days)	Total spend per trip/year (\$)
Carter (2002)	469	67	7	442
Greiner, Stoeckl and Schweigert (2004)	424	61	76	4,618
CARRS-Q (2010)	589	84	67	5,646
CMCA (2003)	360	51	157	8,074
Cridland (2008)	840	120	126	15,120
CMCA (2010)	572	82	197	16,100
Submissions (2010)	420-960	60-140	-	-

Source: Queensland Parliament Economic Development Committee Report No. 5 (2011) Inquiry into developing Queensland's rural and regional communities through grey nomad tourism. *NOTE figures are a decade out of date!*

Tourism value of parks

Grey nomad phenomenon tied to growth of parks

- Appearance of new national parks in regional Qld

Attraction
value

Destination
value

*Blackall is part of the grassy ecosystem of the Mitchell Grass Downs and a trip to **Idalia National Park** about 100 kilometres away will be richly rewarded. A stop at **Emmet Pocket Lookout** or a hike along the **Bullock Gorge walking track** are good ways to enjoy the escarpments, spring-fed waterholes, red gum trees and perhaps even to spy a **yellow-footed rock wallaby**.*

Wildlife
value



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Blackall

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Discovering – and exploring – fascinating towns such as Blackall in Outback Queensland is one of the great joys of the grey nomad experience. While it may not boast the high-profile attractions of a Broome, Ballarat or even nearby Longreach, there is something authentic and very real about this attractive community situated 1,000 kilometres northwest of Brisbane. Like so many unassuming country towns, there is a lot more to Blackall than meets the eye ... and that's no disrespect to the impressive collection of heritage buildings and tree-lined streets that do meet the eye! Grey nomads spending a few days in



Tourism value of parks

Grey nomad phenomenon tied to growth of parks

- Appearance of new national parks in regional Qld
- New destinations & attractions previously not available



Present visit use is dominated by the grey nomad market arriving during the cooler months. Visitor numbers are estimated at approximately 40,000 visits per year, with an average of 150 people per day visiting in the high season. Lawn Hill Gorge is the primary visitor destination.



National parks & economic growth

- Parks provide economic opportunities for local businesses to build and benefit from the state's tourism economy

Gerry Collins, a fourth generation member of this pioneering family, applied to develop a tourist facility to showcase the Lava Tubes located on his family holding, Rosella Plains Station, in 1987... Working closely with regional and state government bodies, the Collins family proposed a national park should be gazetted around the caves, and tours to the lava tubes be accessed from a lodge facility managed by the family.

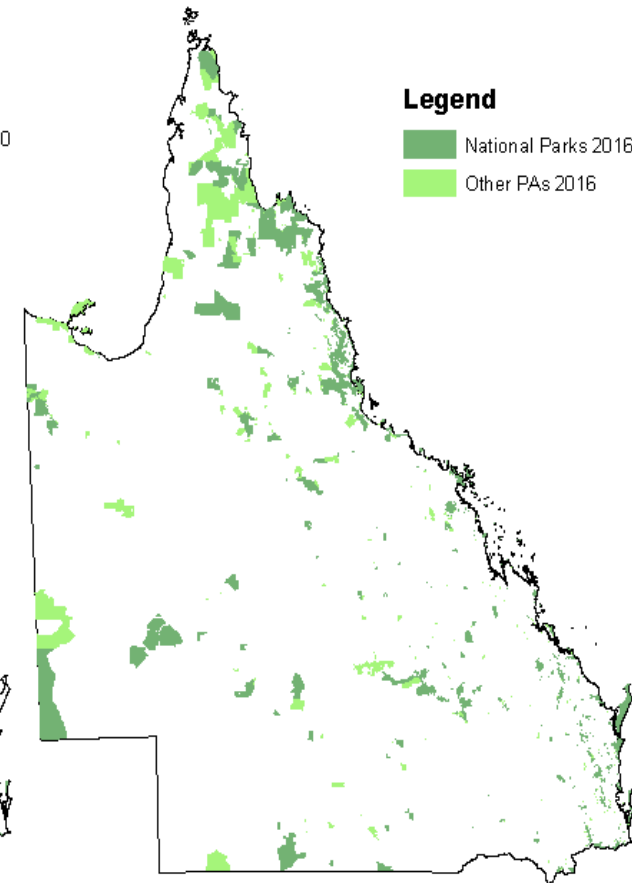
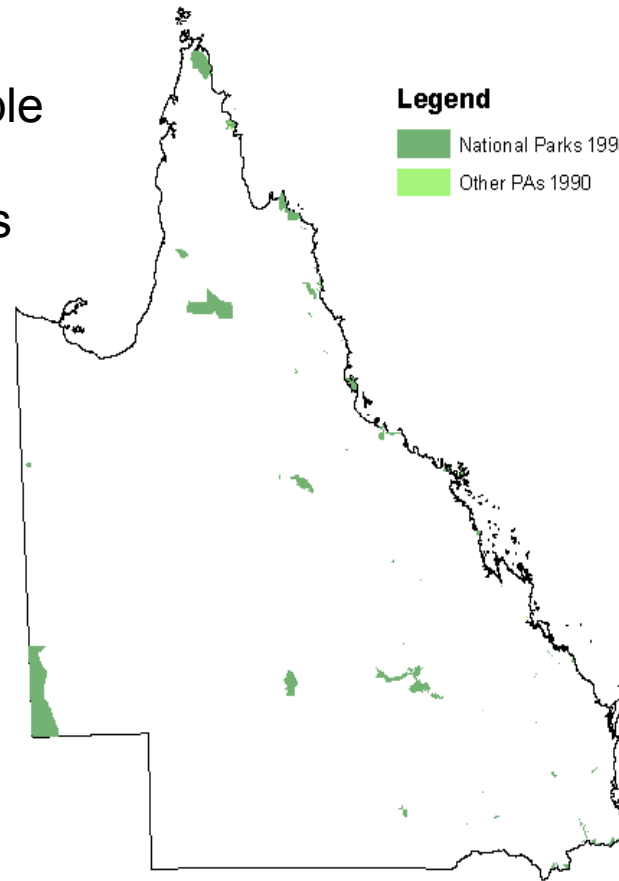


Growth of protected areas

Protected areas show considerable growth in last nearly 3 decades in Queensland, with very significant non-government contribution.

Only 25% of ecosystems protected to minimum standards

Significant gaps need to be filled to be fully representative.





National parks & economic growth

National Parks have an important contribution to make to the diversified, sustainable economic future of the rangelands.



Thank you!

WWF in brief...

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5 continents

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WWF was founded in
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