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.

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

**TOTAL** $196.84 $441.16 $37.51 $203.98

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**Table 1.** Estimates of total value of ecosystem services secured in Australia’s National Reserve System in 2012 (AUD billions).\(^a\)

**Source:** Building Nature’s Safety Net 2014

\(^a\) 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

Source: Building Nature’s Safety Net 2014
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

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.”

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

Source: Tourism Research Australia 2009. TRA Case Study: Caravan Industry Association of Australia
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

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

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

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.
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 have an important contribution to make to the diversified, sustainable economic future of the rangelands.
Thank you!

WWF in brief…

+100

WWF is in over 100 countries, on 5 continents

1961

WWF was founded in 1961

+5000

WWF has over 5,000 staff worldwide

+5M

WWF has over 5 million supporters

Photo: © Michel Roggo / WWF-Canon