

TOURISM IN PROTECTED AREAS – FRASER ISLAND ISSUES FROM AN OPERATOR'S PERSPECTIVE

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Fraser Island World Heritage Area

- Annual total visitation 360,000
- Commercial tours – 218,000 pax per year (up from 100,000 per year in 1991)

Historical Visitation Analysis

Fees – Commercial Tour Passenger – Day Tour

Kleinhardt/FGI – 2002 Report – Tourism and recreation of values of Fraser Island

- Direct financial value of Fraser Island Tourism to the region - \$100 million
- Multiplier effect – total value to the region - \$236 million
- 45% of all visitors to Fraser Coast Region – main activity in the region was visiting Fraser Island (55% of International visitors)
- Estimated that 20% of all visitors to Fraser Island are independent backpackers

Kingfisher Bay Resort

- 152 room resort hotel (4 star)
- 109 residential villas (approval to develop up to 400)
- 200 bed Wilderness Lodge/backpacker market
- 3 restaurants/4 bars
- General store
- Bakery

2002 Expansion

- The next step in growth

Marine Division

- Access to Fraser Island
 - Barge – 5 vessels operating to 4 access points
 - Ferry- 2 vessels
- Marine activities
 - Whale watching

Issues for Commercial Tour Operators

- Implementation of TIPA (Tourism in Protected Areas) principles
- Increased funding for infrastructure and management
- Cost of doing business on Fraser Island – difficult to earn a return on capital employed