Conservation and Nature-Based Tourism on Christmas Island

Interdependent relationships and initiatives

Australian Government
Director of National Parks

CHRISTMAS ISLAND NATIONAL PARK

CHRISTMAS ISLAND TOURISM ASSOCIATION

Introduction to Christmas Island – A Natural Wonder

- Linda Cash
  Marketing Manager
  Christmas Island Tourism

- Mike Misso
  Manager
  Christmas Island National Park

- Christmas Island – a Natural Wonder
- Key Visitor Experiences
- Tourism and Parks Joint Marketing Initiatives
- Conclusion

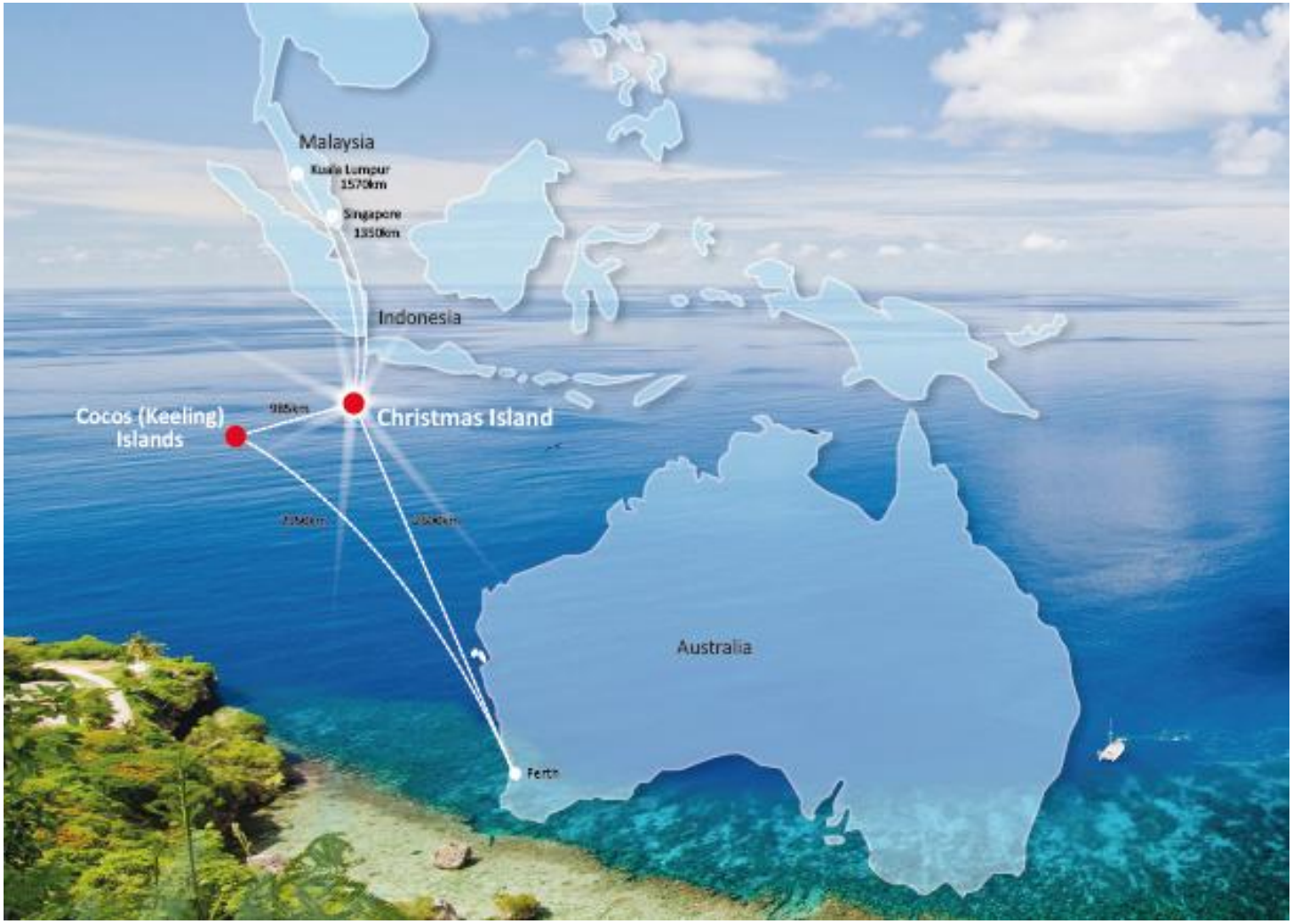
- Biodiversity Values, Threats and Conservation
- Parks Australia Tourism Initiatives

Australian Government
Director of National Parks

Christmas Island – A Natural Wonder

Australian Government
Director of National Parks

Where is Christmas Island?



Australian Government
Director of National Parks

Christmas Island – Key Visitor Experiences

Of the 7 key Australian Experiences – Christmas Island offers 4:

- **Nature in Australia**: Nature-based experiences around the endemic species of the island - crabs, birds, and the rainforest.
- **Aussie Coastal Lifestyle**: Coastal lifestyle experiences, snorkelling, diving, and fishing, and, whalesharks.
- **Australian Journeys**: An escape to a tropical island getaway with unique and remote landscapes.
- **Outback Australia**: Engagement with an eclectic, culturally rich community, an opportunity to meet local characters and experience local hospitality

Australian Government
Director of National Parks

Christmas Island – Key Visitor Experiences

Existing niche experiences

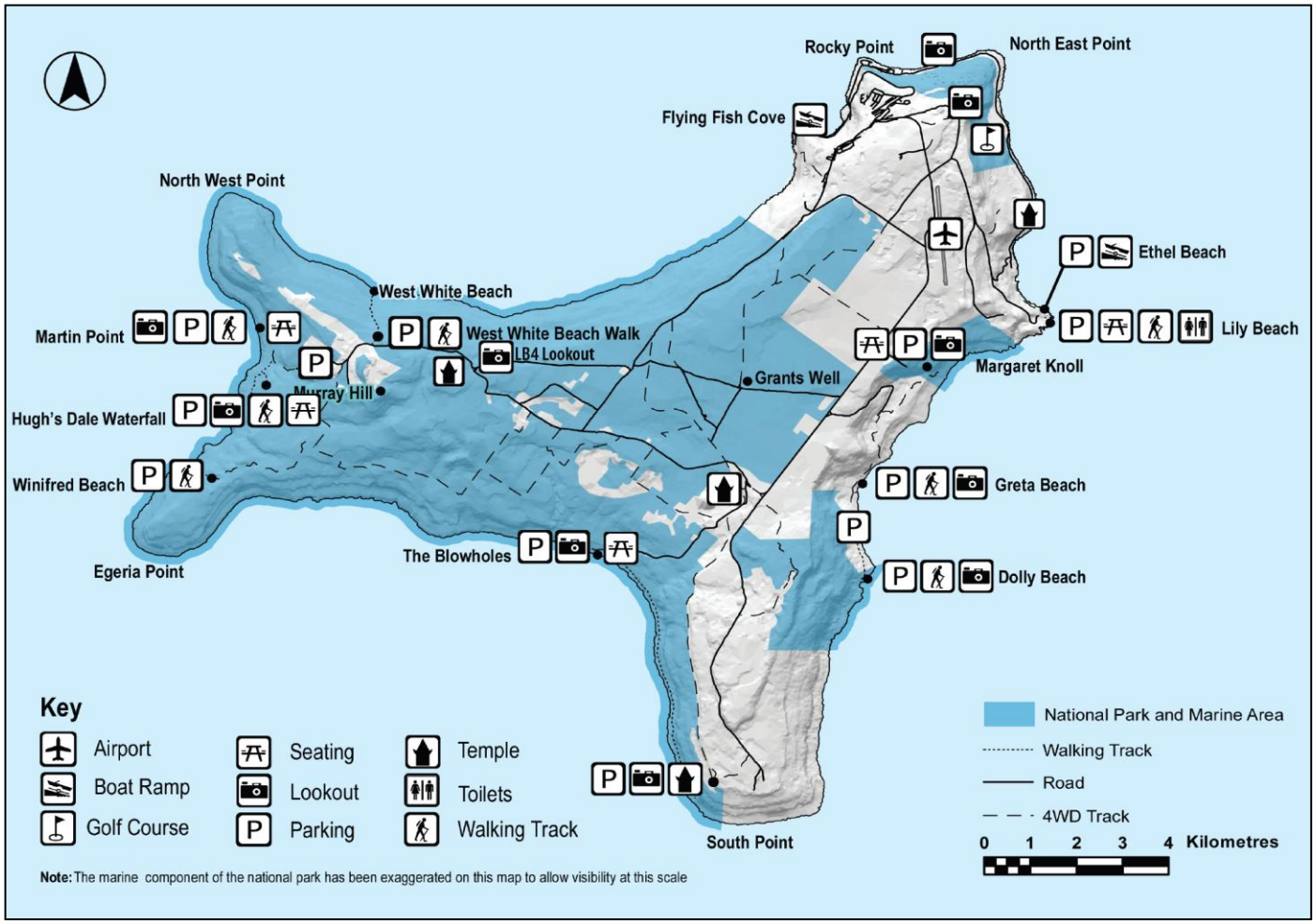
- Nature, Endemic Wildlife, Bird Watching, Photography
- Immersive Wilderness Experiences
- Red Crab Migration
- Snorkelling, Scuba Diving
- Deep Sea Fishing

Underdeveloped experiences

- Expedition cruising
- Cultural heritage
- Education and volunteer
- Adventure
- Health and Wellness

Australian Government
Director of National Parks

Christmas Island National Park



Australian Government
Director of National Parks

Christmas Island's biodiversity

- Uniquely structured rainforests
- Most diverse and abundant land crab community on earth
- Two Ramsar listed wetlands
- Pristine marine habitats and significant species
- Internationally significant endemic species

Australian Government
Director of National Parks

Australian Government
Director of National Parks

CHRISTMAS ISLAND NATIONAL PARK

CHRISTMAS ISLAND TOURISM ASSOCIATION

Australian Government
Director of National Parks

CHRISTMAS ISLAND NATIONAL PARK

CHRISTMAS ISLAND TOURISM ASSOCIATION

Biodiversity Threats

- Intrinsic vulnerability of oceanic islands
- Invasive animals and plants
- Some human activities

Australian Government
Director of National Parks

Biodiversity Conservation Programs

Australian Government
Director of National Parks

CHRISTMAS ISLAND NATIONAL PARK

CHRISTMAS ISLAND TOURISM ASSOCIATION

New Park Tourism Initiatives
- The Dales Wetland Elevated Walkway

Australian Government
Director of National Parks

New Park Tourism Initiatives
- Draft Visitor Experience Plan

Aim

- To prescribe specific actions to enhance the quality and number of nature-based visitor experience opportunities in the National Park

Australian Government
Director of National Parks

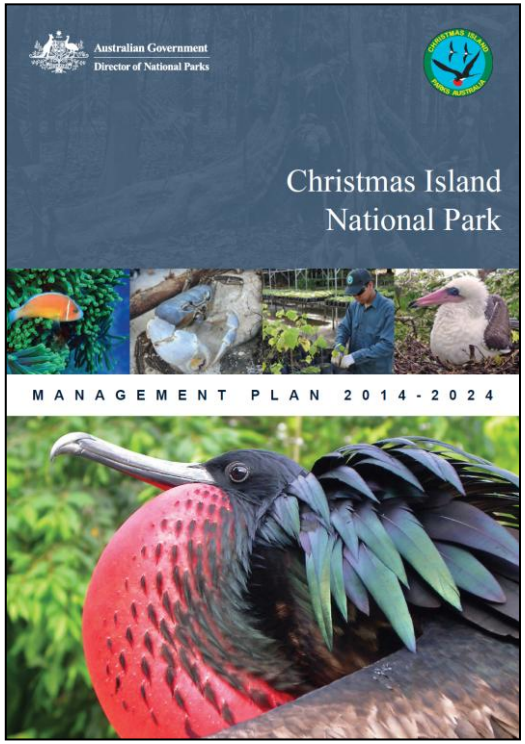
Visitor Experience Plan
2016-2018

DRAFT FOR COMMENT

Parks Australia

New Park Tourism Initiatives
- Commercial Tourism Proposal EOI

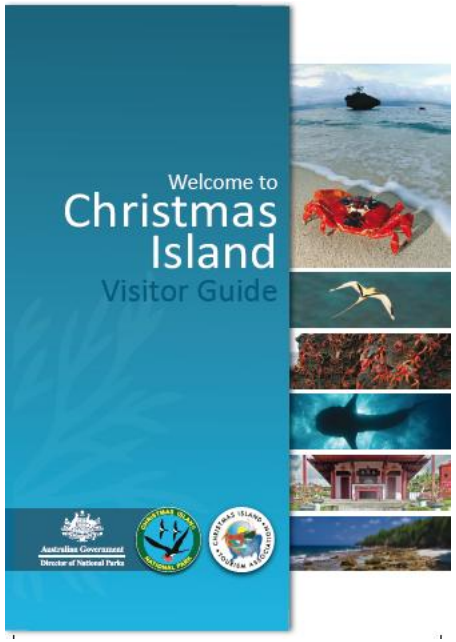
- EOI for eco-accommodation/other proposals
- Outcome and criteria based selection process
- Expected release date 1 February 2016

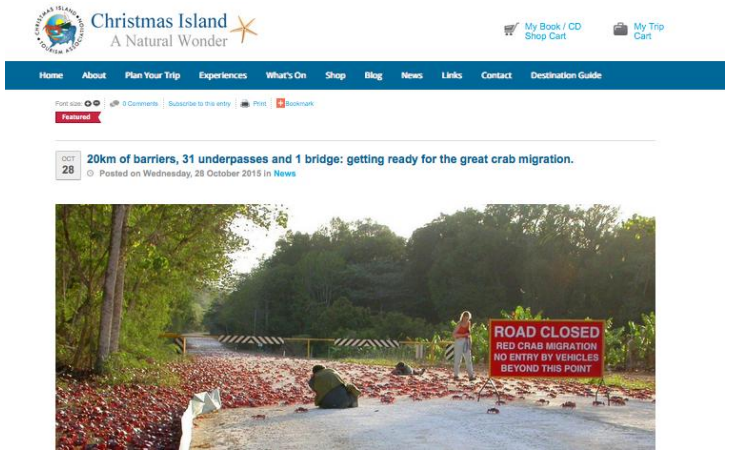


Australian Government
Director of National Parks

Tourism and Parks Marketing Initiatives
Co-operative Marketing

- Visitor Guide
- Media Visits (Bondi Vet)
- Australian Geographic "Best of Australia"
- Social Media/Blog





Australian Government
Director of National Parks

Tourism and Parks Marketing Initiatives - Annual Bird'n'Nature Week

- In 2015 celebrated it's 10th year
- Science based tourism

Christmas Island Celebrating 10 years Bird'n'Nature Week

Australian Government
Director of National Parks

Christmas Island National Park

Christmas Island Tourism Association

Conclusion

- The links between Christmas Island's natural environment and a sustainable nature-based tourism industry are clear
- Interdependent relationships and collaboration between Parks Australia and Christmas Island Tourism can support the protection of Christmas Island's natural values, enhance the nature based tourism experience and help grow a sustainable nature based tourism industry

Australian Government
Director of National Parks

‘Christmas Island has a wealth of biological resources around which the community can continue to develop sustainable experiences for tourists — so it’s imperative the government and the community do all they can to ensure its protection’

Sorrel Wilby – Australian Geographic filmmaker

Australian Government
Director of National Parks

Further Information

- Christmas Island Tourism
  www.christmas.net.au
  www.facebook.com/ChristmasIslandTourism

- Parks Australia
  http://www.parksaustralia.gov.au/christmas/
  www.facebook.com/parksaustralia

Australian Government
Director of National Parks

Thank you

- Linda Cash
  Marketing Manager
  Christmas Island Tourism
  E : marketing@christmas.net.au

- Mike Misso
  Manager
  Christmas Island National Park
  E : michael.misso@environment.gov.au

Australian Government
Director of National Parks

Australian Government
Director of National Parks

CHRISTMAS ISLAND NATIONAL PARK

CHRISTMAS ISLAND TOURISM ASSOCIATION