DEVELOPMENT OF SPEYSIDE WILDLIFE

- Operating for nearly 25 years
- Started with house and two people in Speyside
- Business plan was to only run holidays in Speyside
- Next 25 years’ agenda driven entirely by guests
- Now team of 20
- Turnover just under £1m
- Run holidays around the world from the Arctic to the Antarctic
- Some guests have taken more than 30 holidays with us
- Repeat booking rate around 80% year on year
- Product has developed as market needs have changed
OUR BRAND ETHOS

SPEYSIDE WILDLIFE’S MISSION STATEMENT

To share outstanding fun-filled wildlife experiences where you are always treated as an individual and not one of a crowd

• What we do is wildlife tourism
• Small groups
• Small guide to guest ratio
• Holidays – not education
• House-party atmosphere
• Actually show guests wildlife
• Use local products
• Care – for guests, wildlife, environment and ourselves
I have been asked to address the following questions

• Why did you choose sustainability as a path for your company?
• What were the obstacles?
• What are the real benefits?
• Is it really profitable?
• How can we make it a profitable advantage?

Are any of those questions relevant?
WHAT IS REAL SUSTAINABILITY

Dictionary Definition: “ability to continue over a period of time”

- Sustainability is not a product in itself
- Sustainability relevant to whole tourism industry
- It relies on economic activity
- It is not just greening/green-wash
- You need to understand the bottom line
- What wildlife tourism brings is the environmental side
- What raised the awareness was the legislation for Scottish National Parks
THE FOUR AIMS OF SCOTTISH NATIONAL PARKS

• Conserve and enhance the natural heritage of the area
• Promote the sustainable use of the natural resources of that area
• Promote understanding and active enjoyment of the special qualities of that area
• Promote sustainable economic and social development of the area’s communities

But the crucial part of the legislation is that all four aims have to be delivered collectively – that’s what makes the National Park sustainable

Municipality of Hornafjordur, Vatnajokull National Park
WHY IS THAT SUSTAINABLE TOURISM

I think that Speyside Wildlife has always delivered the four aims of Scottish National Parks, long before anyone thought about enshrining them in legislation.

- **If you set out to**
  “Conserve and enhance the natural heritage of an area”

- **By finding ways to**
  “promote the sustainable use of the natural resources”

- **Through people**
  “actively understanding and enjoying the area’s special qualities”

- **You will automatically**
  “promote sustainable economic and social development of the area’s communities”
MARKETING ADVANTAGE

Does that give you a marketing advantage

• 80% repeat booking rate
• 90% satisfaction rate
• Increase spend year on year of £200 pp per holiday
• In 2003 CNPA’s research 7% visitors to CNP watched wildlife
• In 2010 CNPA research said it was 18%
• In 2008 VS’s research said that 2% guests watch wildlife
• In 2012 VS’s research said that 30% visitors to Scotland watched wildlife
CAN WE ANSWER THESE QUESTIONS

• Why did you choose sustainability as a path for your company?
• What were the obstacles?
• What are the real benefits?
• Is it really profitable?
• How can we make it a profitable advantage?
THE FUTURE

- Sustainable Product
- Collective achievement of 4 Aims of SNPs
- Minimising Impact
- Guests’ decision-making process
- Believe it – do it
- If we are sustainable – environment could be sustainable