



SPEYSIDE
WILDLIFE
international!

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











IS THAT SUSTAINABLE TOURISM

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

