

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



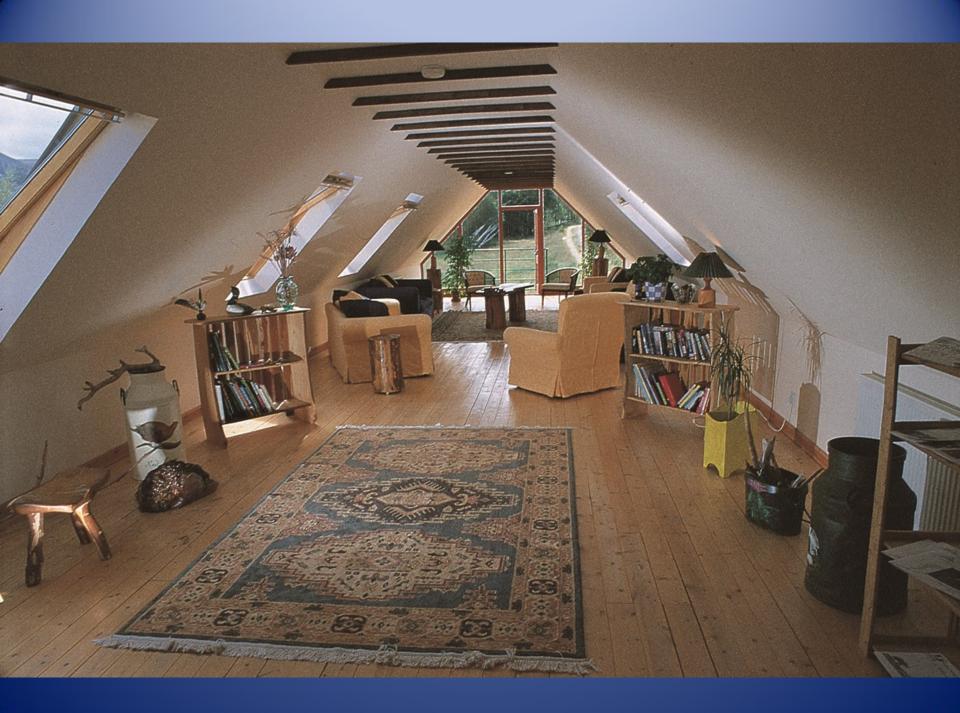
OUR BRAND ETHOS

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?
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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

