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## **ARKAROOA, SA'S PRICELESS TOURISM ASSET, IS SAFE**

The South Australian Tourism Industry Council (SATIC) applauds the announcement that Arkaroola Wilderness Sanctuary is now protected from the impact of mining, mineral exploration and grazing.

SATIC Chief Executive Ward Tilbrook agrees that Arkaroola is too precious to mine.

"We welcome the legislation that will protect this spectacular and unique landscape, which is of enormous tourism value to Australia and intrinsic to our tourism identity," Mr Tilbrook says.

"All South Australians should be proud of this decision and make the journey to Arkaroola to see this unique part of South Australia for themselves.

"Arkaroola offers visitors a world-class ecotourism experience with spectacular scenery, geological treasures, wildlife encounters and pioneering history.

"Tourists are an infinite sustainable resource for the State creating 53,000 jobs in South Australia and an economic impact of \$4.4 billion, with the Government declaring a target to increase the value of tourism to the State to \$6.3 billion by 2014.

"I congratulate the South Australian Government on their decision to protect the Sanctuary."

Nature-based tourism in Australia contributes \$33.3 billion in tourism expenditure, with more than 28.3 million visitors each year. 81% of international visitors to South Australia are likely to be nature visitors.

South Australia has diverse, accessible and world-class nature tourism experiences with a strong focus on intimate close-to-nature encounters. The State's nature experiences contribute to South Australia's distinctiveness as a destination, generating economic benefits for the State and regions.

As South Australia's peak tourism body, the South Australian Tourism Industry Council's role is to engage in all of the processes that shape our State's tourism future.

SATIC represents more than 560 members, with 49 located within the Flinders Ranges and Outback region.