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## **Barossa Valley tourism leaders on the front foot with climate change**

A selection of the Barossa Valley's key tourism, government and community leaders have identified 19 potential tourism-focused climate change adaptation and mitigation strategies for the Barossa Valley as part of a major suite of national research considering the impacts of climate change on Australian tourism. *The Impacts of Climate Change on Australian tourism destinations* scoping study, undertaken by Sustainable Tourism Cooperative Research Centre (STCRC), has explored the impacts of climate change on five key tourism destinations, including the Barossa Valley.

Using key climate change projections from CSIRO, the participants explored the impacts of climate change in the Barossa 2020, 2050 and 2070 and identified the challenges and opportunities for tourism in the region.

The key climate change projections from CSIRO include fewer days less than 2°C, with four fewer days by 2020 and eight by 2050. There are projected to be three more days over 35°C by 2020 and eight by 2050. The annual average rainfall projections are a decrease of 3% by 2020 and 7% by 2050.

CEO of STCRC, Ian Kean, says the Barossa Valley research is an essential component of the national scoping study and is particularly relevant given the findings of a recently released report into Australia's long-term tourism strategy presented to the Federal Minister for Tourism, Martin Ferguson. "The Minister appointed a Committee to deliver a long-term vision for the Australian tourism industry and that committee identified climate change as a significant industry issue," Mr Kean said. "This new research provides an overview of key adaptation and mitigation strategies that can provide resilience within the tourism sector, subject to further community and business coordination."

The adaptation and mitigation strategies identified by participants include that:

- Governments need to promote integrated regional planning approaches across the areas of tourism, climate, agriculture and natural resources and diversify the marketing image of the region to encompass non-wine experiences and eco-friendly credentials, especially where there is an opportunity to promote



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visitation in the shoulder season.

- Tourism businesses to work with the local community on specific adaptation projects as a means of building support for tourism and seeking opportunities to collaborate with visitors in areas of adaptation.
- Industry representative bodies develop a sector-wide adaptation plan based on participatory decision-making processes and community involvement with timelines for the implementation, monitoring and evaluation of key adaptation strategies.

The Chief Executive of the South Australian Tourism Industry Council (SATIC), Ward Tilbrook says it is important for the State's tourism operators to remain competitive and be prepared to deal with climate change as travellers are starting to consider the impact they are having on the environment when taking a holiday. "The opportunity exists for the South Australian tourism industry to get ahead of the trend, measure their carbon footprint and be climate change aware. In reality, environmental awareness within a business often results in improved business performance in terms of operational costs and efficiencies," Mr Tilbrook says.

A copy of the Industry Summary – *The Impacts of Climate Change on Australian Tourism Destinations* is available [here](#).

Sustainable Tourism Cooperative Research Centre (STCRC) was established under the Australian Government's Cooperative Research Centres program in 1997, and has grown to be the largest dedicated tourism research organisation in the world.

STCRC was formed to underpin the development of a dynamic, internationally competitive, and sustainable Australian tourism industry. In consultation with a broad cross section of stakeholders, STCRC undertakes research into the strategic challenges facing Australian tourism and produces reports, information, tools and products to improve business practices and inform policy development.

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