

Case Study in Sustainable Tourism



Cooper Creek Wilderness - Daintree Rainforest

Ecotourism certified since 1997, Cooper Creek Wilderness is a living museum containing every stage in the evolution of plants and animals. Renowned as the world's oldest rainforest, it supports continuity over 160 million years.

Offering guided, interpreted day and night tours through the centerpiece of the Daintree Rainforest, all tours are through old growth rainforest on natural trails. Guides are local experts who live in this unique environment and explain its remarkable values.

More than just exciting and interesting to visit, it contains the forebears of modern Australian biota and through its complex interrelationships provides inspiration and insight for understanding of the environment for humankind.



Baby Cassowaries at Cooper Creek Wilderness Nature Refuge

ROLE OF CERTIFICATION

We are landholders of the first World Heritage listed freehold land in the richest and most diverse remnant rainforest in the Daintree. With this listing came responsibilities and restrictions that prevent the previous land use of primary production. Ecologically sustainable tourism, (Ecotourism) has become the sole industry for an isolated community of custodians. Certification became the pathway to a conservation economy, to attract the support of ecotourists who wish to make financial contributions to conservation.

The process of getting certified is fairly cumbersome in trying to cover a wide variety of products with the single application. Our products are very simple and easily assessed. We take people for walks through the rainforest. We believe that Ecotourism encourages responsible travel and appeals to the ethical tourist. It is a trademark that describes the conservation aspirations of our business in a single word.

Since becoming certified, we have improved protection of our trails for sustainability. We have adjusted our own living circumstances in line with our business requirements to exemplify sustainable habitation as being a partner to ecotourism.

CONTRIBUTIONS TO ENVIRONMENTAL CONSERVATION

Conservation of 60 hectares of high quality rainforest is achieved through ecotourism payments. We are not subsidised in any way. Expansion of the rainforest is occurring naturally and is measurable. The area is protected by World Heritage, a conservation agreement with Queensland Government and Wildlife Land Trust with Humane Society International. We are demonstrating cost-effective and continuing conservation at no cost to the public purse. We continue to learn about this remarkable place and our contribution to ecotourism includes our intellectual property, achieved over three generations.

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