

Case Study in Sustainable Tourism



Wildlife Habitat - Port Douglas

Advanced Ecotourism certified for 10 years, Wildlife Habitat in Port Douglas is Australia's premier and award winning wildlife experience, offering a unique wildlife adventure with koalas, crocodiles, kangaroos, cassowaries and native birds.

Tantalise your taste buds at Queensland's best tropical buffet, during Breakfast with the Birds or Lunch with the Lorikeets. Become immersed in nature when wandering through our 8 acres of Wilderness Wonderland, or partake in one of the many informative and interactive guided tours or animal presentations. The Wildlife Habitat has three different environments where visitors and animals mix freely, providing experiences found nowhere else.

ROLE OF CERTIFICATION

We wanted to gain recognition for our effort in operating a tourism venture based around animals in their natural environment. Even though the Wildlife Habitat is man-made and purpose-built, we have implemented environment practices that enhance our product and give us authenticity.

The certification process was hard to start with but as we developed policies and put our physical actions into documentation, things became easier. We also became more aware of what was required to be done and how correct processes help.

The main benefit of certification is definitely authenticity. Our staff are all proud of the achieved eco status and it drives them daily to improve our product. Using the eco brand as a real marketing tool has helped us generate more revenue.



Getting certified has also required us to produce more paper work and to make things more accountable. It has overall helped us become a better business.

CONTRIBUTIONS TO ENVIRONMENTAL CONSERVATION

We have a Wildlife Volunteer program that host 150 plus international volunteers every year. They all come to the Habitat and learn about wildlife care and behaviour, and gain a valuable insight into the importance of animals in general and why the conservation of wildlife is critical. We also have a wildlife care and rescue facility that services the local community at no cost. Its purpose is to be a base for people to bring in injured, sick or homeless native animals and birds to be cared for and rehabilitated where possible.

As an organisation, we also work with other like-minded operators and host regular beach and rainforest clean up days. Finally, we are the only organisation in the world that successfully breeds Tree Kangaroo's and Black Necked Storks in captivity. Due to this, study groups, scientists and educational facilities all use our Habitat as a research centre where they get the chance to monitor and study these creatures. Nature based film crews also use the Habitat as a base to take footage of wildlife that is impossible to get in the wild due to the complex nature of some of the species we have here.

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