



THE BIG DUCK BOAT TOURS

VICTOR HARBOR, FLEURIEU PENINSULA

ABOUT THE BIG DUCK BOAT TOURS

- The Big Duck Boat Tours started five years ago when a gap in the market for something new in Victor Harbor was identified by experienced marine tourism operators Dan and Katie Irvine.
- The Big Duck Boat Tours offers guests an experience of a lifetime as they make their way around the coast spotting dolphins, sea lions and seals. A whale watching tour is also available in the winter months.

BUSINESS GROWTH

- Since opening in 2010, there has been a 60% increase in growth of the business.
- To meet this demand a bigger boat (30 seater) was bought in 2014 adding to The Big Duck Boat Tours' fleet.
- Five casual staff members were hired in 2014.
- 60% of customers are from South Australia, 20% are from interstate (majority eastern states) and the other 20% are international customers (with Singapore the largest market).

CHALLENGES

- The weather is the number one challenge faced.

THE FUTURE

- Plans for the future include further growing the business by hiring more staff to allow for Dan to be able to focus more on the administration side of the business.
- Plans also include installing technology to heighten the guests' experience.

COMMUNITY IMPACT

- Partner with local companies such as Port Elliot Beach House YHA and local surf school 'Surf n Sun' to offer packages.
- The international market travel to Victor Harbor specifically for the Big Duck Boat Tours and will usually spend at least one night in the region, providing local accommodation operators as well as local stores and restaurants with business.

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

- SATC uses the Big Duck Boat Tours on famil itineraries for travel agents.
- SATC has provided a myriad of contacts and events, like SATEX, that have helped the business.
- The Big Duck Boat Tours was featured in SATC's TVC 'Fleurieu Peninsula - "Spur of the moment"'.

WWW.THEBIGDUCK.COM.AU

“Tourism provides the whole package. It is a fantastic industry that offers great support for my family and I. It has given me a lifestyle that I love, allowed me to work with boats full time and has given me a lot of lifelong friends,” Dan.

“As a completely self-funded business it is great that we have the support of the SATC to help us continue to grow our brand. The SATC has specifically helped us in attracting internationals, particularly from the Malaysian market,” Dan.

