



# GAWLER RANGES WILDERNESS SAFARIS

## WUDINNA, EYRE PENINSULA

### ABOUT GAWLER RANGES WILDERNESS SAFARIS

- Gawler Ranges Wilderness Safaris began in 1988 and is owned and operated by husband and wife team, Geoff and Irene Scholz.
- The business is a high end nature based tourism and accommodation package that provides guests wildlife experiences in the outback and west coast regions of South Australia.
- Accommodation is provided at Kangaluna Camp - a safari-type camp that offers three large safari tents and one 'swagon'. Each tent has two bedrooms and an ensuite bathroom.

### BUSINESS GROWTH

- The business employs four full time staff and two part time staff members.
- International visitors to Gawler Ranges Wilderness Safaris make up 95% of visitors. Top markets include Switzerland, Netherlands, Belgium, Italy, the United States of America and the United Kingdom.
- Gawler Ranges Wilderness Safaris is at an occupancy rate of 95% year round.

### CHALLENGES

- The main challenge faced by the business is educating the market that Gawler Ranges Wilderness Safaris is easily accessible.
- From a logistics point of view, the isolated location is a strength of Geoff and Irene's product offering but can be a challenge as well.

### THE FUTURE

- Feedback from guests at Gawler Ranges Wilderness Safaris has shown that guests love the intimacy of the camp and the customised tours and the focus for the future will be to maintain these elements in their operations and look at ways they can further enhance guest experiences.

### COMMUNITY IMPACT

- Gawler Ranges Wilderness Safaris work with other local businesses including Baird Bay Ocean Eco Experience to provide guests with additional experiences.
- The business also sources food and beverages from local suppliers in Wudinna when possible and on occasion will source food from Port Lincoln and other South Australian areas. Much of the produce is also home grown.

### SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

- Gawler Ranges Wilderness Safaris works very closely with the SATC on media and trade famils and a variety of cooperative marketing campaigns.
- Recently, Gawler Ranges Wilderness Safaris was showcased in the SATC's global ad campaign.
- The business has attended a variety of roadshows and trade events organised by the SATC in places including New Zealand, Europe and the United States of America.

[WWW.GAWLERRANGESSAFARIS.COM](http://WWW.GAWLERRANGESSAFARIS.COM)

"The South Australian Tourism Commission have been paramount to the path we have been on and has given us the opportunities that would be very difficult to organise ourselves.

"Kangaluna Camp offers something very special - canvas tented rooms with fabulous native audio in the mornings - and into the future we will continue to maintain and improve our standards for our guests."

Geoff Scholz, Owner, Gawler Ranges Wilderness Safaris



[WWW.TOURISM.SA.GOV.AU](http://WWW.TOURISM.SA.GOV.AU)