



EXCEPTIONAL KANGAROO ISLAND

KINGSCOTE, KANGAROO ISLAND

ABOUT EXCEPTIONAL KANGAROO ISLAND (KI)

- Ecotourism specialists who provide deluxe wildlife tours for small groups
- Established by Craig and Janet Wickham in 1990

BUSINESS GROWTH

- The business started with Craig delivering tours on his own with one vehicle
- Over the past 27 years the business has grown to support 18 staff, six vehicles and private charters
- The business today offers a range of tours for small groups and private tours from day trips to overnight stays
- Attracting the North American market has meant July is busy for the business as North Americans are spending their summer holidays on the island

CHALLENGES

- Seasonality and encouraging people to book tours in winter. To overcome this Craig is heavily involved in destination development and the Open All Year program which promotes Kangaroo Island as a great place to visit any time
- Many people think Kangaroo Island is small and everything can be seen in a day, when in reality, the best way to experience it is over a couple of nights

THE FUTURE

- Introduce new experiences that complement what Exceptional KI already does

- Go beyond wildlife tours to incorporate other experiences alongside activities such as bird watching including food and wine, scenery and active family offerings

COMMUNITY IMPACT

- All of Exceptional KI's staff are locals
- Always buy local wherever they can. Key suppliers include Islander Estate Vineyard, Ferguson's Seafood, Island Beehive honey farm, Kangaroo Island Sprints Gin Distillery, Kangaroo Island Laundry Service, Island Pure Sheep Dairy and Kangaroo Island Bakery
- Craig is an advocate for the local community in protecting the lifestyle, environment and values by ensuring visitor and resident interests are aligned as much as possible. To do this, he engages in planning and community development whenever he can

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

- Craig has worked closely with the SATC since Exceptional KI was established
- Received advice and support over the years around marketing and new product offerings
- Local, national and international travel writers regularly visit and write about Exceptional KI and the region through familiarisations hosted by the SATC
- Publicity includes publications such as Elle Quebec, Travel and Leisure, The Star (South East Asia) and Donna Moderna (Italy)

WWW.EXCEPTIONALKANGAROOISLAND.COM

"We've had a really long involvement with the South Australian Tourism Commission from the get go. We work very closely with their Marketing team to organise media familiarisations which has really helped promote our region.

"I love what I do here, I get to show people the very best that Kangaroo Island offers. It's great getting up in the morning knowing that you are going to make people happy."

Craig Wickham, Managing Director, Exceptional KI



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