



GOIN' OFF SAFARIS

PORT LINCOLN, EYRE PENINSULA

ABOUT GOIN' OFF SAFARIS

- Offers bespoke tours for small groups who want to experience the Eyre Peninsula 'like a local'.
- Unique position in the market place being the only operator to provide tours, accommodation, transport and helicopter tours on the Eyre Peninsula.
- Owner, David Doudle aka 'Lunch' started the business in 2005 on a part-time basis while running a grain farm.

BUSINESS GROWTH

- Lunch has been running the business full-time since mid-2013.
- Now employs one full-time tour guide and three casual staff.
- Offering has grown to include a full service from tours and activities through to four bedroom, modern, beach front accommodation, meals and transport (two four wheel drives, 24 seater bus and helicopter).
- Enjoys bookings year-round.
- International market makes up 73 per cent of Goin' off Safaris' business. Of these international bookings, 45 per cent are from China and Hong Kong then North America, Europe (including UK), Singapore and Malaysia.

CHALLENGES

- Port Lincoln is approx. 650 kms away from Adelaide while Ceduna is about 800 kms away. The region is easily accessible by air, ferry and road. This means some amount of planning to get to the region.
- To keep the Eyre Peninsula top of mind and to grow his business Lunch actively promotes all of the world-class experiences and activities on offer in the region through social media.

- When your office is the great outdoors, the weather can impact tours and what guests will see. There are always contingencies in place so guests still get a great experience.

THE FUTURE

- Continue to deliver high quality, unique experiences for clients.
- Is expanding the accommodation offering from one to two waterfront properties in Port Lincoln.
- Offering coastal treks, bushwalks, specialised wildlife, birdwatching and photography tours in 2017.

COMMUNITY IMPACT

- All of Goin' off Safaris' employees are Eyre Peninsula locals.
- Supplies for every tour are bought locally such as food, fuel, fishing tackle/bait and wine.

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

- The SATC has arranged for travel agents, journalists and travel writers to experience a Goin' Off Safaris tour which has resulted in national and international media coverage.
- Attended the Australian Tourism Exchange trade event which provided Lunch with the opportunity to talk to tourism wholesalers and retailers about the Eyre Peninsula and what he does.
- Attended a South Australian Government trade mission to China in October 2016.
- Receives advice from the SATC around marketing and social media.

WWW.GOINOFFSAFARIS.COM.AU

"The local community in Port Lincoln and surrounds is very important to us. We bring our guests to local businesses such as cafes, seafood producers and restaurants and they in turn recommend us to their customers; we thrive off each other.

"I love this job because it gets me out into the great outdoors, amongst the wildlife, on our beaches and showing people my back yard." Lunch

WWW.TOURISM.SA.GOV.AU



South Australian
Tourism Commission