

Tourism Champions Case Study

ARKABA WALK, FLINDERS RANGES



ABOUT THE ARKABA WALK

The Arkaba Walk is a multi-day luxury walking experience in the Ikara-Flinders Ranges offering some of Australia's most spectacular outback scenery.

Bought in 2009, the 60,000-acre private wildlife conservancy is managed by Brendon Bevan and is home to a diverse array of native flora and fauna.

Guests experience the sights and sounds of the outback accompanied by an expert guide, wine and dine under the stars for two nights and spend their final night in comfort of the heritage Arkaba Homestead.

BUSINESS GROWTH

The Arkaba Walk has grown considerably since the first walk took place in 2010. Initially the business offered 8 walks per season and now operates 55 walks each year with groups of up to 10 walkers. Over the past five years the business has built two walking camps and employment has grown from two guides to a team of nine, with six field guides, two chefs and housekeeping staff.

CHALLENGES

Operating in a remote location can be challenging from an access perspective. By packaging The Arkaba Walk with private charter flights from Adelaide, guests now arrive in the Flinders Ranges in less than an hour, returning by scenic road transfer through the Clare Valley. This not only makes booking easy, it allows The Arkaba Walk to showcase another part of South Australia and support SA businesses on the way.

THE FUTURE

The guided experience is pivotal in leading The Arkaba Walk into the future. Field guides turn great experiences into immersive ones that are worth travelling across the country and the world for.

With the value of the field guide in mind, The Arkaba Walk has developed an in-house field guide training program to further develop exceptional field guides. The business will also continue to focus on revegetation and habitat recovery as well as other future expansion programs.

COMMUNITY IMPACT

The Arkaba Walk prides itself in its support of a range of local businesses including Chris's Mechanical for all vehicle maintenance, Teague's Motors for fuel and the Hawker General Store for food supplies. Arkaba encourages guests to make the most out of their time in the region by pointing people in the direction of many other local businesses such as the Prairie Hotel, Flinders Food Company, Jeff Morgan Gallery to name but a few.

They have adopted a 'buy local' principle and their head chef uses the very best of South Australia's produce to craft the food program. A purely South Australian wine cellar has been selected to showcase a cross-section of wine growing regions.

"We're experiencing a landscape in recovery and simply by having a Wild Bush Luxury experience at Arkaba guests are making a very visible contribution – this is one of the greatest and most rewarding things I have ever done."

The South Australian Tourism Commission has been very supportive from the initial concept to developing the product. We've received great exposure and the SATC has helped place our business on the world map."

Brendon Bevan, Conservation & General Manager, The Arkaba Walk

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

The business has a strong partnership with the South Australian Tourism Commission and has hosted many media and trade familiarisation trips. The Arkaba Walk has also been featured in the SATC's global advertising campaign which is promoted to local, domestic and international audiences.

