



Tourism, our window to the world

For many, Kangaroo Island is love at first sight. For some, it's the beginning of a long-term relationship, with repeat visits leading to a life on the Island for good.

Kangaroo Island is one of the world's premier ecotourism destinations and it's hard to separate so much that is good about the Island from its wilderness and wildlife. It's why people come here and the major reason the locals wouldn't live anywhere else.

Whether backpackers, tour groups, luxury travellers, families, visitors in campers or caravans – people come from Europe, Asia, all over the world for their own Island experience.

Tourism is our greatest job creator and one of the best ways to connect your future with the Island's. About two-thirds of businesses on the Island participate in tourism in some way; it's Kangaroo Island's great economic multiplier. Every part of the tourism sector is evolving as Kangaroo Island becomes better known to the world. The excitement is real.

Wildlife and nature-based tours and stays make the most of our many parks and protected areas, including the world-renowned [Seal Bay](#) and [Flinders Chase National Park](#).

Artisan food and cellar door experiences can be found the length and breadth of the Island, including restaurants and cafes and bustling [farmers' markets at Penneshaw](#) and Kingscote that celebrate the diversity and quality of local produce and provide access to some of the Island's highlights to thousands of people from cruise ships that regularly visit. Our arts and crafts are inspired by nature, and cram galleries, studios and markets, bringing colour to cafes and life to our heritage and museums. Our interpretive centres, trails and museums celebrate and share the Island's fascinating history, including many well-known places named by early British and French explorers.

For those who want to increase the heart rate, there's adventure tourism of almost endless variety, from quad-biking, sandboarding and mountain biking; to paintballing, caving, fishing in or on waters that have some of the most spectacular places for diving or snorkelling in Australia.



Kangaroo Island is a paradise for nature-loving hikers, with an extensive network of trails across so many different landscapes. We have walks ranging from 30-minute strolls to the five-day experience of the [Kangaroo Island Wilderness Trail](#) that was recently lauded as one of the world's top new destinations and is now taking bookings years in advance.

Tourism operators and those who work in the sector have excellent support. Interest has been boosted through the global marketing from Tourism Australia, which recently featured Kangaroo Island in its campaign, '[There's Nothing Like Australia](#)'. Members of the state-wide [South Australian Tourism Industry Council](#) are given access to world-class professional networks, programs and resources for destination marketing.

We are world-renowned and locally connected. [Tourism KI](#) is our local industry association, with a primary objective of working with the South Australian Tourism Commission and other on-Island strategic partners in developing and growing Kangaroo Island as a sustainable tourism destination. It advocates on behalf of industry, seeks to monitor and improve the visitor experience and is one of the key marketing bodies responsible for promoting Kangaroo Island to the world both through domestic and international marketing activities.

We have enough connection in our community to ensure every visitor knows who can help and who is best to refer for accommodation, places to eat and drink or things to see and do.

Kangaroo Island is truly special. Almost everyone who works here in tourism wants you to feel at home. So, if you're interested in working in or joining the tourism industry, there are few places better in Australia to call home than Kangaroo Island.

"There really aren't enough adjectives to describe the beauty of Kangaroo Island. In fact, words can almost spoil the moment".

Isaac Bober, Island visitor



Photos: SATC, Kangaroo Island Industry and Brand Alliance, KI Ocean Safaris, Office of the KI Commissioner