

Tourism as a force for good

Zoos SA believes tourism can, and should, be a force for good. When delivered responsibly and ethically, regenerative tourism connects people with nature, generates critical funding for conservation, and builds a global community of informed advocates for wildlife.

Every visit to Adelaide Zoo or Monarto Safari Park contributes directly to protecting species, restoring habitats, and strengthening conservation outcomes in Australia and beyond.

Tourism is not separate from conservation: it actively enables it.

Education that drives action

Conservation begins with understanding.

Education and interpretation are central to the visitor experience at Zoos SA. Our keepers and guides are trained not only in expert animal care, but in delivering clear, consistent conservation messages that are grounded in science and focused on practical action.

Through guided tours, keeper talks, and immersive experiences, visitors learn:

- The key threats facing wildlife and ecosystems
- The role of habitat loss and fragmentation
- How small, practical changes at home can support biodiversity
- Why accredited zoos play a vital role in species recovery.

Our goal is simple: every visitor leaves with greater knowledge, stronger connection, and at least one tangible action they can take.

When people understand the 'why', they are more likely to become lifelong supporters of conservation and saving species.

Innovative experiences that build connection

Meaningful connection drives conservation advocacy.

Zoos SA creates experiences that allow visitors to witness natural behaviours in environments that support animal agency and wellbeing.

Lions 360

In this immersive experience, visitors enter a protected steel viewing structure while lions move freely around them. The design reverses the traditional model: humans are within, and the animals retain control of their environment. This creates a powerful moment of perspective while maintaining strict safety and welfare standards.

Wild Africa

Spanning more than 550 hectares, Wild Africa features living landscapes where mixed-species herds roam freely.

These expansive environments allow animals to display natural behaviours and social dynamics, offering visitors an authentic understanding of how species interact in the wild.

These innovative experiences:

- Deepen emotional connection
- Increase understanding of natural behaviours

- Strengthen public support for conservation programs.

Animal welfare first. Always.

At Zoos SA, animal welfare is at the heart of every decision we make.

All experiences are developed through a consultative process that involves our dedicated Animal Welfare Manager, animal management teams, veterinary and nutrition professionals, and alignment with Zoo and Aquarium Association (ZAA) accreditation standards.

Innovation never compromises welfare; it is designed around it.

ZAA accreditation requires rigorous policies, welfare frameworks, and continuous review processes. Every experience is carefully assessed to ensure it supports animal wellbeing, behavioural choice, and species-specific needs.

Direct conservation impact

Revenue generated through ticket sales, memberships, retail sales and experiences directly fund conservation initiatives.

Habitat restoration

- Tree planting and revegetation projects
- Re-establishing wildlife corridors
- Landscape rehabilitation to improve biodiversity outcomes.

Species recovery and breeding programs

- Breeding programs for threatened Australian native species
- Research partnerships to improve conservation outcomes

- Long-term recovery planning for vulnerable populations.

Tourism enables the infrastructure, staffing and research required to protect species that may otherwise have no safety net.

A shared responsibility

Regenerative tourism, when delivered ethically, creates a positive cycle:

1. Visitors experience meaningful connection with wildlife
2. Revenue supports conservation and welfare
3. Education builds informed advocates
4. Advocacy strengthens long-term conservation outcomes.

Every visitor becomes part of this cycle.

Tourism at Zoos SA is designed around education, welfare, research, and restoration working together.

The outcome

When people visit Adelaide Zoo or Monarto Safari Park, they are not simply purchasing a ticket. They are contributing to:

- The protection of threatened species
- The restoration of degraded habitats
- The advancement of animal welfare standards
- The future of biodiversity in Australia.

At Zoos SA, we strongly believe that tourism, delivered responsibly, is a powerful conservation tool – a force for good.

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