

Dark Sky Tourism: Small Town Reinvention



ASTROTOURISM
WESTERN AUSTRALIA



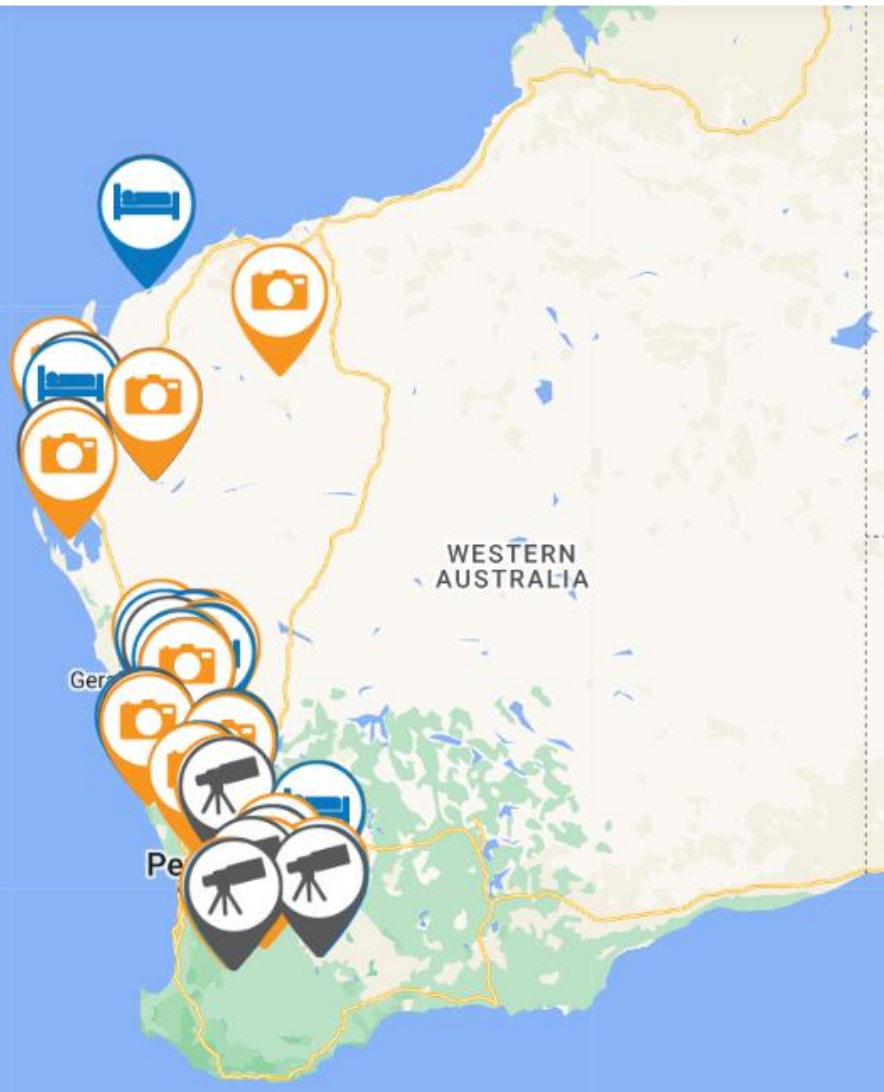
World's First Astronomers

World's First Astronomers



ASTRO TOURISM TOWN WESTERN AUSTRALIA

- | | |
|------------|----------------|
| Ashburton | Narrogin |
| Chittering | Northam |
| Coorow | Perenjori |
| Dandaragan | Shark Bay |
| Lake Grace | Three Springs |
| Menzies | Upper Gascoyne |
| Mingenew | West Arthur |
| Morawa | Wickepin |
| Narembeen | Wongan-Ballidu |



Artificial Light Pollution

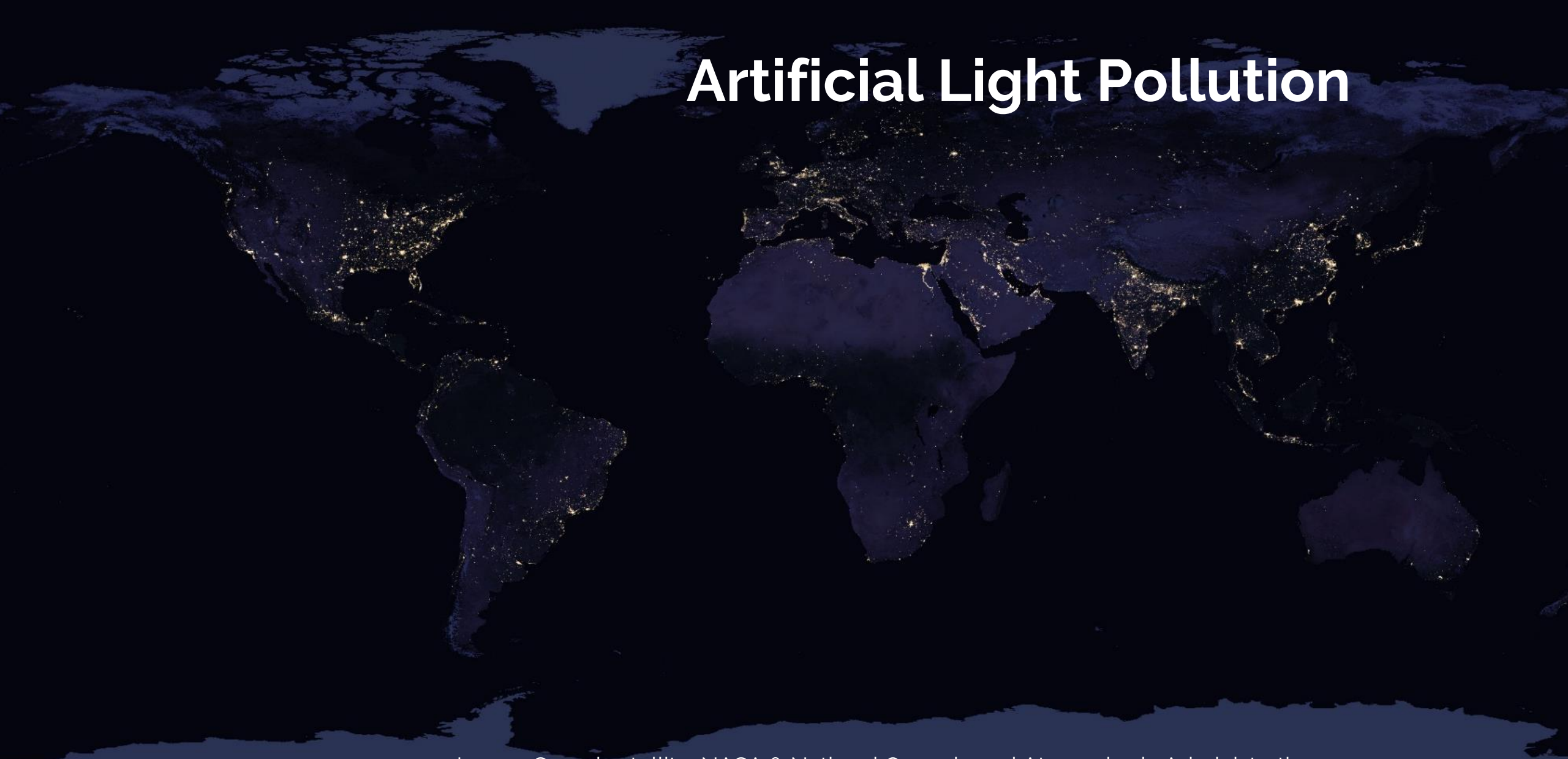


Image: Suomi satellite, NASA & National Oceanic and Atmospheric Administration
Research: Dr. Christopher Kyba et al., GFZ German Research Center for Geosciences

Western Australia is Dark

Very Bad

Bad

Better

Best

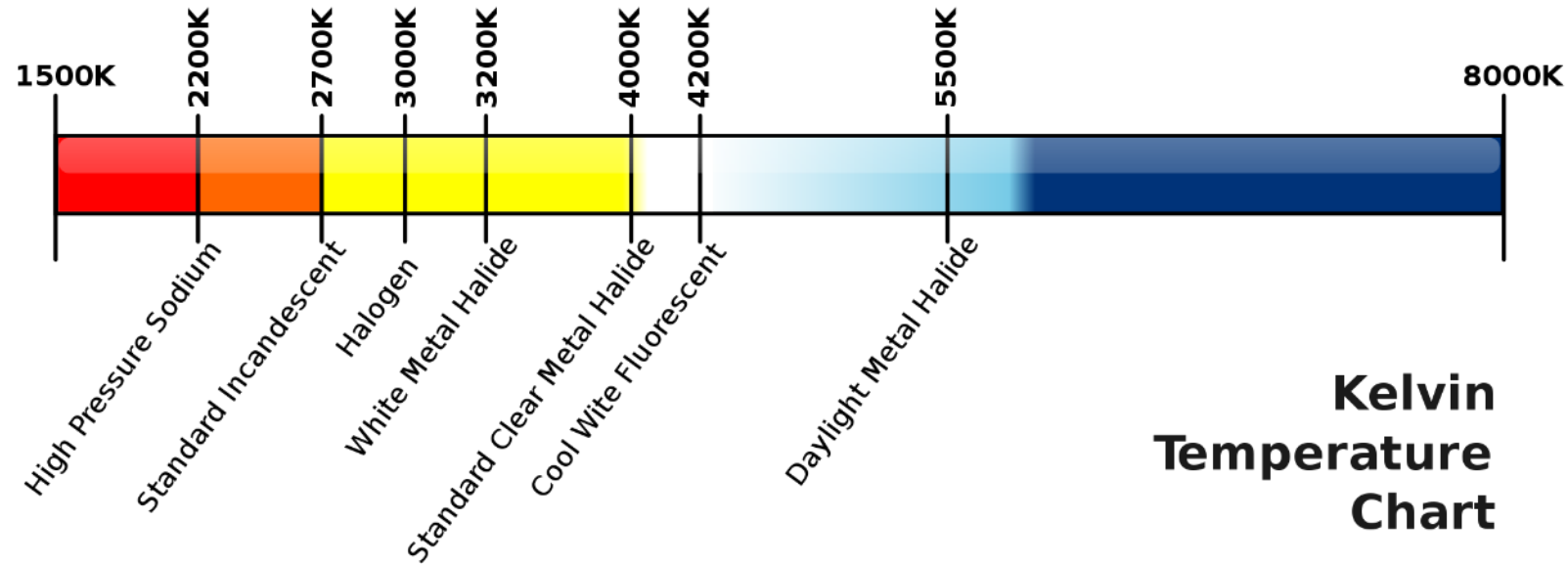


How do we Protect the Night Sky?



SHARING & PROTECTING OUR DARK NIGHT SKY

Warm Colour Temperature LED Lights



Mapped 50+ Stargazing Places



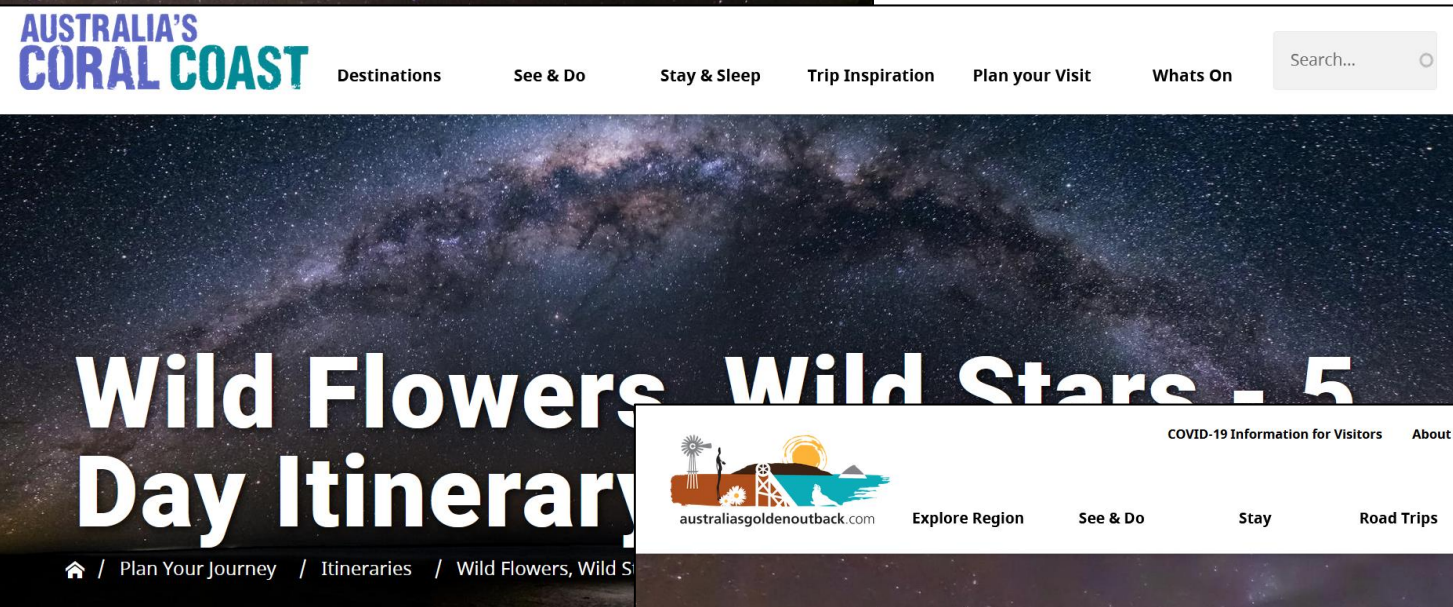
Local Observing Places

Building Skills, Knowledge & Networks





Itineraries



Aboriginal Astronomy



SHARING & PROTECTING OUR DARK NIGHT SKY

Community & Visitor Events



Dark Sky Tourism Opportunities

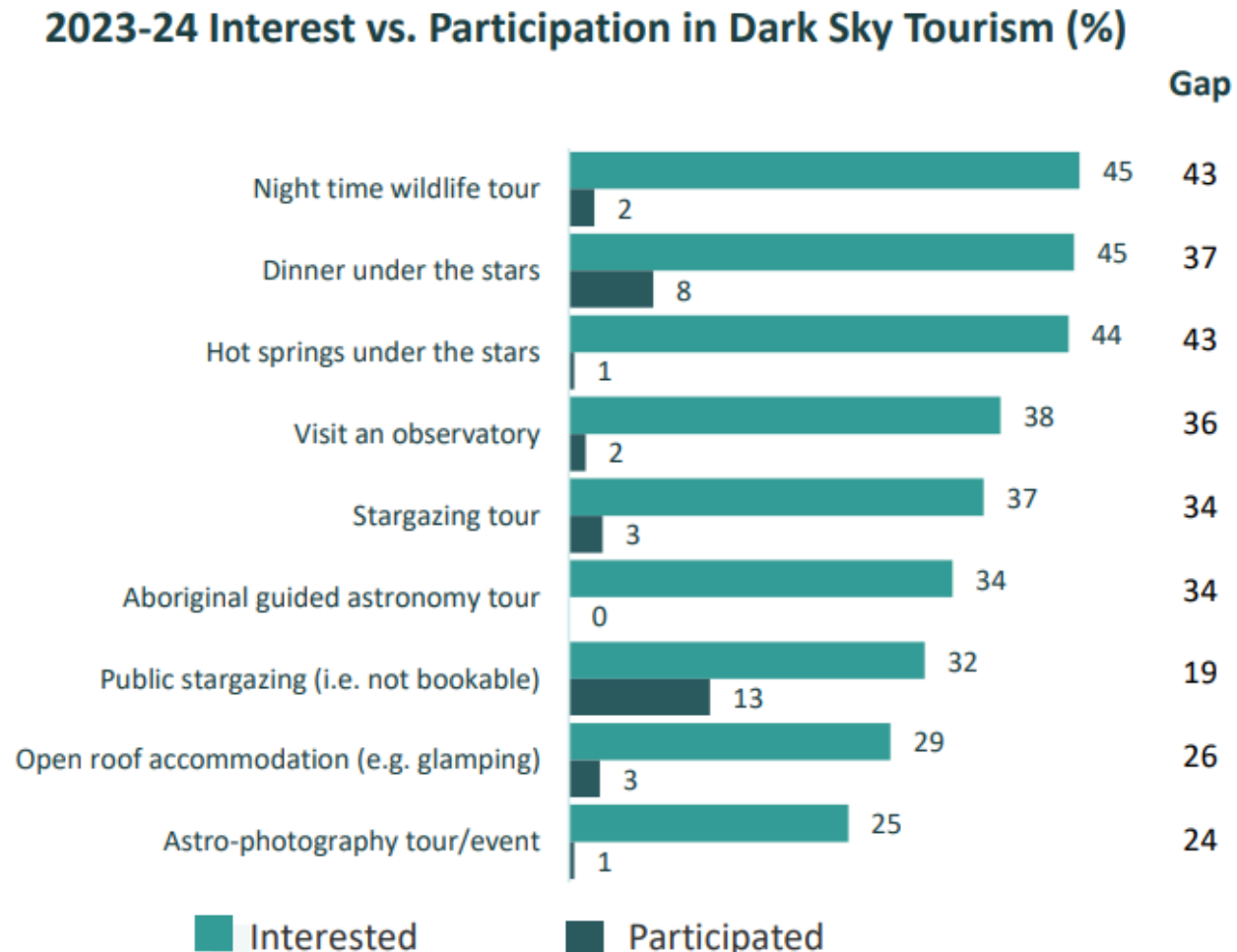


Dark Sky Tourism Market Research 2021



- **35% “Astro Enthusiasts”**
- **Planning or open to astro-related travel**
- **Interested in a broad range of Dark Sky Tourism activities**
- **71% anticipate spending same/more**

Visitor Experience & Expectations Research 2023-24

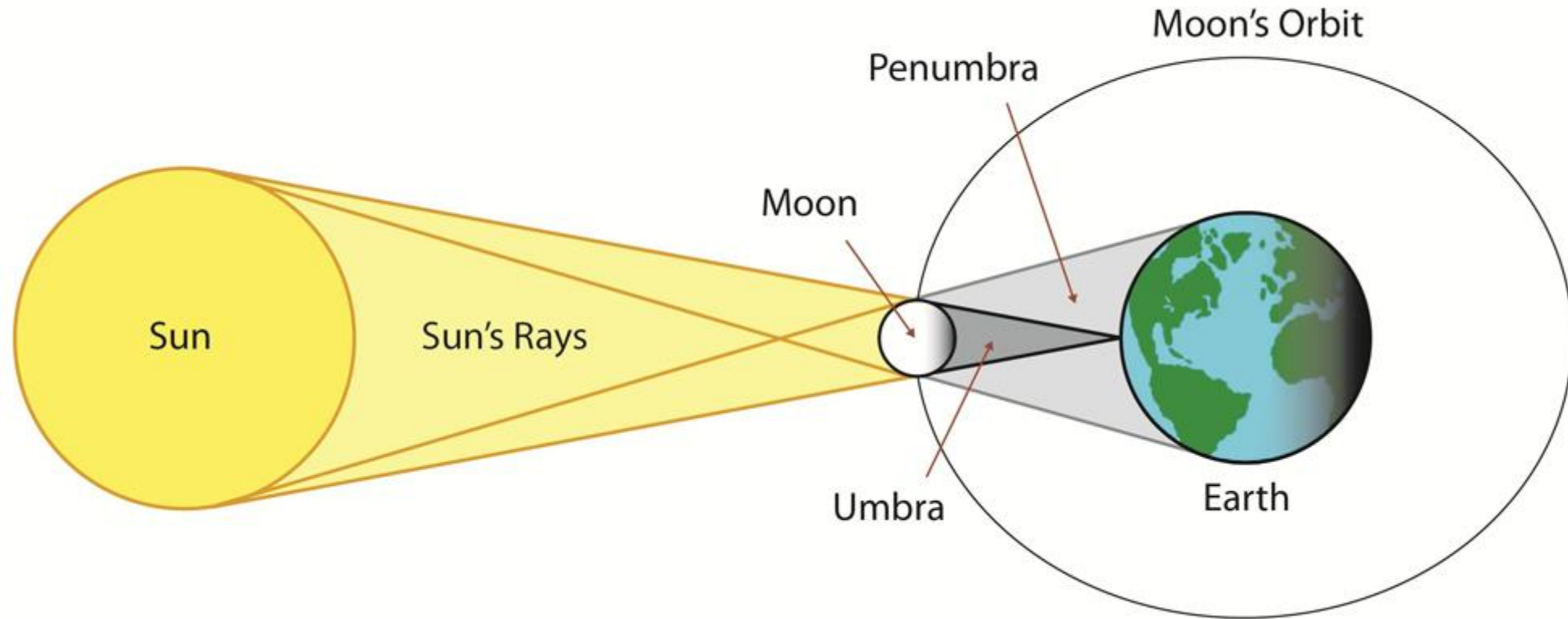


- Almost all visitors (95%) say they are interested in this type of experience/activity; and
- As at 2023-24, only 24% participated.

2023-2038 Total Solar Eclipse Hot Spot



What is a Total Solar Eclipse?



13th November 2012

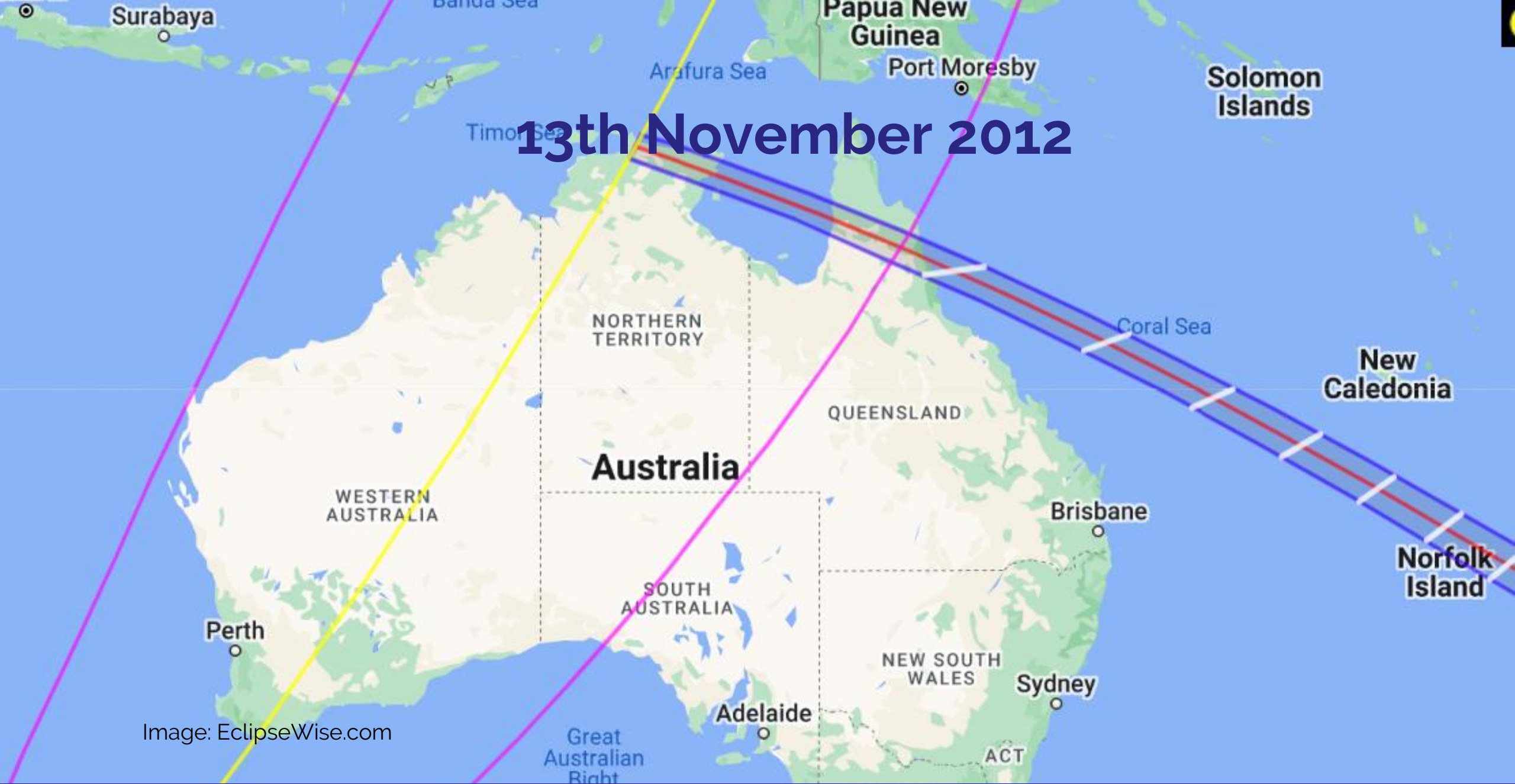


Image: EclipseWise.com



Image: Tourism Queensland

23rd April 2023

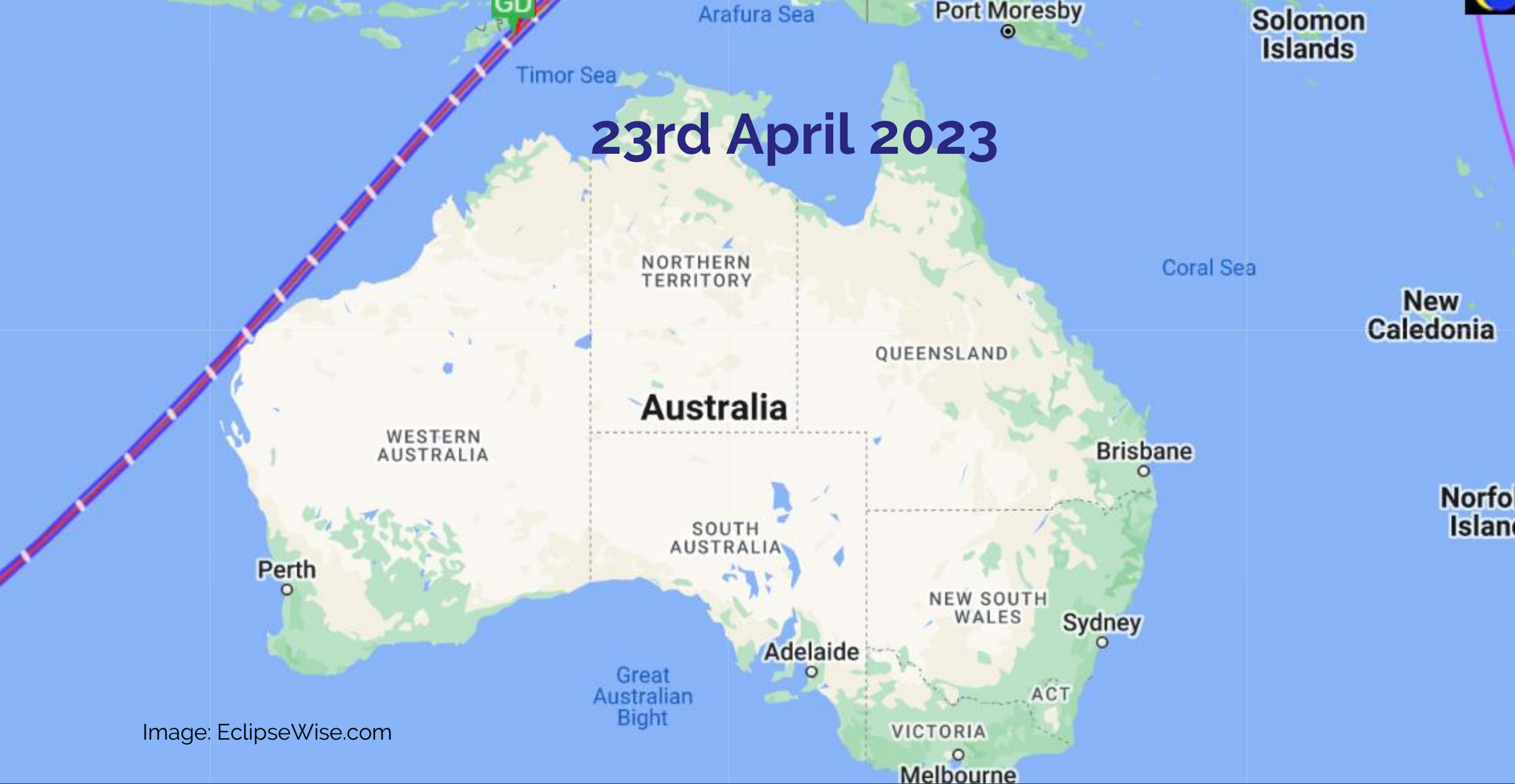


Image: EclipseWise.com

Exmouth, WA 23rd April 2023



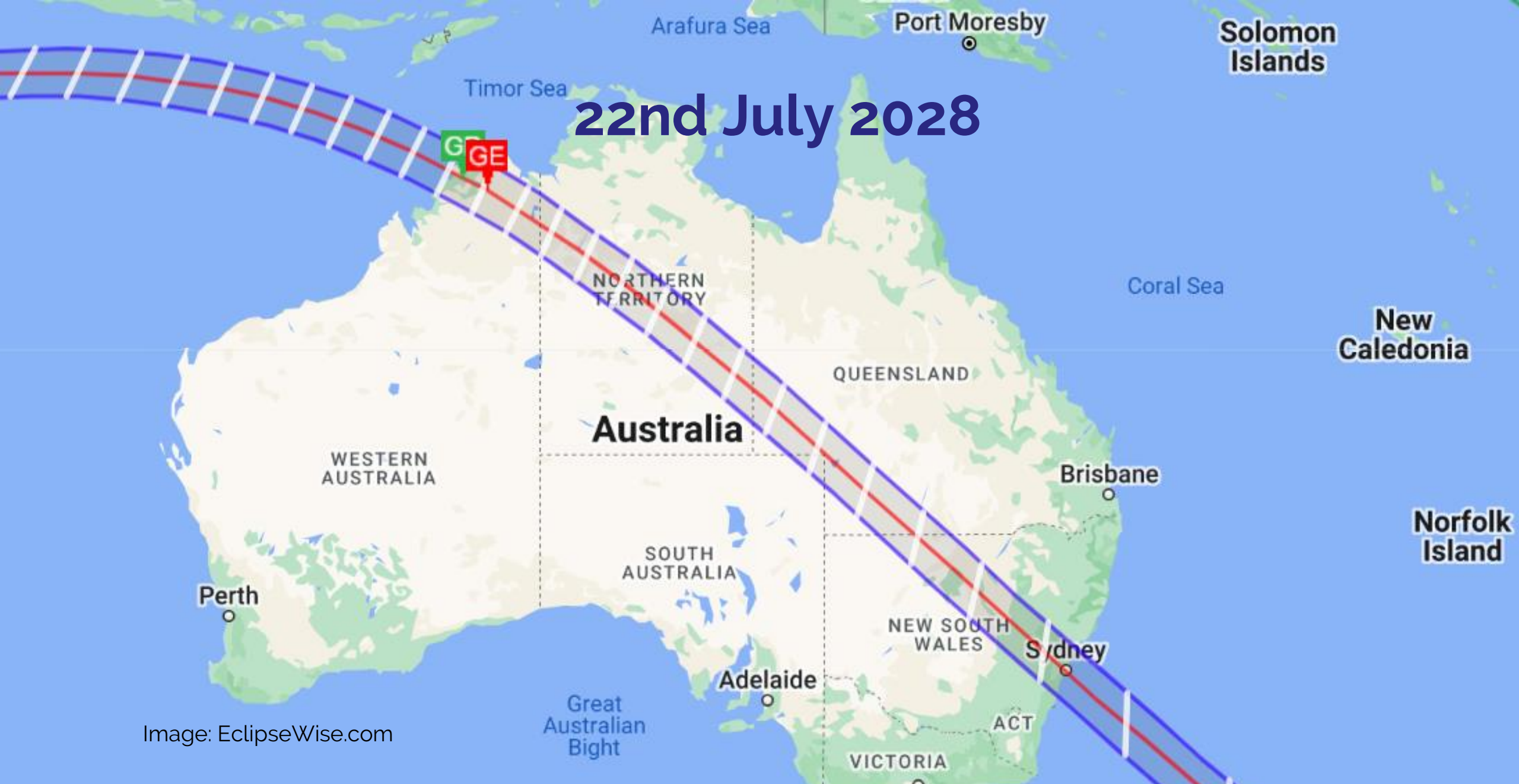


Image: EclipseWise.com

13th July 2037

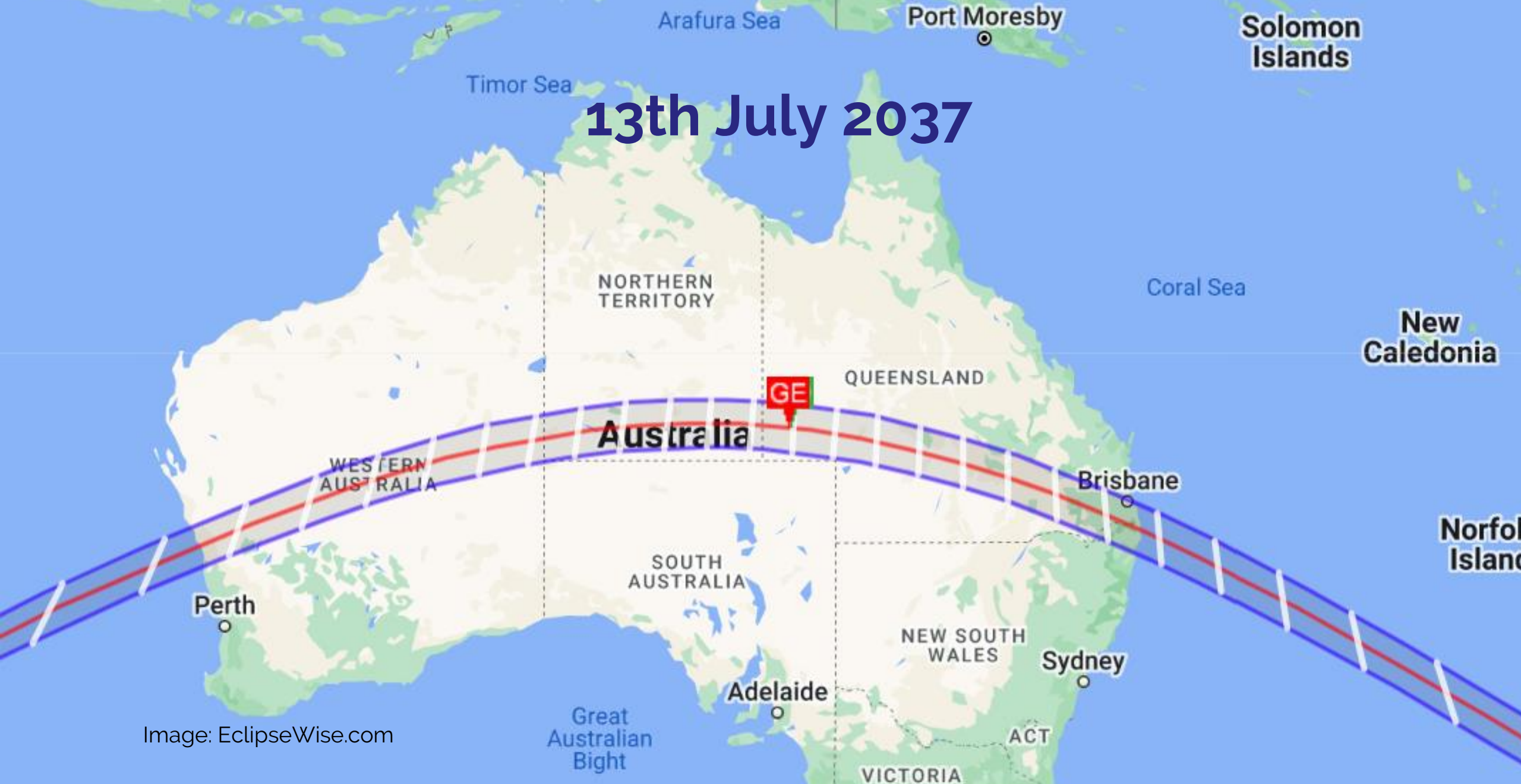


Image: EclipseWise.com

26th December 2038



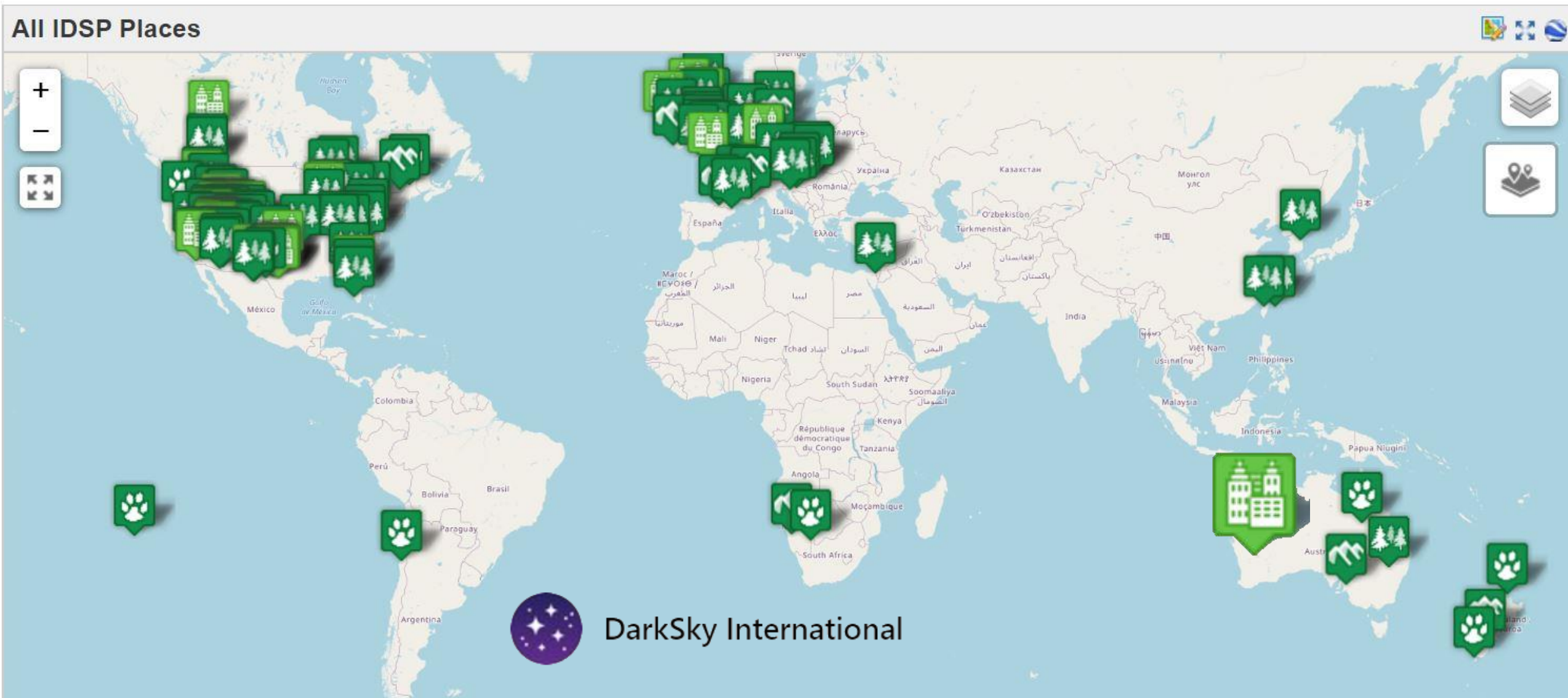
Image: EclipseWise.com

Global Spotlight





International Dark Sky Places



Australia Has Six!



✓ RESERVES

River Murray

The River Murray Dark Sky Reserve is an area of more than 3,200 square kilometers that sits entirely within ...



✓ SANCTUARIA

The Jump

Australian A Ltd (AAOD) profit organ in Winton, C founded by



✓ SANCTUARIES

Arkaroola Wilderness Sanctuary

Arkaroola is renowned as one of Australia's remarkable geological "hotspots" and boasts a diverse range of plant and



✓ COMMUNITIES

Carrickalinga

Carrickalinga is a coastal town on the Fleurieu Peninsula in South Australia. Known for its outstanding white sandy beaches, ...



✓ URBAN PLACES

Palm Beach Headland

Palm Beach Headland is located on the outer edge of the Sydney region and the northernmost tip of Palm ...

A Glimpse into the Future



Colorado Plateau

- Arizona
- Colorado
- New Mexico
- Utah



Colorado Plateau

Over the next 10 years:

- US\$5.8B non-local tourist spend
- 10,000 additional jobs each year
- US\$2.4B wages

Research: April 2019, David M. Mitchell and Terrel Gallaway, Dark sky tourism: economic impacts on the Colorado Plateau Economy, Missouri State University, USA



Happy Stargazing!

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