

## From the editor

### *Why doesn't Australia or New Zealand have a National Cave and Karst Day?*

The National Caves Association of the United States has more than 80 show cave members spread across the entirety of the continental United States, Bermuda and Barbados. For the past two years, on June 6, they have promoted National Cave and Karst Day. The July edition of *Cave Talk*, the Association's newsletter to its members, sets out a variety of ways by which member show caves have promoted participation in National Cave and Karst Day, in their local communities, seeking to attract additional visitors on this day.

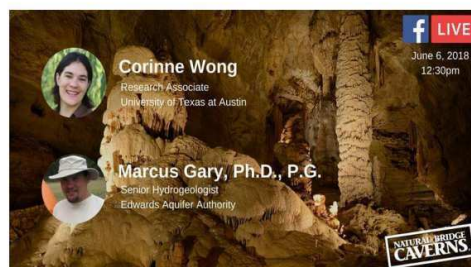


Some of the endeavours are ones which simply promote visitation to the relevant show cave on the nominated date. Others venture a little further into more traditional types of marketing. For example, the Natural Bridge Cavern site ran a promotion that gave away a free map of that cave site's underground system (subject, as always, to the qualifier "while stocks last"! ) in order to stimulate visitation. Several other sites, including Diamond Caverns and The Lost Sea, offered discounted entry charges.

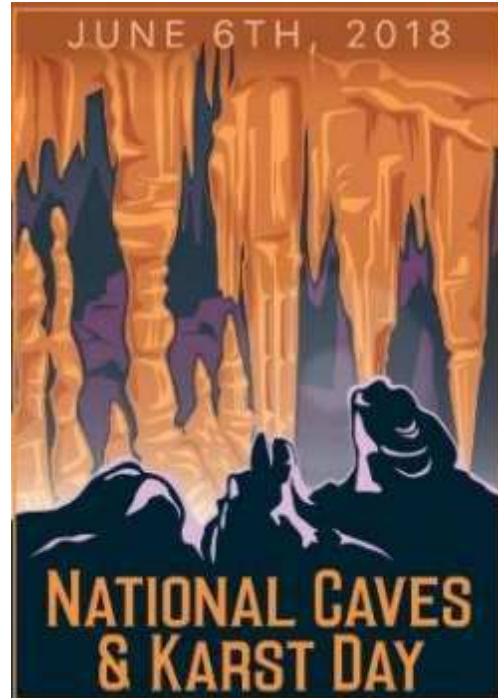
On a more serious note, the Natural Bridge Cavern site also promoted a more academically oriented approach as can be seen from the promotional material below.



We're celebrating National Caves and Karst Day by giving YOU a gift. Visit **Natural Bridge Caverns** and say "karst" at the ticket counter and receive a FREE cave map - while supplies last! (left)



This involved providing talks by Brian Vauter, Natural Bridge staff geologist, Marcus Gary, Ph.D., P.G. Senior Hydrogeologist at the Edwards Aquifer Authority (EAA) and Corinne Wong, Research Associate at the the University of Texas at Austin. These were also streamed on social media.



The US National Park Service caves celebrated "Cave Week." Its Facebook post stated: *Join us over the next seven days in our appreciation of caves across the country. We will be posting about other cave sites within the National Park Service, sharing their unique differences, and how you can visit them during your travels.*

In both Australia and New Zealand, a single National Cave and Karst Day might not be the appropriate promotional path to follow. Given that, for locational reasons, we might wish to promote longer customer experiences in conjunction with either accommodation provision at the show cave site itself or in conjunction with accommodation providers in nearby communities, perhaps it is time for this Association to contemplate whether we might seek to promote, in either Australia or New Zealand or as an Australasian concept, a National Cave and Karst Weekend or Week?