

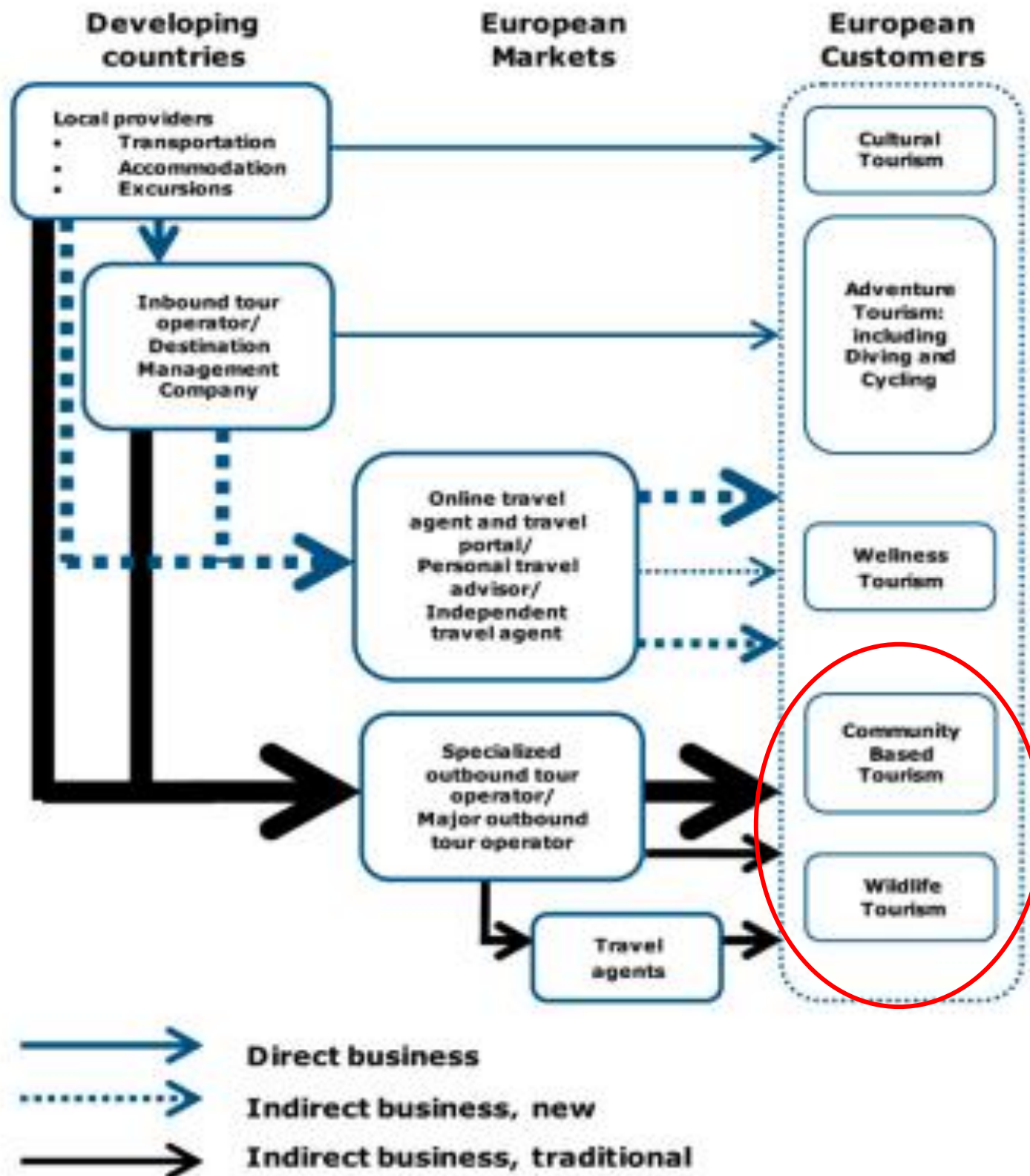
The benefits to tourism and people of iconic wildlife in nature

By: Simon Collier
Nature Tourism Development



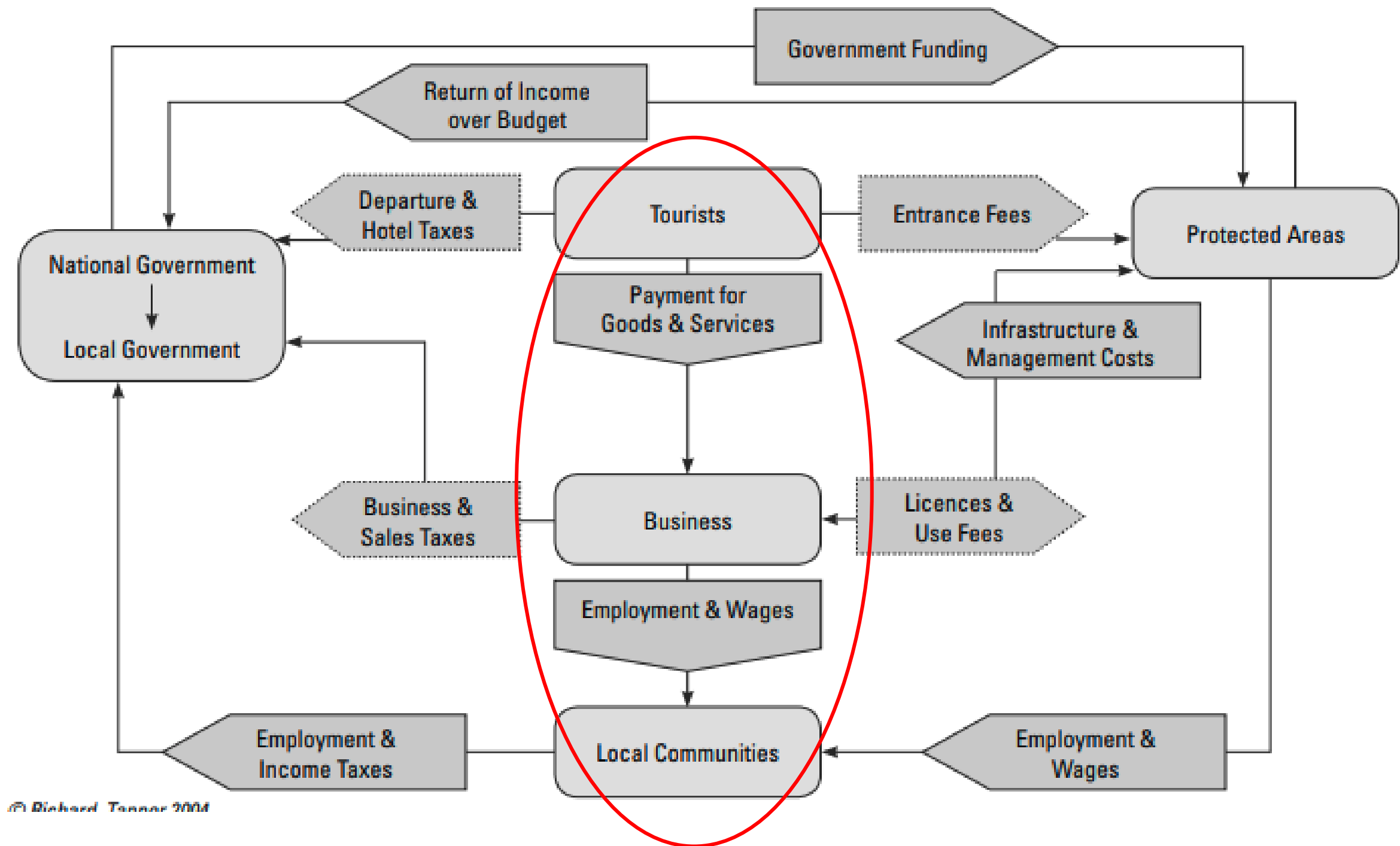


The road map from source markets to wildlife tourism



Community based tourism and wildlife tourism work closely together, providing an overlap of services, seasonality extensions and opportunities for growth for small to medium sized business.

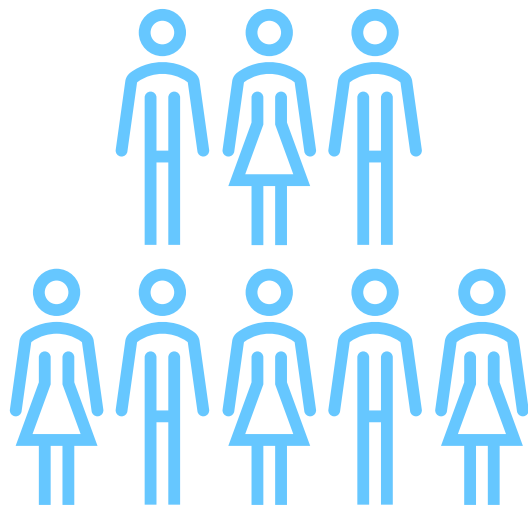
Figure 1: A simplified model of the monetary flows associated with tourism and protected areas¹⁶



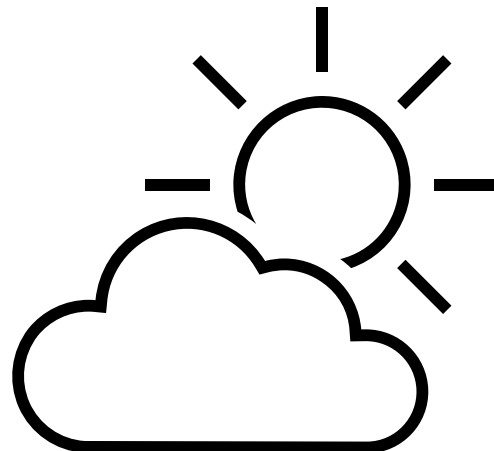
The complexity of funding streams between tourism, government and protected areas

The major benefits of iconic species for tourism & people

More impact for people



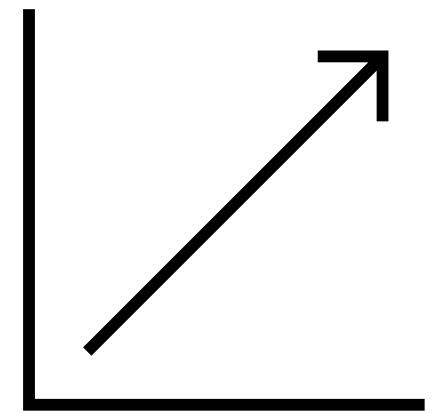
Extended Seasonality



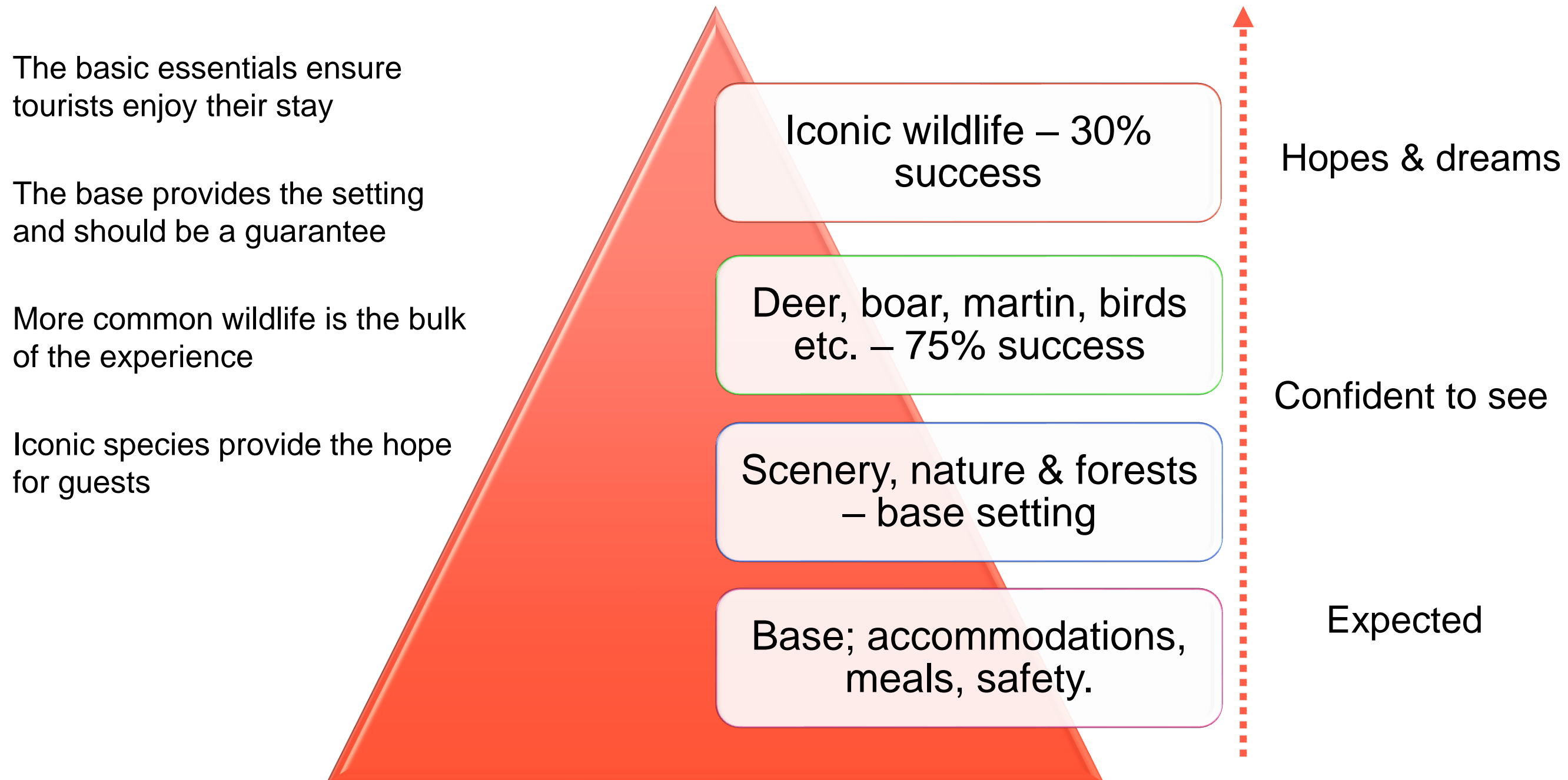
Greater market reach



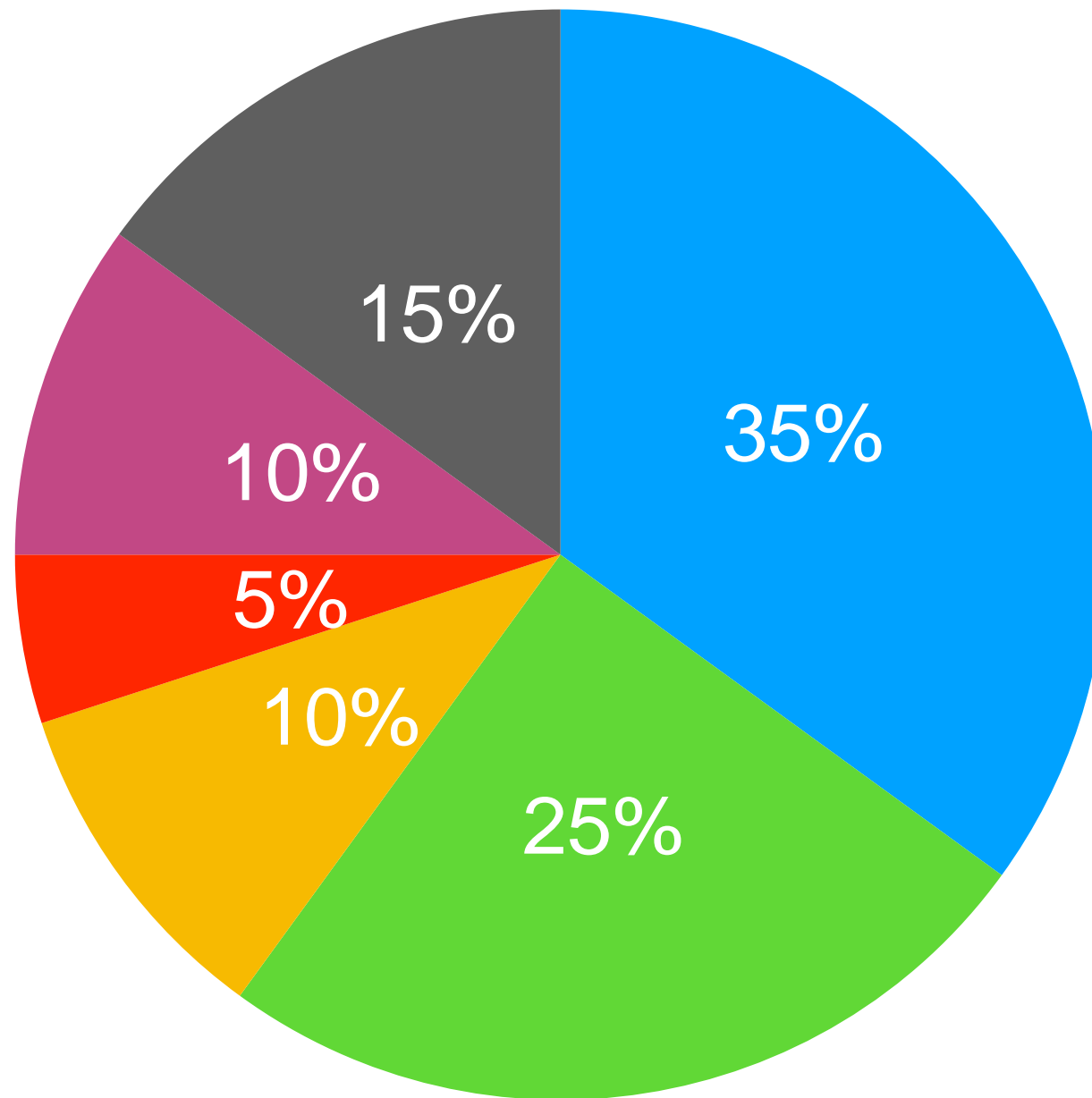
Increased revenues



Building experiences for wildlife tourism



Wildlife tourism spend



■ Accommodations

■ Activities

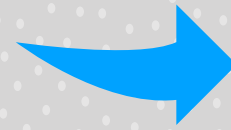
■ Transport

■ Meals

■ Nature

■ People

Direct benefits of iconic species in nature



Marketability of the
area

Greater target
markets



Longer tourism
stays in an area

Increased
biodiversity



Balanced
ecosystems

Healthier nature for
people to enjoy

Interesting stats

- Sea Eagle watching generates more than EUR 2 million income on the Isle of Mull
- Bear watching in Finland costs more than EUR 250 per person per night
- Gorilla permits in Rwanda cost between \$ 750 & \$1500 per person per activity
- Lynx tourism costs EUR 150 per day
- Tiger tours cost \$ 200 per day

Increased services and benefits

General
tourism

- Accommodations
- Meals
- Attractions

Nature
based

- Accommodations, meals & attractions
- Experiences in nature (hiking, biking, kayaking)

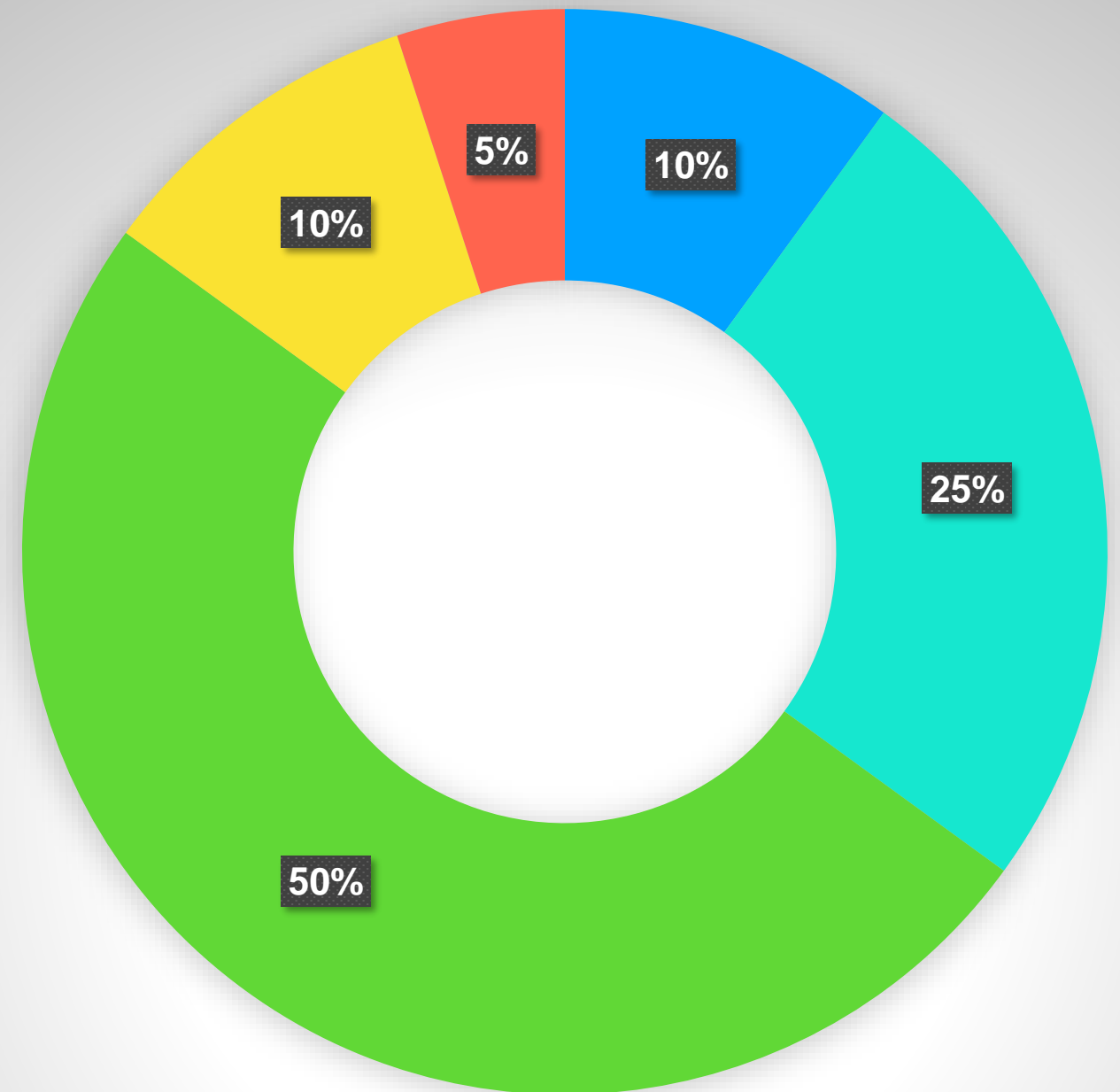
Iconic
wildlife

- Accommodations, meals & attractions
- General experiences in nature
- Specialist offerings – hides, photography, research

Services attached to iconic wildlife

- Wildlife guides – photographic, trackers, researchers
- Hides – overnight / photographic
- Overnight accommodations – community based
- Meals – local food
- Transport

The market share



- Nature enthusiasts
- Wildlife lovers
- Photographers
- Researchers
- General

A magnifying glass with a black frame and a clear lens is positioned over a dense field of small, bright green, rounded leaves. A single small yellow flower is visible through the lens, appearing larger and more detailed. The background is a vast expanse of the same green foliage.

Impact for nature

- Creation of unique destinations
- Long term investment in protected areas
- Sustainable lodges & accommodations
- Financial returns to nature



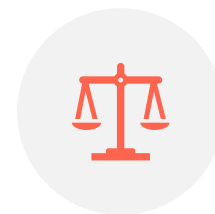
Overall Benefits



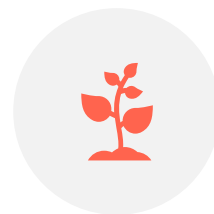
INCREASED
BIODIVERSITY



EDUCATION



HEALTHIER
BALANCED
SYSTEMS



BETTER
UNDERSTANDING
OF NATURE



Creating partners in nature

- Iconic wildlife species provide a better market proposition for wildlife & nature enthusiasts, and allow increased marketability of a destination.
- Additional services from specialist guides, photographers, researchers and wildlife hides are just a few.
- Research programs intertwined with tourism are more practical and less impacting on nature.



NATURE TOURISM DEVELOPMENT
GROWING BUSINESS TOGETHER

Hvala,
Thank you.