



Shark and Ray Focused Tourism

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Shark and Rays are Disappearing

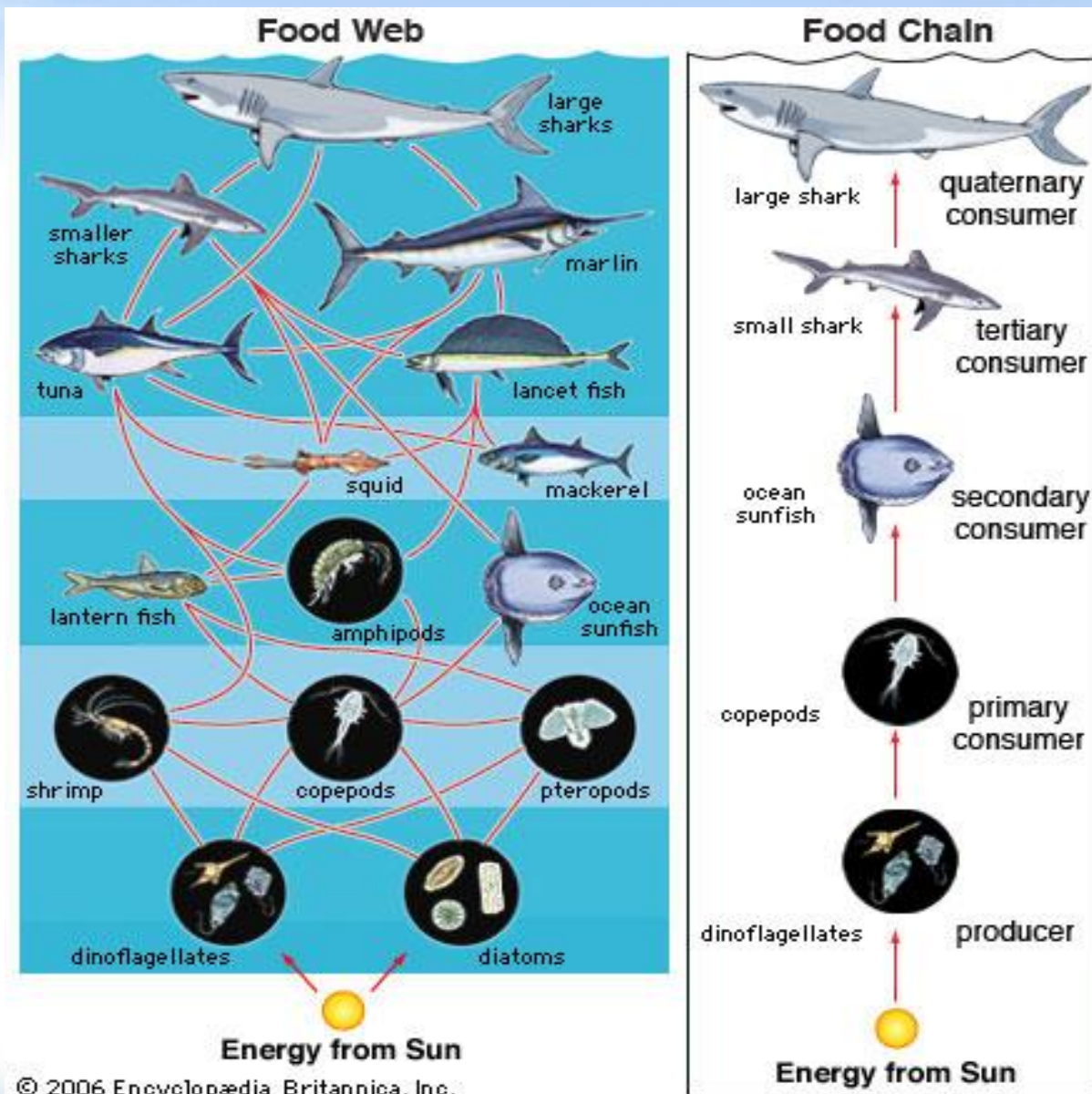


Overfishing is the Main Threat





Impacts on Tourism??





Shark and Ray Tourism is Growing



- At least 375 well-established shark tourism operators in 83 locations spanning 29 countries
- Focused on 25 species of sharks
- Globally, about 590 thousand shark watchers generate expenditures of over USD 314 million per year, supporting 10 thousand direct jobs
- Generates far more value than fishing e.g. USD 179,000 per reef shark in Palau annually
- Manta ray tourism generates USD 140 million annually

NUMBERS OF SHARK WATCHERS COULD DOUBLE IN NEXT 20 YEARS



Fiji's Shark Reef





Malapascua Thresher sharks





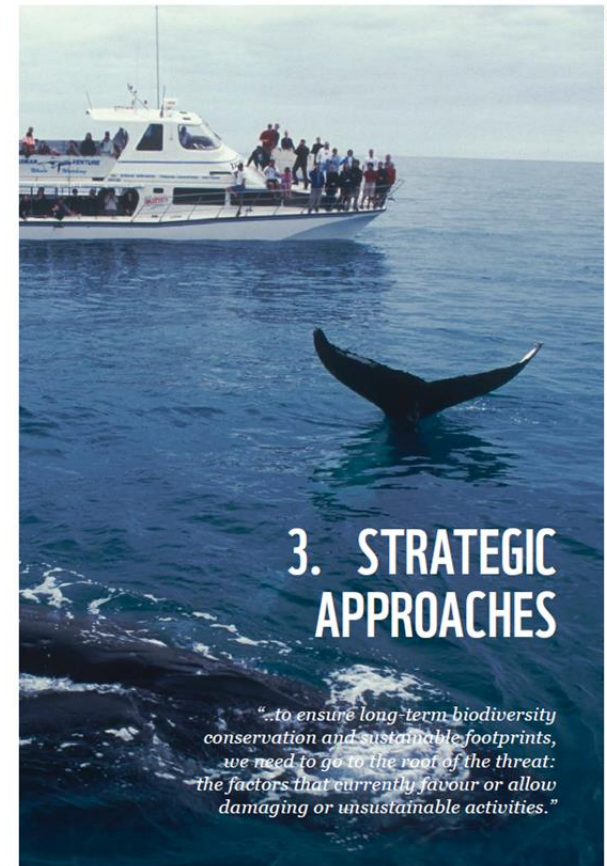
Tourism Challenges





WWF Approaches To Sustainable Marine Tourism

- Adoption and implementation of STANDARDS to reduce footprint
- Implementation of sustainability requirements for a better COASTAL DEVELOPMENT
- Demonstration the value of MARINE PROTECTED AREAS & KEY SPECIES
- Increase and diversification of LIVELIHOODS





Best Practice Guidance for Establishing and Maintaining Tourism Operations Focused on Sharks and Rays





A Free and Practical Guide



1. Establishing institutional and management frameworks
2. Effective Marine Protected Areas and other tools for conserving sharks and rays, that can also facilitate responsible tourism
3. Managing and minimising the disturbance to sharks and rays from tourism operations
4. Working with local communities, tourism industry and benefit-sharing
5. Monitoring the impacts of tourism on populations of sharks and rays



Expected Benefits

- Viewing sharks and rays can be a unique, premium attraction for wealthy tourists
- Helps align coastal communities and tourism operations towards joint sustainability agenda
- Directly protecting the animals contributes to ocean health – and long-term viability of local marine tourism
- Effectively protected Marine Protected Areas can enhance seafood production