

WILDSEA

E U R O P E

EMPOWERING COASTAL & MARINE ECOTOURISM IN EUROPE



WWW.WILDSEA.EU

Julia Vera Prieto
Travelecoology

The Economic Benefits of Marine Protected Areas

SEARICA

European Parliament · Brussels, March 6th, 2019

What is “WILDSEA Europe”?

The business case for blue ecotourism in Europe

Benefits of MPAs for blue ecotourism & citizens

EUROPE GOES WILD!

WILDSEA Europe delivers great travel hints on unique adventures that you can experience in Europe's coastal destinations.

Snorkelling, kayaking, sailing, diving, trekking, birding... great outdoor activities that will allow you to make responsible contact with marine species in the wild, while learning about their ecology and efforts to preserve them.

Log into wildsea.eu to read about the many, amazing natural sites you can visit in Europe. And find out more about the adventures you can experience as you explore the coast or as you trek along the mountains of stunning beauty.



EMPOWERING COASTAL & MARINE ECOTOURISM IN EUROPE

Travel**ecology**®



Generalitat de Catalunya
Government of Catalonia
Catalan Tourist Board



Comhairle Contae
Dhún na nGall
Donegal County Council

subman



EUSKO JAURLARITZA
GOBIERNO VASCO

TURISMO, MERKATARITZA
ETA KONTSUMO SAILA
DEPARTAMENTO DE TURISMO,
COMERCIO Y CONSUMO



Visit Cornwall

+300 Members

Co-funded
by the COSME
programme of the
European Union



- 01 MALIN HEAD, DONEGAL
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- 08 GRAY SEAL *Halobala grisea*
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The first marketplace for coastal & marine ecotourism activities in Europe

www.wildsea.eu



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€ 200.00

NEW



Join a cetacean research crew in Cap de Creus
SPAIN > CATALONIA > COSTA BRAVA > CAP DE CREUS
★★★★★

€ 20.00



Coastal snorkeling route in Palafrugell
SPAIN > CATALONIA > COSTA BRAVA
★★★★★

€ 20.00



Sea Safari to Rathlin Island
UK > NORTHERN IRELAND > CAUSEWAY COAST & GLENS > BALLYCASTLE AND RATHLIN
★★★★★

€ 28.00



Explore the Submarine Treasures of Brijuni National Park
CROATIA > ISTRIA > BRIJUNI NATIONAL PARK
★★★★★

€ 30.00



Marine Life Survey in Malin Head
IRELAND > COUNTY DONEGAL > INISHOWEN > MALIN HEAD
★★★★★

€ 95.00

NEW



Seal & Lagoon Tour
UK > SCOTLAND > ARGYLL & BUTE
★★★★★







THE CASE FOR BLUE ECOTOURISM IN COASTAL DESTINATIONS & PROTECTED AREAS



Coastal & maritime tourism in Europe

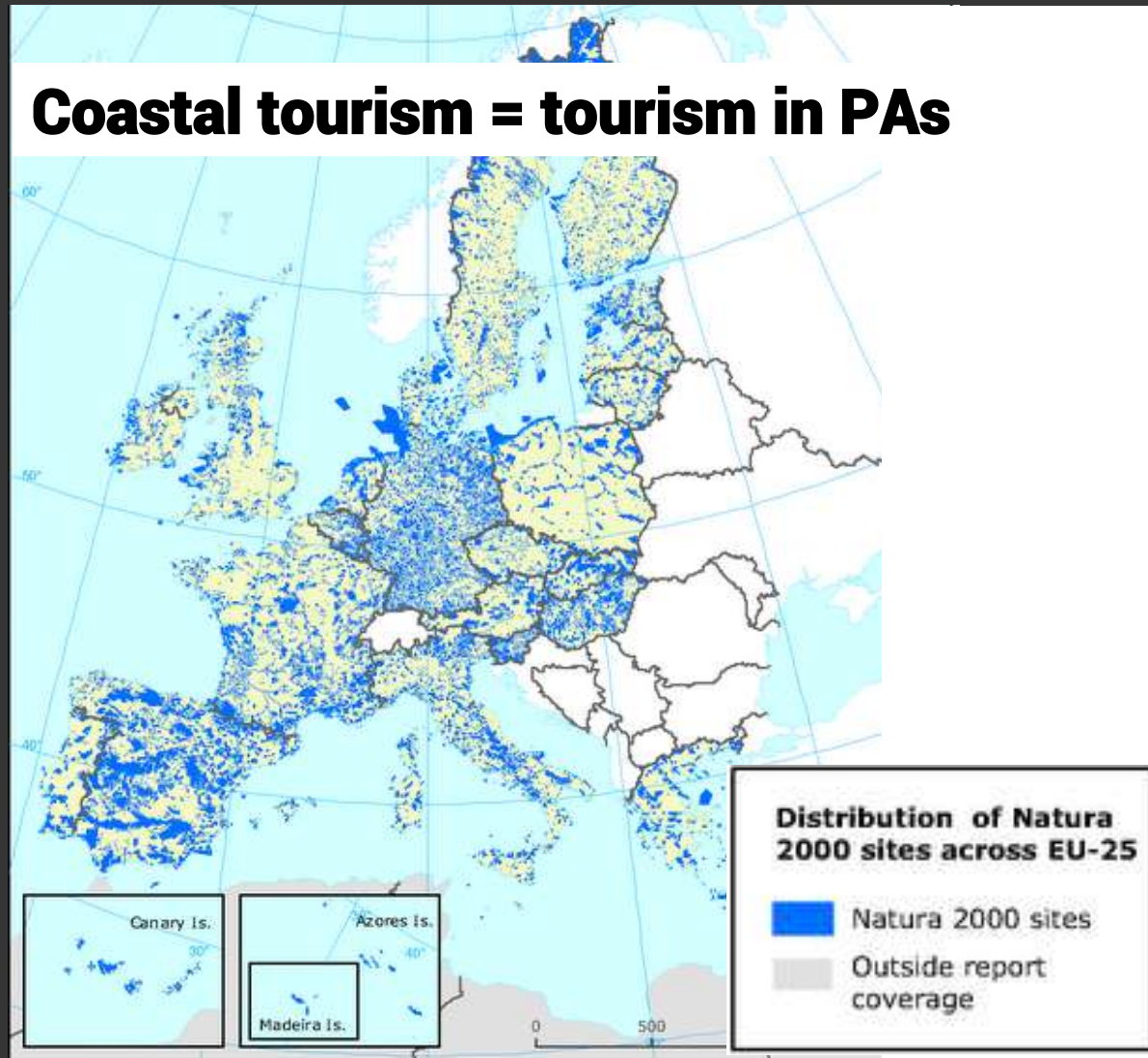
The case for Blue Ecotourism in Europe

Blue ecotourism in coastal destinations has the potential to:

- ↑ Drive up daily expenditure at destination by 30%
- ↑ Bring in new skills and product innovation
- ↑ Create local, sustainable wealth & jobs
- ↑ Support environmental conservation & outreach

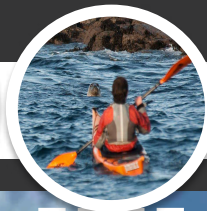
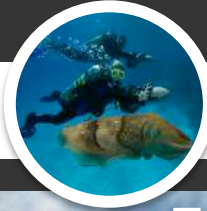
THE BENEFITS OF MPAs FOR THE BLUE TOURISM INDUSTRY

Coastal tourism = tourism in PAs



THE BENEFITS OF MPAs FOR THE BLUE TOURISM INDUSTRY

Blue ecotourism:



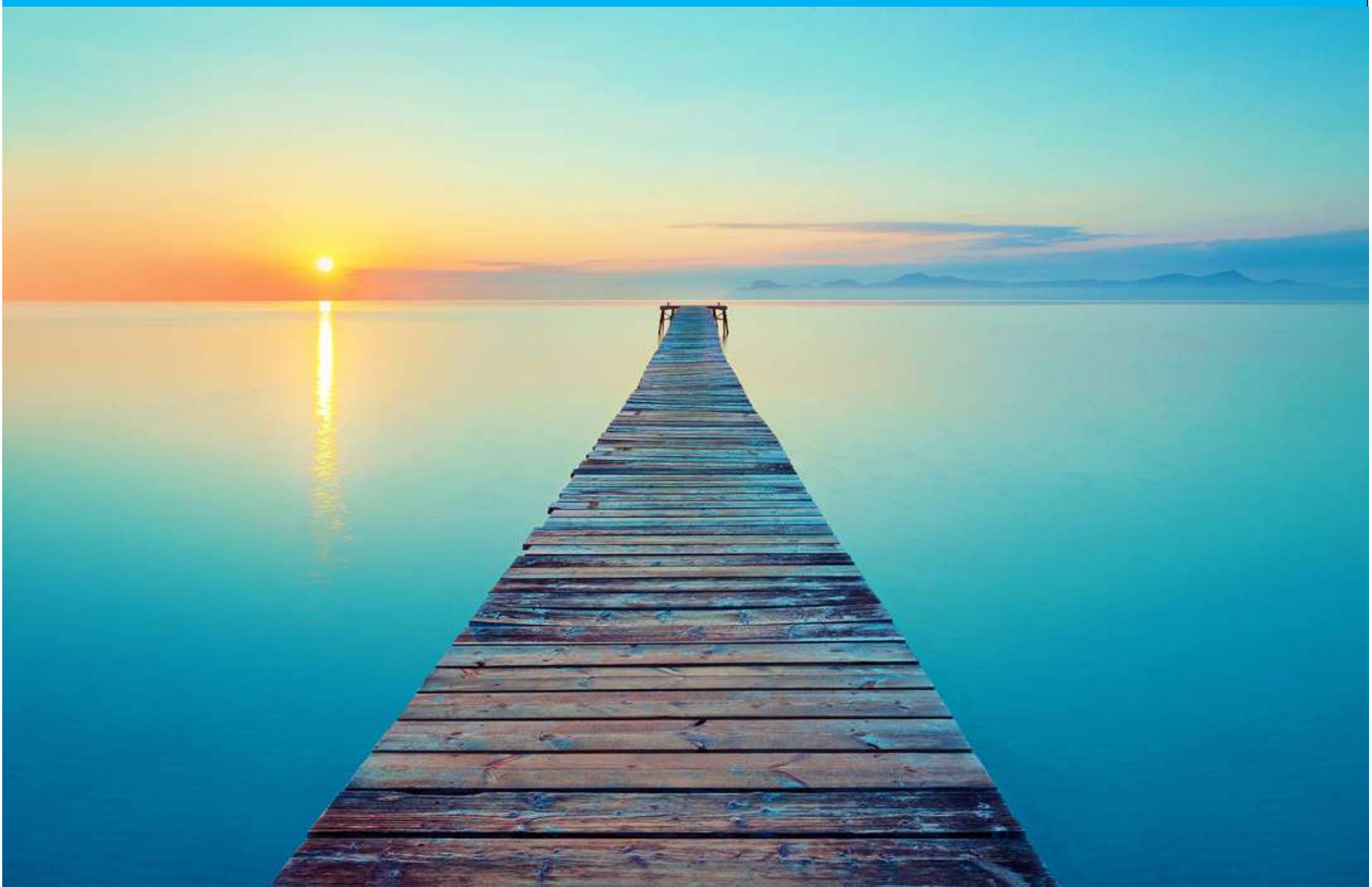
US\$ 358.5 billion

=10 x the current revenue of the cruise industry worldwide by 2024



The “Renewable Energy” of Europe’s Coastal & Maritime Tourism Industry

OTHER BENEFITS OF MPAs?



OTHER BENEFITS OF MPAs?



Seas, Oceans & Public Health in Europe

Linking oceans and health research



Health benefits of water-based recreation have been estimated to save up to approximately **€200 million per year** in healthcare in the UK alone.

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THANK YOU!

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