

## CAN NATURE TOURISM REALLY SAVE SOUTH ASIA'S JUNGLES & THEIR WILDLIFE ?

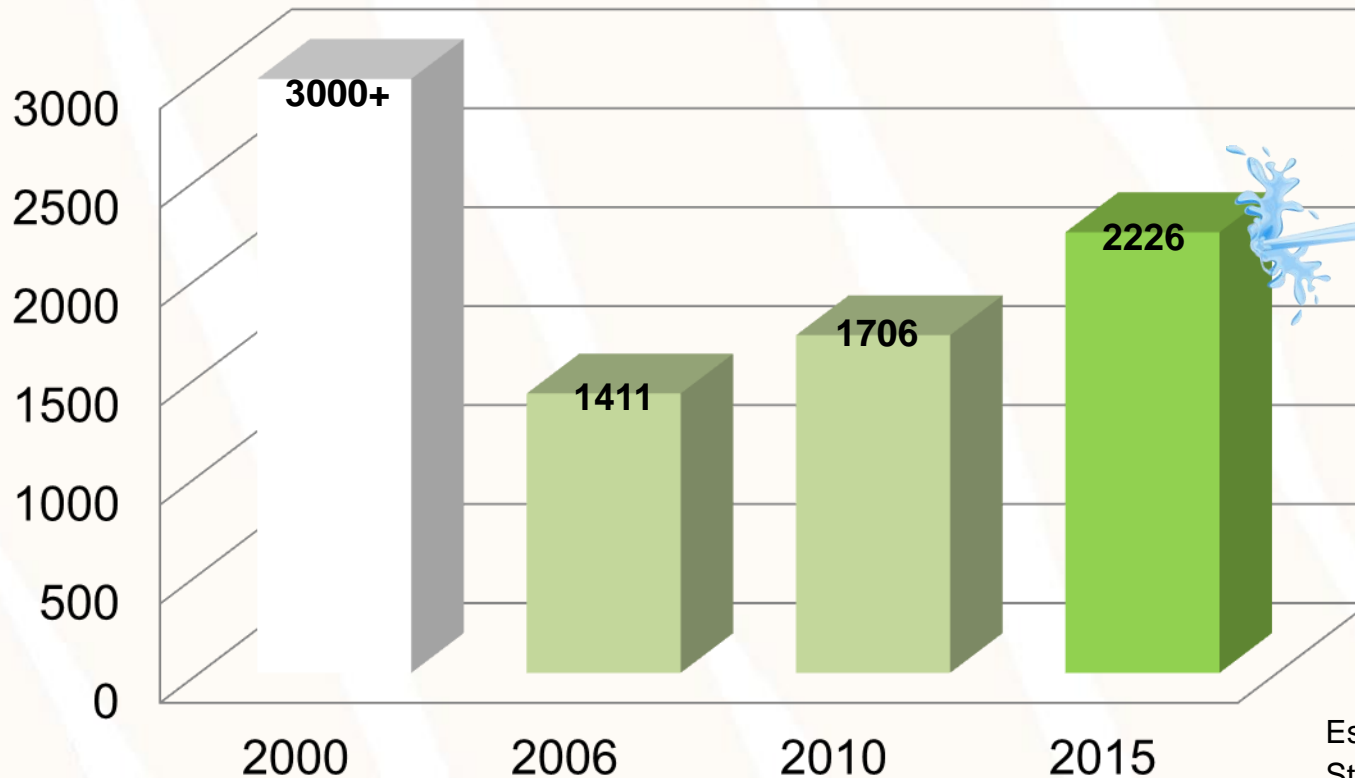


GLOBAL SUSTAINABLE  
TOURISM COUNCIL

MEMBER



## TIGERS UP 30.5% increased since 2010



Estimated Tiger Numbers  
Status of Tigers in India 2014.



**Yes – nature tourism is already saving jungles and tigers – but tourism (and parks!) need to do it ten times better!**

**But how is nature tourism helping to save tigers?**

# ‘TIGERNOMICS’

& the art of using ‘one  
clever cat’ to save a  
wilderness



## Machali in Ranthambhore - One entrepreneurial cat





# TOFTigers

Sustaining the wild



Number of visitors in 2008 - 63,644

Number of visitors in 2017 - 460,000

Number of pilgrims – 2,000,000 per year



## The Machali tigernomics in Ranthambhore

102 Lodges & Resorts



2200 Full  
time Jobs  
created



Huge community support  
From park revenue fees



2 Hospitals and  
5 schools funded by tourism





**Total fees from  
park entry**

**₹19.57**  
**crore**  
(US \$2.85m)

## 2016/7 TOTAL ANNUAL BUDGET TO PARKS\*



## PARK BENEFITS





Total revenue  
generated per year  
to local economy

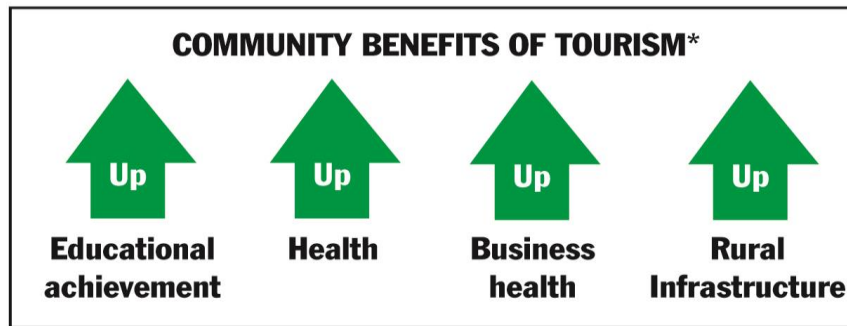
**₹217.2**

**crore**

(US \$33.36m)

## REGIONAL BENEFITS

## The Tigernomics of Ranthambhore



## COMMUNITY BENEFITS



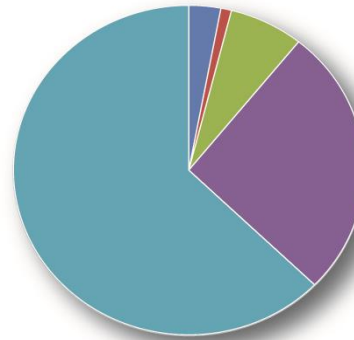




Total employed  
by lodgings

**2,211**

### TYPES OF LODGINGS, ₹ PRICE PER NIGHT



- Luxury > 20K per
- Superior 16K - 20K
- Standard 11K - 16K
- Economy 6K - 10K
- Budget < 5K per night

Based on 102 Lodges and Hotels

### EMPLOYEE LOCALE\*



**70%  
Local**

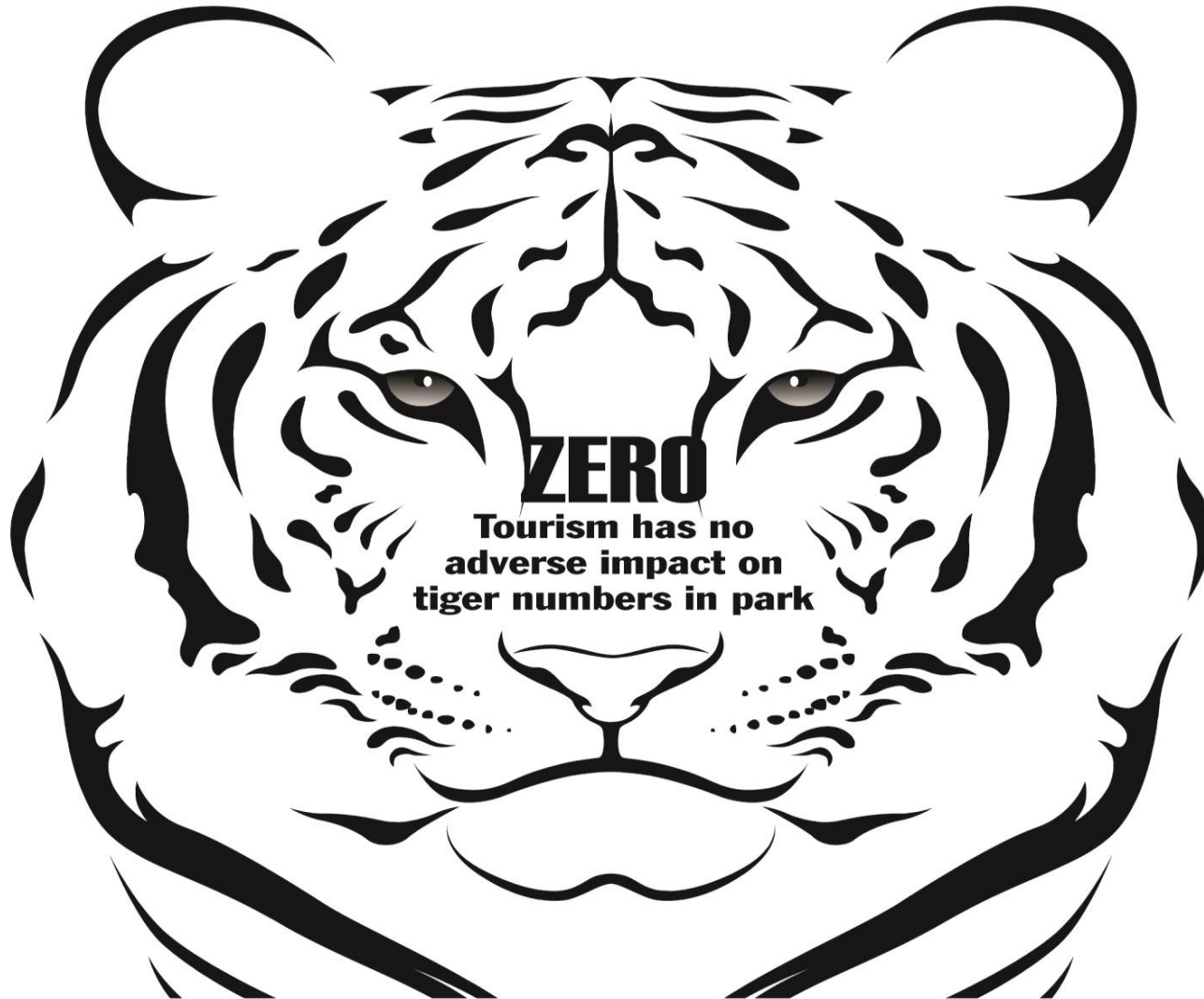


**20%  
within  
state**



**9%  
outside state**

## EMPLOYMENT BENEFITS



## **BEFORE**

2004 – 11  
individual wild  
tigers

## **NOW**

69 + wild tigers in  
park

Tigers now  
repopulated 50%  
more of the  
reserve and 2  
other tiger  
reserves



## The Tigernomics

Machali generated in a decade – 2000 to 2010

# US\$101 million

- in **direct revenue** for parks, protection, local government and local businesses.

Toftigers 2010

Yet she only lives in 5% of the park







**Machali deserved  
a Lifetime  
Achievement  
Award in 2010**

## So what does Machali cost to protect?

- Estimated at US\$1800 per square km per annum
- Her protection costs circa US\$20,000 per annum, or US\$180,000 over the decade of her rule.

So her Return on Investment (ROI) = **50,500%**



## Our wake up call

Though India is ranked 6th in the world for extraordinary natural biodiversity, the same UNWTO 2017 report says India is **139th out of 140 countries for environmental sustainability in travel and tourism**

Next door neighbour Sri Lanka is 15th – so lot of work to do.

# The great **'wake up'** call to Global Governments

Global Parks visitor revenues

is estimated at US\$**650** billion per annum.

***BUT*** Governments only invest

**US\$10 billion** (or a tiny 1.5%)

per annum back into protection & conservation

*WWF US, Princeton and Cambridge Universities report Feb 2015*