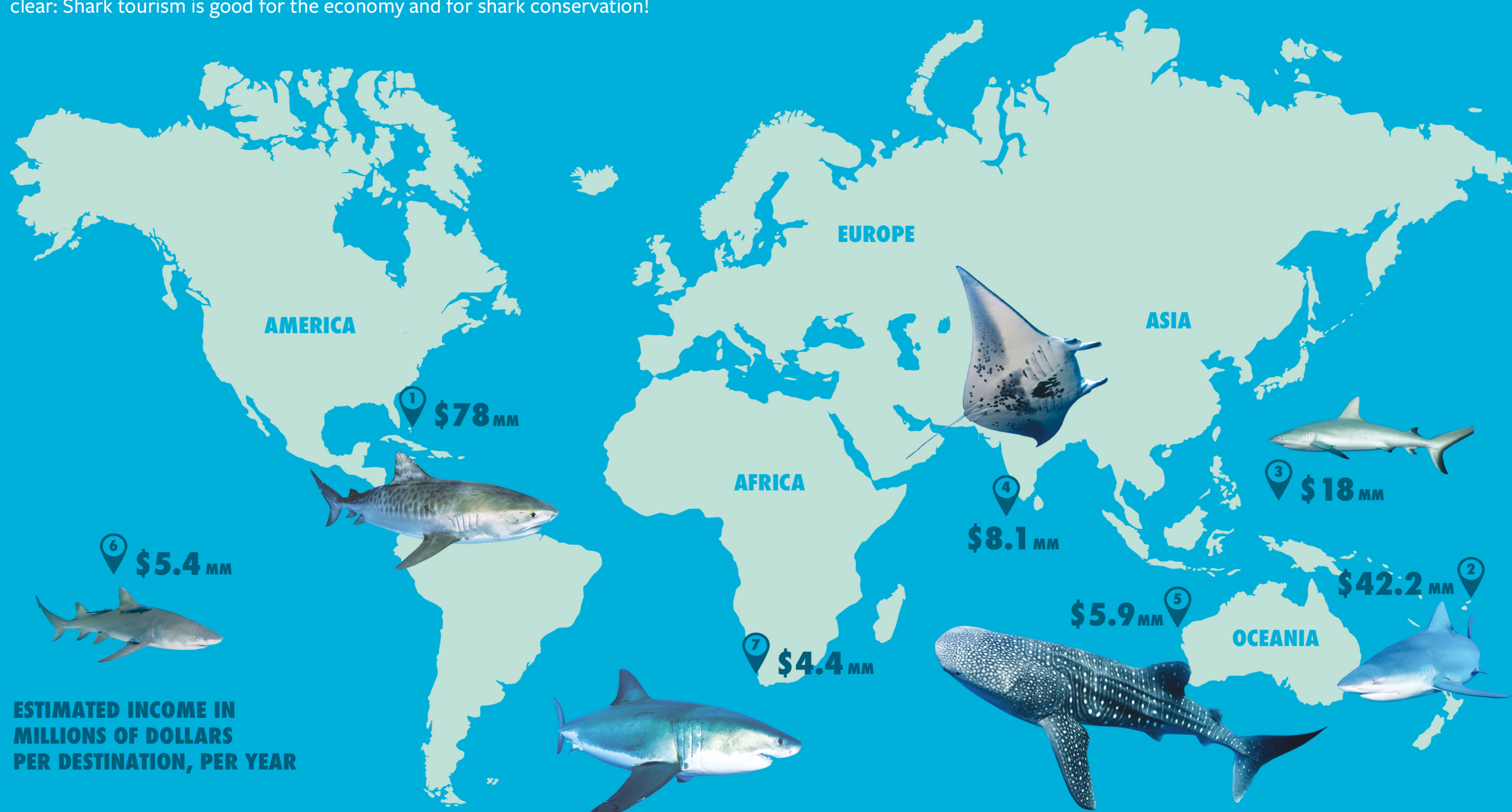


Shark tourism is a rapidly growing industry that generates millions of dollars every year. This revenue not only benefits shark diving operators but also many other sectors of the economy. Increased tourism in locations famous for shark diving helps to stimulate development of the region, generates revenue for the government and provides local communities with an incentive to protect their shark populations. More detailed studies are needed to provide up to date and reliable figures of the true value of shark tourism globally but the message is clear: Shark tourism is good for the economy and for shark conservation!



ESTIMATED INCOME IN MILLIONS OF DOLLARS PER DESTINATION, PER YEAR

1. BAHAMAS

Considered the shark diving capital of the world due to the abundance of large sharks and operators. A 2017 study estimated that shark diving generates approximately \$109.4 million in annual revenue (Haas *et al.* 2017).



Tiger shark
Galeocerdo cuvier

2. FIJI

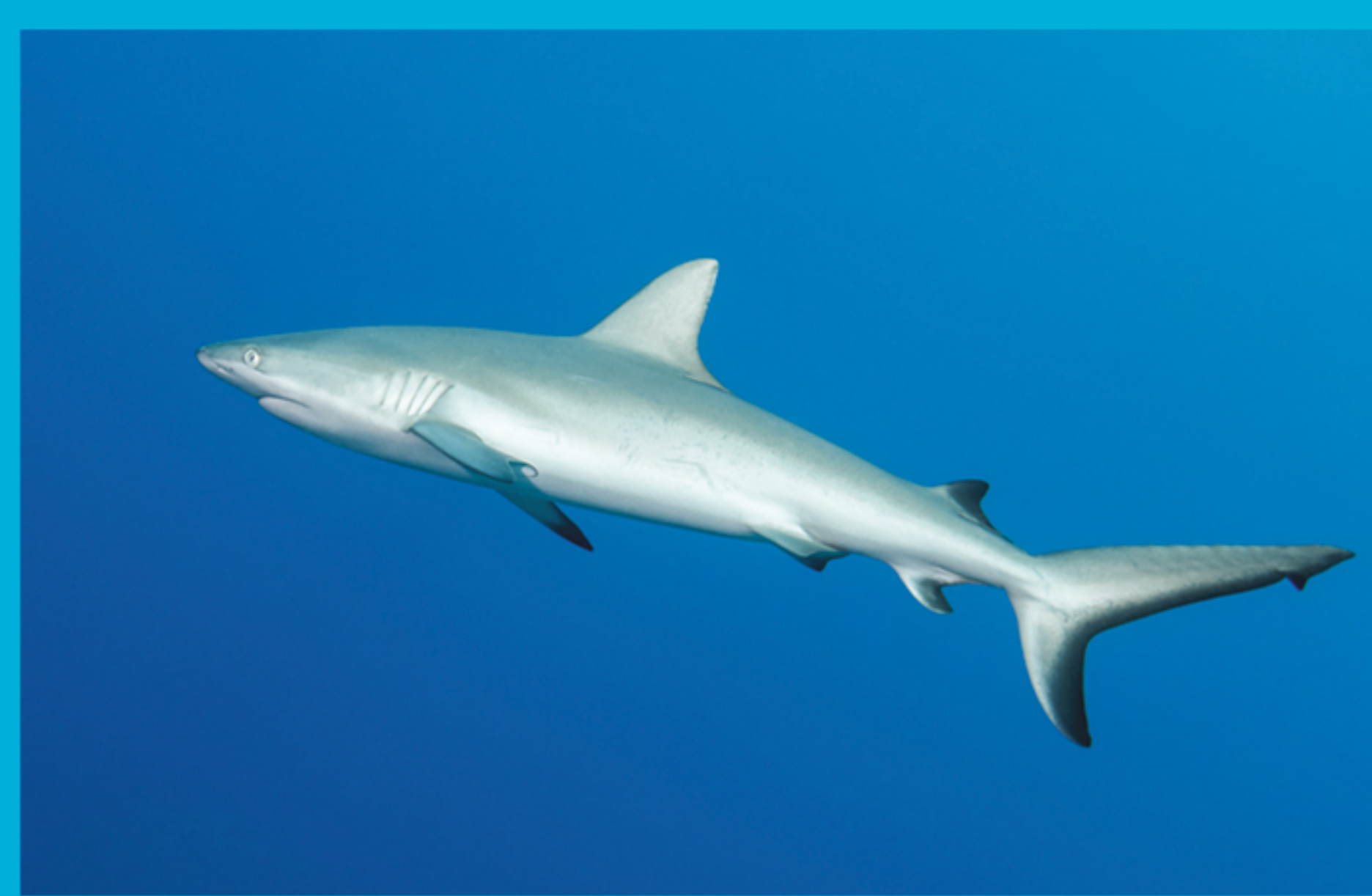
Conservative calculations recently demonstrated that shark-diving contributed US \$42.2 million to the economy of Fiji, a sum composed of revenues generated by the industry combined with the taxes paid by shark-divers to the government (Vianna *et al.* 2012).



Bull shark
Carcharhinus leucas

3. PALAU

Using data collected from surveys, as well as government statistics, scientists showed that shark diving is a major contributor to the economy of Palau, accounting for approximately 8% of the gross domestic product of the country. (Vianna *et al.* 2011).



Grey reef shark
Carcharhinus amblyrhynchos

4. MALDIVES

Scientists assessed the extent and economic value of manta ray watching in the Maldives, by recording tourist numbers at dive sites. This was estimated to be worth about US\$ 8.1 million per year in direct revenue (Anderson *et al.* 2010).



Manta ray
Manta alfredi

5. NINGALOO REEF

A 2006 study revealed Whale shark tour participants spent \$6.0 million in the Ningaloo Coast region of Western Australia and added between \$2.4 million and \$4.6 million to the regional economy in direct expenditure. AUS: (Catlin & Jones 2010).



Whale shark
Rhincodon typus

6. FRENCH POLYNESIA

During a 57-month study, scientists were able to individually recognise 39 sicklefin lemon sharks that support a shark-feeding ecotourism activity in Moorea Island. They calculated the revenue generated by the provisioning site, based on the expenses of local and international divers (Clua *et al.* 2013).



Sicklefin lemon shark
Negaprion acutidens

7. GANSBAAI, SA

South Africa is home to many different species of sharks but is most famous for its well established cage diving industry. An analysis of one prominent operator led scientists to estimate a value of 4.4 million dollars per year and showed substantial economic growth over time (Hara *et al.* 2003).



Great white shark
Carcharodon carcharias