



The Potential Tourism Impact of Creating the World's Largest Marine Reserve in the Pitcairn Islands

A report prepared by The Pew Charitable Trusts, the National Geographic Society and the Pitcairn Island Council for submission to the UK Foreign and Commonwealth Office

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Overview

The Pitcairn Islands, by virtue of their small size and isolation, do not have many obvious economic options, but tourism based on their environment and history is an opportunity that could provide employment, income, and increased connection to the outside world. The creation of the world's largest marine reserve in the Pitcairn Islands would greatly enhance the territory's image and provide an opportunity for increased awareness of the islands and their unique tourism offerings.

The proposed marine reserve represents a realistic opportunity for building a sustainable economic future for Pitcairn's resident population. Environmentally responsible marine tourism has enormous potential for generating reliable revenues for the Pitcairn islanders and overcoming chronic problems of economic marginalisation caused by the islands' extreme geographic isolation.

Review of this report

Ian Dickie, Business Development Director, ettec (Economics for the Environment Consultancy), May 2013

This paper makes a sensible interpretation of ettec's *Economic Analysis of Marine Reserve Designation in Pitcairn Islands' Waters*. None of the individual sets of evidence available on the likely impacts of remote marine reserve designation is completely conclusive: Few are right to combine theoretical evidence (e.g. in considering the potential value of fisheries), observed evidence (e.g. regarding the designation of other highly protected marine reserves) and testimonial evidence (from potential marine tourism operators). Each of these sets of evidence supports the proposition that the designation of a highly protected marine reserve would benefit the Pitcairn economy. Collectively they make a sound case that this is the most likely and realistic outcome from designation.

The extent of these benefits are hard to predict. The most likely outcome is that they will be significant: i.e. they are expected to make a noticeable contribution to sustaining the Pitcairn economy in the face of potential decline, and offer opportunities for economic growth. By contrast there are very few, if any, likely negative impacts from designation on the Pitcairn economy.

About the reviewer

Ian Dickie joined ettec in November 2007. His interests include biodiversity and natural resources policy, and the impacts of environmental policies on economic objectives. He is also a Director of the Aldersgate Group, for whom he leads work on biodiversity and ecosystem services.

He has managed studies on habitat banking and biodiversity finance for the European Commission, and developing approaches for regional economic analysis of the marine environment for OSPAR. His other marine work includes site designation impact assessments, and analysis supporting implementation of the Marine Strategy Framework Directive.

He has also worked on forestry, wildlife trade and invasive species issues. Previously Ian was head of economics for the Royal Society for the Protection of Birds, whom he joined in April 2000. Ian managed a team providing economic advice and analysis to support all aspects of the Society's conservation efforts. He gained experience of most aspects of UK natural environment policy, working to advocate recognition of the value of the environment in decision-making. Ian co-authored several RSPB reports on the impacts of nature conservation on local economies and wellbeing.

Introduction

Economic benefits through tourism in marine reserves

As has been shown worldwide, marine reserves can provide economic benefits through tourism as people come to dive, snorkel or view underwater sites in glass-bottom boats, for example. The increase in marine life inside marine reserves, in particular large fish—or the preservation of a pristine site—is the main attraction for divers and other tourists. In the wider Caribbean and Pacific coasts of Central America, for instance, half of all dives (7.5 million annually) take place within marine protected areas (Green and Donnelly, 2003), even though only 4 percent of Caribbean coral reefs are in marine protected areas rated as “good” or “partially effective” (Burke and Maidens, 2004). This strongly indicates the interest of divers to frequent areas that are expected to harbour more abundant marine life than unprotected areas. If these protected areas in the widest sense attract so much diving tourism, we would expect that no-take marine reserves with larger fish abundance should be still more attractive to divers.

Economic benefits for tourism also occur in large marine protected areas containing significant marine reserves. The use value of the 345,400 square kilometre Great Barrier Reef Marine Park, of which 30 percent is protected in no-take marine reserves, is currently estimated at AU\$5.5 billion annually, providing 53,800 full time jobs (McCook et al., 2010). Income from tourism is 36 times greater than commercial fishing, and that ratio is increasing.

Pitcairn’s economy and tourism sector

Being remote, small, and with a small human population, the economy of the Pitcairn Islands is reliant on external support from the UK Government, via the Department for International Development or DfID. The department’s contribution to Pitcairn’s economy has been rising steadily over the past three years. Government budgetary aid to the island in the 2011-2012 financial year was GB£2.66 million and is planned to be GB£2.9 million for 2012-2013. The majority of the contribution is to subsidise operation of the *Claymore II* supply vessel, infrastructure such as electricity and communications, expatriate professionals, and the wages of public employees on the island (Department for International Development website, 2013).

Livelihoods on Pitcairn Island are sustained through a mixture of public and private sector work as well as subsistence activity. The workforce on Pitcairn is 36 strong (Dickie et al., 2012). Nearly all have government jobs, with most roles being part-time. This income is boosted through the sale of souvenirs, the sale of fish and lobster to cruise ships, landing and accommodation fees charged to visitors, and the sale of Pitcairn products (mainly honey), stamps, postcards, domain names, and coins. Revenue from coin and stamp sales was once the greatest contributor to the island’s economy, but has fallen recently.

Tourism is therefore an extremely important source of revenue, but it is currently fairly limited. Only about 10 cruise ships currently stop at Pitcairn Island per year, with just a few of these allowing passengers to disembark. There are only 12 berths available on the *Claymore II* (which visits four times per year), and many of these are often taken by officials, Pitcairners, and their relatives. The only other visits by tourists are the small number of yachts that arrive each year (the Pitcairn tourism website listed 17 yachts landings in 2012). However, the newly-formed Pitcairn tourism department is keen to encourage more tourists to visit. It is working to increase awareness of the islands and what they have to offer tourists (Tourism Resource Consultants Ltd, 2005).

A marine reserve in Pitcairn—possible economic benefits from tourism

In their 2012 report on the likely economic impacts of creating a marine reserve in Pitcairn, Dickie et al. established a dynamic baseline scenario that could be expected if current trends continue and no marine reserve is established. This showed that tourism from cruise ships was expected to grow slightly due to the anticipated construction of an alternative landing site at Tedside. However, other potential forms of tourism would not grow under this dynamic baseline scenario. In contrast, the report found that the economic benefits through creating a reserve could be significant, thanks to the following factors:

- Being the world's largest marine reserve would give Pitcairn a unique selling point and a much enhanced and environmentally positive international profile. This would persist even if the size of Pitcairn's reserve were at some point surpassed because it is likely to remain one of the world's largest. This could result in an increase in tourism activity, involving more visits by cruise ships, and increased specialist visiting for diving, citizen-science, and other nature-based tourism activity.
 - In addition to the increased number of visitors, this unique selling point could result in increased revenue from visitors, through higher charges (landing fees), charitable giving, and increasing demand for existing and new island products.
 - The increase in tourism also could combine with increased science, and monitoring, control and surveillance activity in the marine reserve, which would bring further economic activity to Pitcairn.
 - Associated with increased visitor numbers, there would be increased opportunity for the creation of jobs, which could attract new residents to Pitcairn island. There would be small business opportunities, as well as possible economies of scale in transport and supply costs.
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Diving and citizen science

Dive tourism elsewhere

Around the world, dive tourism brings huge benefits to local communities through direct income generated, jobs created, and positive publicity.

Of the US\$3 million annual income generated in the 1990s by the Saba Marine Park in the Netherland Antilles, 87 percent was from diving tourism (Buchan et al., 1997). The Saba Marine Park contributes 22 percent of the local economy (Van't Hof, 1989). The small Medes Islands Marine Reserve, Spain (51 hectares as no-take), produces €10 million in tourism revenue annually, compared to €0.5 million from fishing (Merino et al., 2009, Sala et al., 2013). In another marine reserve managed by the local community in Cabo Pulmo, Baja California, diving tourism has resulted in an average US\$12,000 annual per capita income, which is higher than most coastal communities in Mexico (Aburto et al., 2011). The total economic value of the Kenyatta no-take area in Kenya, primarily from tourism, was estimated at US\$3.5 million per square kilometre a year, which is about 350 times the value of the area's fishery (McClanahan, 2010).

Of the locations similar to Pitcairn, Cocos Island Marine National Park off Costa Rica provides a good comparison. This island is two days' travel from mainland Costa Rica and has no local population, so the infrastructure of the island and its vicinity is limited. However, despite the difficulty of access, tourists are keen to visit this World Heritage Site, known as a premier dive spot. There are five dive boats with living accommodations that operate regularly at Cocos Island; at full occupancy they bring more than US\$7 million to the local economy (Cocos Island Marine Conservation Area website, 2013). This revenue is derived from the price of the diving trip, entrance fees, Costa Rica's "green tax," food, and lodging (Friedlander et al., 2012). Given the biological value and attraction for divers that we now know the Pitcairn Islands hold (Sala et al., 2012), the creation of a marine reserve and its subsequent promotion could lead to establishment of a similarly successful operation in the Pitcairns.

Blue Ventures and Pitcairn: A proposal for a pilot expedition

Blue Ventures (<http://blueventures.org>) has spent the past decade developing marine conservation programmes that work directly with local communities to conserve threatened marine ecosystems and protect traditional coastal livelihoods.¹ As part of Blue Ventures' model, volunteers pay to join marine expeditions, and in doing so contribute to the costs of running conservation programmes at project sites. Volunteers are trained by qualified diving instructors, post-doctoral marine scientists, local conservationists, and experienced expedition leaders. Once training is completed volunteers join researchers in carrying out underwater surveys of key coral reef sites.

As well as providing local partners with a clear economic demonstration of some of the financial benefits that can be obtained from responsible tourism, this business-based approach to funding conservation also maximises local employment. It also helps overcome some of the problems that characterise donor-funded conservation projects, which are commonly temporarily constrained within short two-to-three year funding cycles. There is no such project "end date" within the Blue Ventures model, which is able to continue to support field programmes indefinitely. Nevertheless projects are guided and appraised by local partners and communities, with rigorous periodic evaluation of programme results and impacts.

Blue Ventures works with funding partners, foundations, and bilateral donors to maximise the contributions provided by its own investment in conservation, by matching this funding with co-financing from donors. Over the past 10 years in the western Indian Ocean region alone, this approach has driven a significant growth in donor

funding in the marine conservation sector, culminating in the creation of a network of locally managed marine and coastal protected areas along over 1,000 kilometres of coastline of western Madagascar. Blue Ventures is now raising approximately GB£1 million annually to support marine conservation programmes around the country (Blue Ventures website, 2013).

A potential marine tourism partnership between Blue Ventures and the Pitcairn community could focus on adapting Blue Ventures' existing expedition model for a pilot three-week boat-based charter expedition from Mangareva to Pitcairn. This would be a globally unique and entirely new expedition product, catering to the high-end scuba tourism market. It would offer small groups of four to six volunteers an unprecedented opportunity to visit world-class dive sites that are otherwise almost entirely inaccessible. Whilst it cannot be guaranteed that this venture will go ahead until further information has been gathered (through visiting Pitcairn and Tahiti and conducting a feasibility study), Blue Ventures are committed to investigating this fully and advising Pitcairn on tourism issues should the marine reserve become a reality, whatever their own future commercial involvement might be.

This product would enter and compete with an established market of operators of adventure and luxury high-end dive tourism. Such operators typically visit world-class dive areas (such as Sudan, Papua-New-Guinea, Tahiti, or Palau) and charge considerable sums for "liveaboard" dive cruises, with two-week trips to Tahiti regularly costing GB£5,000-GB£7,000. By comparison, places on a submersible dive to visit the Titanic wreck on a commercial tourist expedition in 2012 sold at \$60,000 per client. Costs of a Pitcairn expedition would be largely dependent on charter vessel costs but are likely to be in the region of GB£8-GB£10,000.² This is a higher cost than many existing dive tours in the south Pacific; however this extra margin would reflect the uniqueness, conservation importance and non-profit oriented nature of this new venture.

The product would be marketed through Blue Ventures' existing channels, and promoted through editorial coverage in travel and nature tourism media and literature.

Project accounts would be shared with the Pitcairn community, with a view to building a shared understanding of the importance of growing the project to increase revenues to a point at which the programme reaches full financial independence, without financial backing from Blue Ventures or other partners.

As with any business venture, profits can be generated from expeditions and are indeed essential for the operation of the business model. Blue Ventures' social enterprise structure ensures the transparent reinvestment of these profits in field-based conservation efforts, further enhancing the conservation impact initiated by the expeditions. Such investment is often necessary to translate the results of marine and fisheries research and monitoring into meaningful conservation management on the ground. Once the project has grown to the point where profits are reliably generated, these funds would be allocated by the trustees of Blue Ventures to the management of the new marine reserve.

Expedition staff would include at least two islanders joining the crew, trained in expedition management and dive guiding by Blue Ventures prior to the expedition. Blue Ventures would provide three further staff: a medical officer, an expedition manager and scuba instructor, and a senior marine scientist, the latter being responsible for all marine science training and planning surveys in conjunction with partner research organisations.

Initial classroom and confined water training sessions would take place over a three to four day period in Tahiti prior to embarking for Pitcairn, with subsequent training taking place during the transit to Pitcairn and whilst on the island to develop volunteer skills and competence and build on the initial training period. Once training was complete, the expedition would visit underwater monitoring sites identified by previous research expeditions at the four islands comprising the Pitcairns: Ducie, Oeno, Henderson and Pitcairn itself.

A strong focus on communications throughout the expedition would see expedition personnel producing blogs, video diaries and news stories documenting this pioneering project, and celebrating the extraordinary natural history of the islands. A public relations campaign supported by Blue Ventures' London office would be developed to coincide with the first pilot expedition. It would conclude in an educational event on Pitcairn Island held at the end of the dive phase of the expedition, prior to the return journey to Mangareva. The event would be broadcast online, and would focus on raising the profile of the islands as an exclusive ecotourism destination.

Health and safety

Marine expeditions carry significant health and safety risks and in response to these challenges, Blue Ventures has developed careful and thorough expedition rules, risk assessments and safety protocols. These have been developed from ten years' experience running remote marine expeditions in Africa, the Caribbean, and the south Pacific. They build on the expertise and knowledge of external advisors, members associations, and professional bodies including the Royal Geographical Society (www.rgs.org), the Year Out Group (www.yearoutgroup.org) and the Professional Association of Diving Instructors (www.padi.com).

Blue Ventures medical personnel include experts in diving medicine, and all protocols are developed to take account of the risks associated with diving in remote environments. By observing highly conservative dive protocols Blue Ventures has been able to operate in remote environments without support of recompression facilities. Blue Ventures' expedition rules, risk assessments, and protocols follow standards that comply with the British Standard for the provision of expeditions outside the UK (BS 8848:2007).

Cruise ships

Cruise ship survey

In a short survey of cruise ship companies that have previously visited Pitcairn (Pew Environment Group, 2012), 60 percent thought that the creation of a marine reserve would or might positively influence them to visit Pitcairn more than they do currently, or to stay longer when they visit. No respondents said that the creation of a marine reserve would have a negative impact on their likelihood of visiting Pitcairn (see Figure 1).

Moreover, 67 percent of respondents said that they felt the creation of a marine reserve would lead to an increase in tourism to the islands (Figure 2).

Cruise ship companies were in general very positive about Pitcairn, describing the islanders as "warm and friendly" and praising Pitcairn as an "original" destination. A previous study of Pitcairn's potential for cruise ship tourism development (Tourism Resource Consultants Ltd, 2008) had noted the lack of any "clear product or unique selling point" as one of the three limiting factors to increasing cruise ship numbers—the other two were difficulty of access and remoteness.

Given the low-level of knowledge amongst cruise operators about Pitcairn and what it has to offer (Tourism Resource Consultants Ltd, 2008), and the positive response to the marine reserve concept from those who do visit Pitcairn, it seems highly likely that targeted marketing initiatives about the marine reserve, should one be established, could encourage cruise ship operators to reconsider adding Pitcairn to their itineraries (See Figures 1 and 2).

Figure 1:

Would the presence of the world's largest marine reserve in Pitcairn influence your company's plans? (n=10)

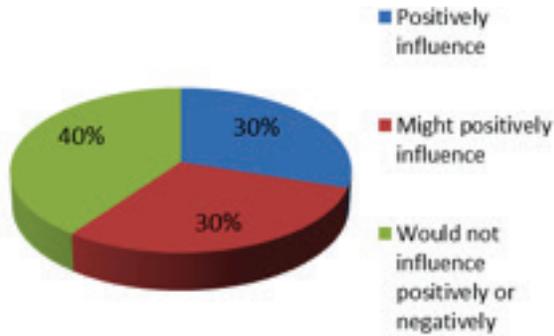
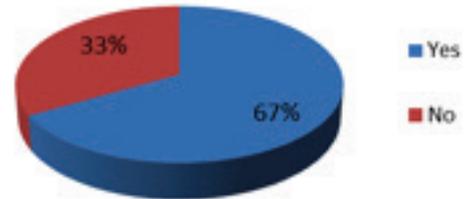


Figure 2:

Do you think the creation of a marine reserve will increase interest from tourists in visiting Pitcairn? (n=10)



Lindblad Expeditions and National Geographic Expeditions: a potential partnership with Pitcairn

National Geographic Expeditions, the travel programme of the National Geographic Society, was founded in 1999 and now operates hundreds of trips each year, spanning all seven continents and more than 60 destinations. In providing unique opportunities to explore, these expeditions help fulfill the society's mission: to inspire people to care about the planet.

Lindblad Expeditions was founded in 1979 by Sven-Olof Lindblad, son of renowned adventure-travel pioneer Lars-Eric Lindblad, who led some of the first non-scientific group travelers to Galapagos and Antarctica and is considered the father of ecotourism. Sven Lindblad's vision of his guests visiting a unique location, learning about it, and leaving it intact the way nature created it, has positioned Lindblad Expeditions at the forefront of environmentally sensitive expedition travel. In 2004, Lindblad joined forces with National Geographic to provide their guests with an even greater range of experiences.

Both companies have expressed a desire to include Pitcairn as a destination in the future should a marine reserve be created (see Appendices B and C). The newest ocean voyage, "Legends of the South Pacific: Tahiti to Easter Island," includes a stop at Pitcairn Island and will begin in December 2014. National Geographic and Lindblad attract adventurous customers who care about the natural world and are therefore exactly the target audience that Pitcairn might hope to attract, and to whom the opportunity to visit the world's largest marine reserve in a remote corner of the Pacific would be a real draw.

By joining forces, Lindblad Expeditions and National Geographic are an effective force for preserving the world's beautiful and pristine places. They are committed to working collaboratively through the Lindblad Expeditions-National Geographic (LEX-NG) Joint Fund for Exploration and Conservation to support initiatives around the world, with a special focus on the regions they explore. The joint fund has undertaken multiple efforts in the regions in which they operate, raising nearly US\$10 million in collaboration with their guests since Lindblad began conservation efforts in 1997. Should the Pitcairn Islands be declared a marine reserve and included in the fund's catalogue, similar efforts could be developed to help support the management and enforcement of the Pitcairn Marine Reserve.

Important Lindblad Expeditions-National Geographic conservation initiatives include:

Alaska: In Southeast Alaska, guests have contributed nearly US\$584,000 to the Alaska Whale Foundation and the Southeast Alaska Conservation Council since 2000. Their work with the council helps to further their goal of protecting the temperate rainforests and productive watersheds that harbour and sustain life in the Tongass National Forest.

Antarctica: In Antarctica, guests have raised nearly US\$800,000 in support of conservation projects. Their most recent collaborations are with the South Georgia Heritage Trust and the Antarctic Orca (Killer Whale) project.

Baja California: Together with their guests and international partners, the joint fund has contributed more than US\$2.4 million to support urgent conservation projects in the Gulf of California since 2004. Every dollar that guests donate is matched by the Fondo Mexicano para la Conservacion de la Naturaleza and the Packard Foundation.

Central America: The Central American conservation partner of the Lindblad-Geographic fund is MarViva, an organisation working to safeguard and create marine protected areas in oceanic and coastal areas of Latin America. To date, guest donations to MarViva total more than US\$183,000, and support responsible fisheries, environmental regulation, the development of management plans for marine protected areas, educational campaigns, scientific studies, and sustainable enterprise development.

Galapagos: Since 1997, guests traveling with the group in these islands have supported conservation efforts, raising more than US\$5.6 million to date. The Galapagos National Park and Charles Darwin Research Station oversee all conservation initiatives. Funded initiatives include: the eradication of feral pigs on Santiago; the support of National Park Marine Reserve patrol boats to monitor illegal fishing; enhancing the capacity for monitoring marine and terrestrial visitor sites; providing scholarships to local students, and small grants for local conservation projects, among others.

Increased fees

In establishing a marine reserve there is an option for Pitcairn to generate revenue in the form of permit fees and other maintenance fees. This is common practice amongst marine reserves and national parks throughout the world, and indeed tourists expect to pay a premium to access such sites and are prepared to do so (Ahmad, 2009).

The Great Barrier Reef Marine Park Authority provides a model that may be replicated by Pitcairn. The authority requires that dive vessels be licensed, for which a Permit Application Assessment Fee and an Environmental Management Charge are charged. The permit fee can be either an initial assessment, or a continuation fee applicable after the initial licence period expires. The initial fee for a vessel with fewer than 25 passengers is currently AU\$640 (GB£432) and the continuation fee is the same. The environmental management charge is currently set at AU\$5.50 a day (GB£3.70).

An alternative approach is that of the Galapagos Islands. Galapagos charges a US\$100 (GB£66) fee to all foreign visitors (meaning non-regional—there is a smaller charge for nationals from Andean countries). In 2008 US\$12 million (GB£7.9 m) was collected from more than 170,000 tourists. The entrance fee model is replicated in the Cocos Islands where US\$35 (GB£23) is charged per person per day.

Scientific tourism

The creation of a marine reserve would generate greater awareness amongst the scientific community about the quality of Pitcairn's environment and make it clear to the world that this quality will be maintained. For scientists, the remoteness and exclusivity of visiting a location such as Pitcairn is often a draw in itself.

Early evidence from the Chagos Islands indicates that following their designation as a marine reserve in 2010, interest in conducting research at the site has risen by two or three times, and continues to grow (Dickie et al., 2012). Similarly, Professor Alex Rogers of Oxford University told an audience at a workshop discussing possible protection scenarios for South Georgia and the South Sandwich Islands that these islands would "most definitely" attract more scientists if a large no-take marine reserve were created.

The parallels between Chagos, South Georgia and the South Sandwich Islands, and Pitcairn are worth noting: all are remote, expensive, difficult to reach, and with limited local infrastructure. However, evidence shows that these factors have not deterred scientists from visiting when they perceive that the environment is special, as Pitcairn has been found to be (Sala et al., 2012).

Research undertaken by scientists will further raise awareness of Pitcairn both within and outside the scientific community, possibly attracting more tourists and researchers to the waters and the island. This research could provide information about potential future tourism-based exploitation, new dive sites and new species as well as conservation opportunities in Pitcairn waters and elsewhere in the world.

Increased visitation by scientists can also itself be viewed as increased tourism to Pitcairn, as scientists pay for goods and services in the same way as other visitors. Visiting scientists could be required to stay on Pitcairn for a certain number of nights, to hire local people to assist them, or probably more significantly, could be required to pay a permit fee to conduct research.

Moreover, the increased frequency of visits to Pitcairn's uninhabited islands would help towards the recognised challenge of surveillance and compliance monitoring, providing 'eyes on the water' for at least some periods of the year. A recent paper which analysed the enforcement effect of scientific researchers concluded that: "Maintaining a long-term research presence could be one of the more effective ways to help safeguard imperiled protected areas" (Laurance, 2013).

Conclusion

The small size of Pitcairn's resident population, and the community's close connection to its marine environment, highlight employment in the marine conservation tourism sectors as both a highly attractive and culturally appropriate development for the island economy. The almost untouched marine wildlife and habitats around the islands (Sala et al., 2012; Irving and Dawson, 2012), give Pitcairn a premium selling point that, if preserved, is only likely to become more valuable as marine areas elsewhere are degraded. Importantly, creating work and jobs in conservation tourism could play a key role in helping encourage young adults within the community to remain on the islands and attracting new residents.

In the past 20 years, there have been large increases in visits to marine protected areas in many parts of the world, and the designation of areas as marine reserves has been found to lead to a sharp increase in visitor numbers (Ahmad, 2009). Importantly, recent research suggests that the value of fully protected marine reserves may often exceed the pre-reserve value, thanks to enhanced fishing in adjacent areas and tourism (Sala et al., 2013).

Creating a marine reserve would put Pitcairn on the map of conservation destinations in a way a traditionally exploited area cannot do. It would raise the global profile and reputation of this near-pristine archipelago and thereby help enhance Pitcairn's existing tourism offerings by increasing publicity for Pitcairn and creating a desirable destination for the broader marine conservation and nature tourism communities.

The tremendous environmental sensitivity of Pitcairn's waters means that any nature tourism venture in the islands would need to be carefully regulated by the management authority of the marine reserve. The objective of such management should be not only to preserve the marine environment, the asset that tourists, present and future, want to visit, but also to ensure that tourism operated in a manner beneficial to the people of Pitcairn.

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Appendix A

Letter from National Geographic Expeditions



February 4, 2013

To Whom It May Concern,

I'm writing on behalf of National Geographic, one of the world's largest non-profit scientific and educational organizations. For 125 years, the Geographic has inspired people to care about the planet by underwriting more than 10,000 research and conservation projects around the globe, documenting them, and sharing what we see and learn in the field through print, film, and other media.

Over the last few decades, National Geographic has also offered our members the opportunity to voyage themselves to many of the extraordinary places that we explore and celebrate. When done with an eye to conserving the unique cultural and natural heritage of places visited, we know that such educational travel has the power to do tremendous and lasting good. It can deliver vivid, transformational, life-changing experiences to travelers while providing revenue to help sustain local communities and to support important conservation efforts.

When National Geographic Explorer-in-Residence and marine ecologist Enric Sala first informed us of his plans to visit Pitcairn Island on a major research expedition and to document the marine life nearby, we took notice. Because of its renowned association with the *Bounty*, of course, Pitcairn has tremendous historical appeal. The findings of Enric's expedition—that the waters around the island and its neighbors number among the last pristine ocean ecosystems on the planet, and that they're home to a flourishing, unique, and biodiverse marine community—demonstrate that there's another superb reason for travelers to come see and explore Pitcairn for themselves.

The Pitcairn Council, the Pew Environment Group, and National Geographic have proposed creating the world's largest marine reserve in the waters around Pitcairn. Besides the obvious intrinsic and scientific values of maintaining these unique ecosystems through the creation of such a marine reserve, protecting Pitcairn's marine life should bolster its allure as a travel destination and yield dividends in the form of enhanced tourism opportunities and revenue. Appropriate protections will also help to ensure that a fledgling tourist industry at Pitcairn develops in ways that sustain rather than damage its precious marine life.

Small ship expeditions account for a substantial fraction of National Geographic's travel offerings. With our partner Lindblad Expeditions, we are looking now at new itineraries in the Pacific. The creation of a sizable marine protected area at Pitcairn would surely enhance its appeal to travelers and help to make it a viable and attractive addition to our roster of trips.

We hope you will support the joint proposal and help to protect Pitcairn's aquatic treasures.

A handwritten signature in black ink that reads "Lynn Cutter".

Lynn Cutter, Executive Vice President
National Geographic Travel

Appendix B

Letter from Lindblad Expeditions



January 30, 2013

To whom it may concern,

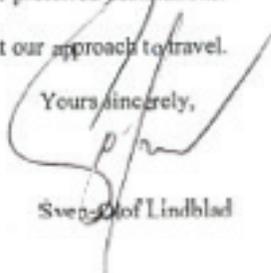
I have been revealing the world's wonders to guests through expedition style travel for nearly 40 years. My company, Lindblad Expeditions, helps people discover unknown places and to share the unique cultural and environmental aspects of these places with others.

The Pitcairn Islands have always fascinated me. My father's ship, the *Lindblad Explorer*, visited often in the 1970's and 80's and I went in 1987 aboard the *Sea Cloud*, but they have not in recent times been part of our portfolio of unique places to visit. Recently I learned about the results of a 2012 expedition led by National Geographic Explorer-in-Residence Dr. Enric Sala, and their findings impressed me a great deal. I did not know that the Pitcairn Islands harbor some of the last pristine environments left in the Pacific Ocean. I also learned about the proposal that the Pitcairn Council, the Pew Environment Group, and National Geographic have submitted to UK's Foreign Office to create the largest marine reserve in the world in the waters of the Pitcairn Islands.

As I am planning new routes to bring high-end ecotourists to the South Pacific, I am very excited about the possibilities of including the Pitcairn Islands. The creation of a reserve would ensure the preservation of this unique marine biodiversity, and create tremendous value to these waters. The protection of this area will certainly be a critical factor for us to develop a new route for our ships that includes Pitcairn and the other islands in the archipelago. I believe that Pitcairn will benefit from a new branding that focuses on their extraordinary marine environment and move away from recent scandals that made visits there less attractive. In the last decades we have brought not only tourism revenue, but also help fund local conservation projects through contributions by our guests to many regions of the world. I believe the Pitcairn Islands - protected by a large marine reserve - could be one of our preferred destinations.

Please let me know if you would like to hear more about our approach to travel.

Yours sincerely,



Sven Lindblad

LINDBLAD EXPEDITIONS, 96 MORTON STREET, NEW YORK, NY 10014
1-800-EXPEDITION (800-397-3348); 212.765.7740; FAX: 212.265.3770 WWW.EXPEDITIONS.COM
Photo of Lindblad Expeditions by David J. Phillip

Endnotes

- 1 This innovative multidisciplinary approach to conservation has been recognised in numerous awards and competitions throughout the conservation, development and tourism sectors. Notable highlights include recognition in the international responsible tourism awards for a record six out of the past seven years. More details can be found at <http://blueventures.org/news-room-awards/>.
 - 2 Final costs will be determined through a thorough the feasibility study.
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Contact: Elisabeth Whitebread, Senior Associate, Global Ocean Legacy
e: ewhitebread@pewtrusts.org **p:** +44 (0) 207-388-5370 ext2802

Facebook: [/ProtectPitcairn](https://www.facebook.com/ProtectPitcairn)

Additional Resources: protectpitcairn.org, visitpitcairn.pn, ocean.nationalgeographic.com/ocean/explore/pristine-seas/pitcairn/

About The Pew Charitable Trusts: The Pew Charitable Trusts is driven by the power of knowledge to solve today's most challenging problems. Pew applies a rigorous, analytical approach to improve public policy, inform the public and stimulate civic life.

About the National Geographic Society: The National Geographic Society has been inspiring people to care about the planet since 1888. It is one of the largest nonprofit scientific and educational institutions in the world. Its interests include geography, archeology and natural science, and the promotion of environmental and historical conservation.

About the Pitcairn Island Council: The Pitcairn Islands are an Overseas Territory of the United Kingdom in the South Pacific Ocean, inhabited by descendants of the mutineers from the HMAV Bounty. The Island Council is the legislature of the Pitcairn Islands, which, with a population of around just 55 people, is the smallest democracy in the world.