



Chumbe Island Coral Park

20 Years Ecotourism

1998 - 2018

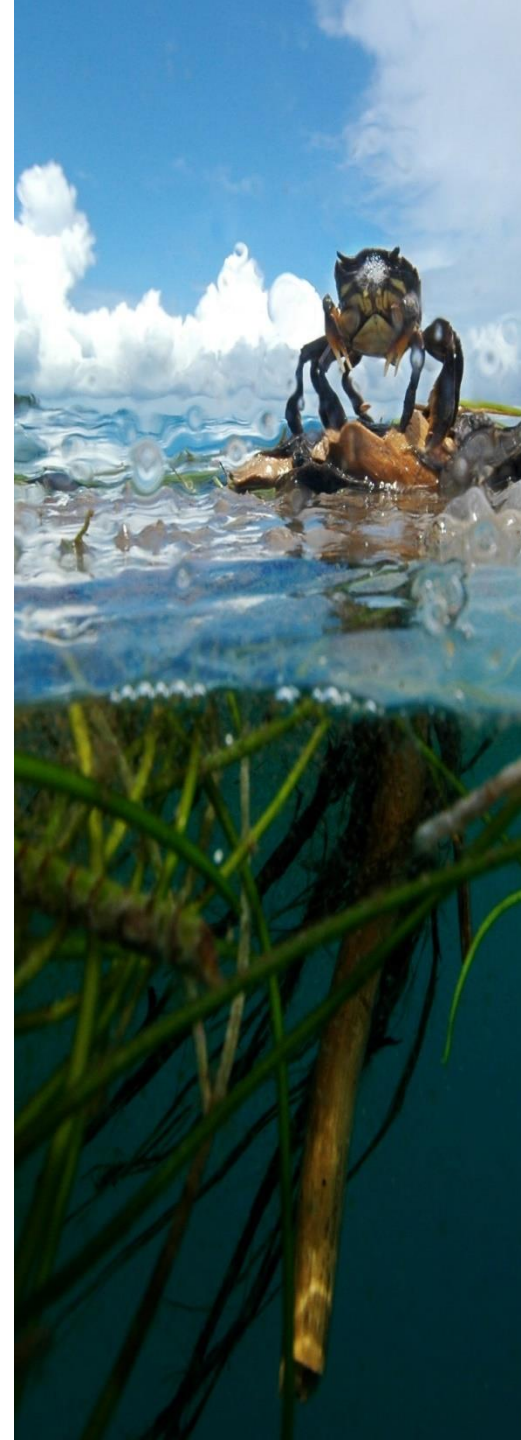
**What has been
achieved ?**

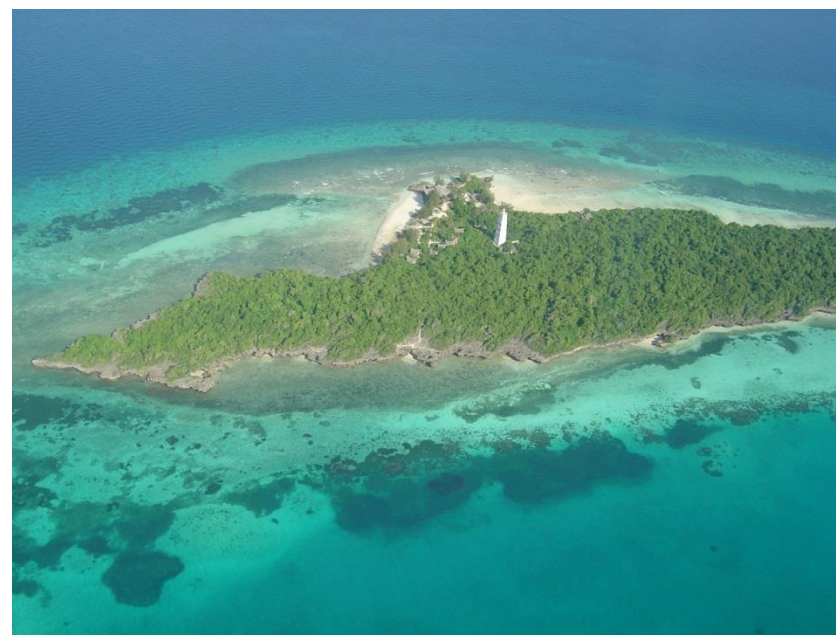
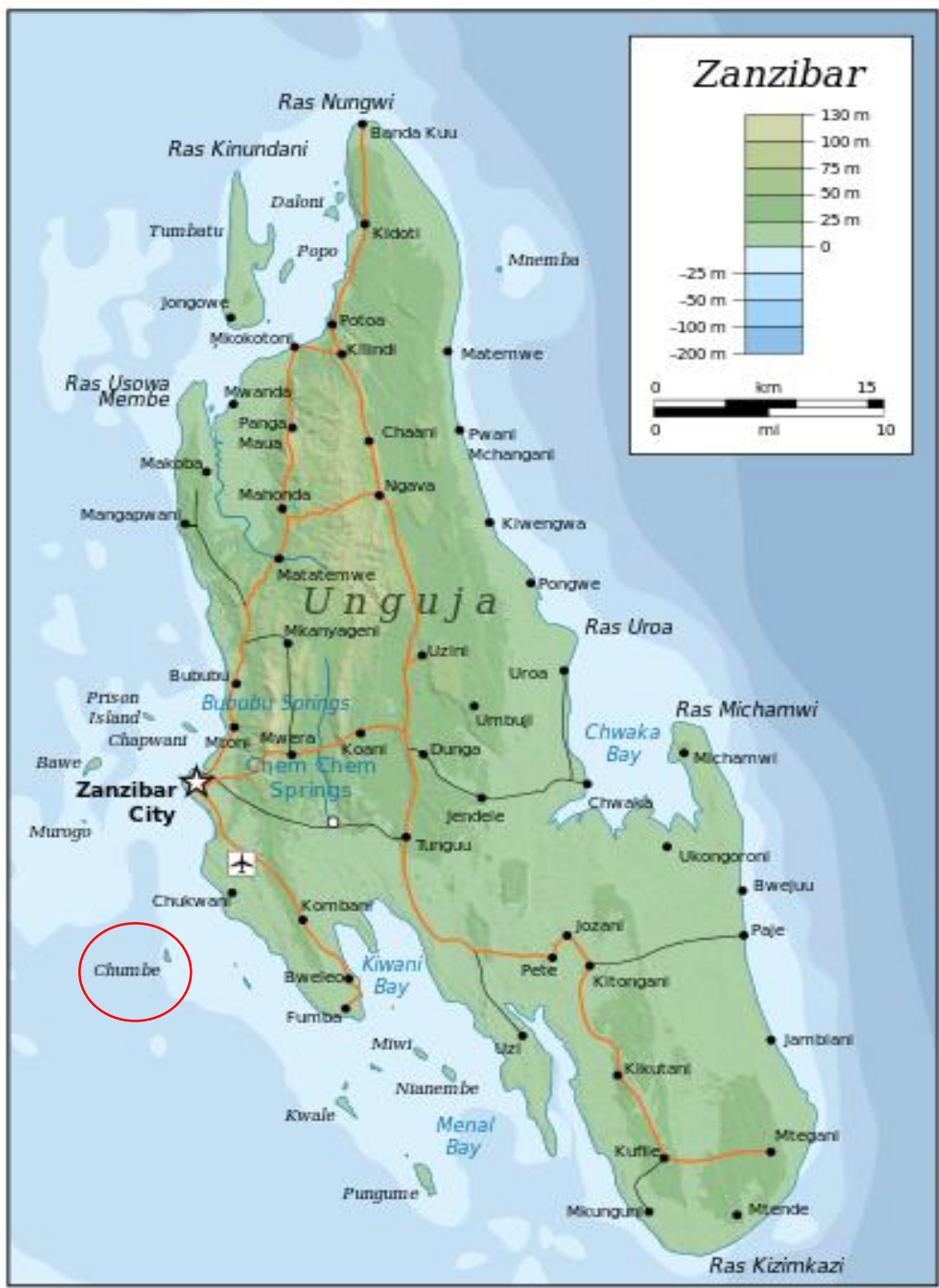
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Content

- 1. Chumbe Island Coral Park (CHICOP) as a Privately Protected Area (PPA) based on IUCN Resolution 36**
- 2. Business model & Marketing**
- 3. Achievements**
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Chumbe Island Coral Park (CHICOP)

- Since 1992 this PPA is managed by **private** not-for-profit **company** = **Chumbe Island Coral Park** that runs on commercial principles
- Mission statement: to **manage, for conservation and education purposes, a forest & marine reserve**
- PPA gazetted by GoZ in 1994 including a **Marine Protected Area (MPA)** and a **Closed Forest Reserve**
- Fully funded by eco-lodge built in 1998 (7 bandas)



Protecting Biodiversity

Through **exclusive Management Agreements with GoZ**
for professional management of the PPA!

Marine Protected Area (MPA)

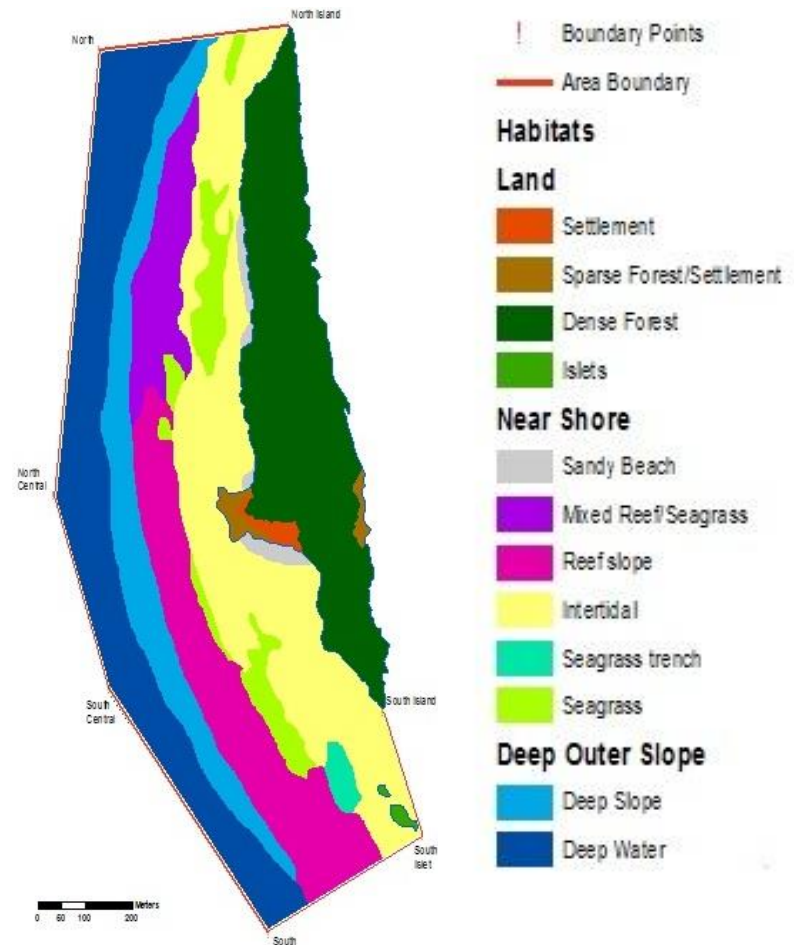
55.06 ha

Closed Forest Habitat

16.64 ha

(0.36 ha settlement)

**TOTAL PROTECTED AREA:
71.7 ha**



CHICOP's 3 pillars of sustainability

CONSERVATION



EDUCATION



ECOTOURISM

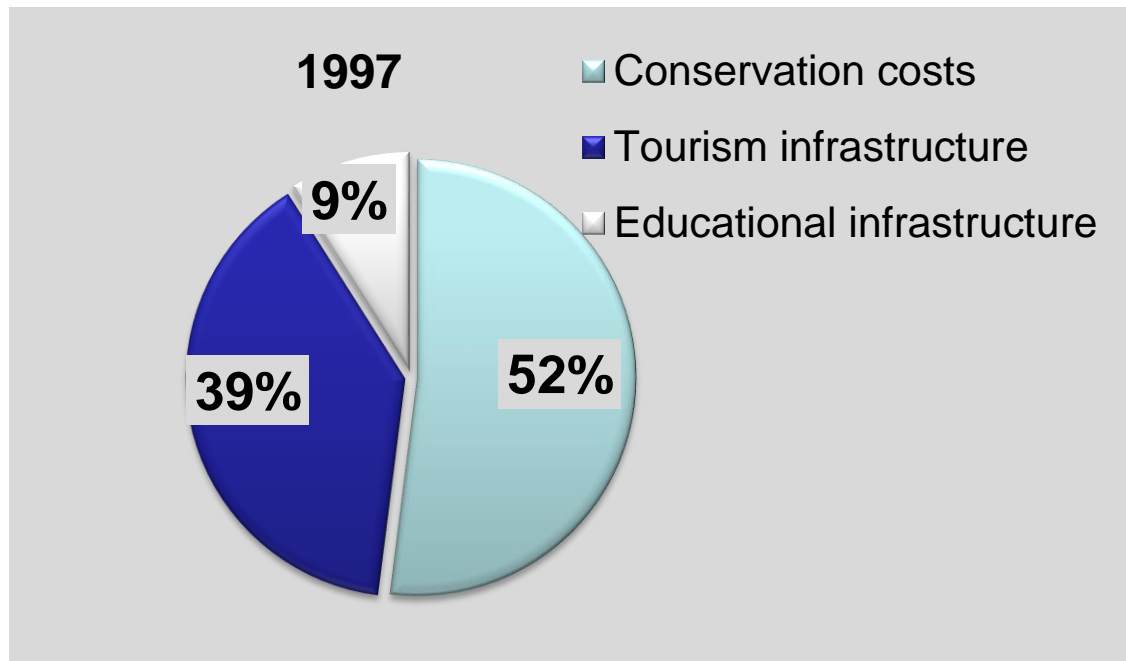


Business model

❖ Total investment: 1.2 Mill USD

(park establishment, visitor centre & bungalows)

- 50% private loan
- 25% donations from aid organisations
- 25% worth volunteer work (marine biologists, engineers, etc.)

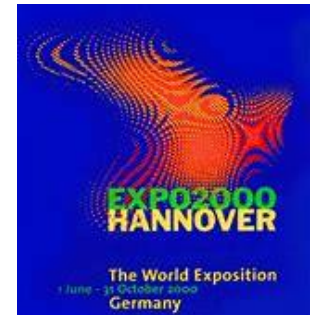


Business model

- ❖ 7 bungalows, max. 18 guests on the island
-> **carrying capacity!!**
- ❖ Rates: Overnight: 280 US\$ per person/night
Day trip: 90 US\$
-> **high value – low impact**
- ❖ PPA core functions operational at **40%** occupancy
- ❖ Revenue generated from ecotourism is **reinvested** in PPA management and education programs!!!

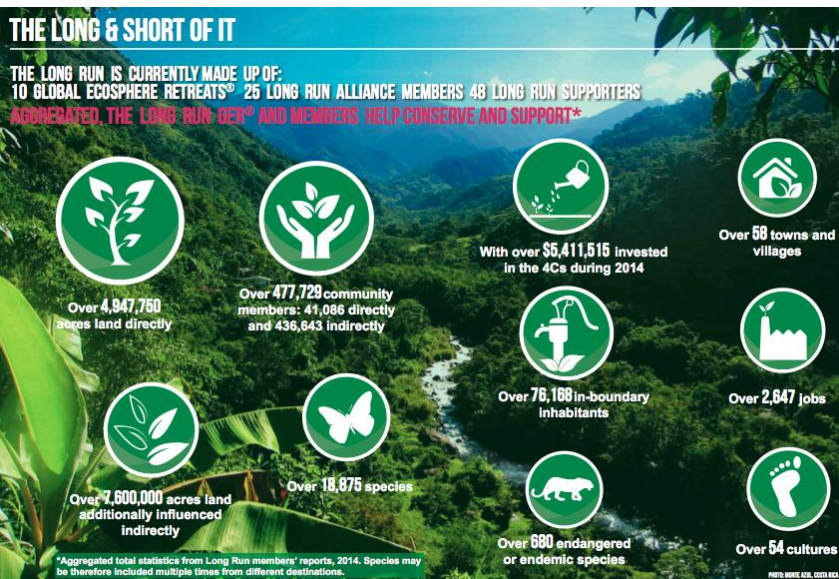
Marketing

- Approached through close to zero cost efforts (no dedicated PR department)
- **Key mechanisms over time**
 - 1st decade: **national & international awards**
‘word of mouth’, conferences, media articles
 - 2nd decade: **internet**
friends, agents, social media, media articles
- **Certifications**
 - GER-Long Run Destination (2011)
 - RTTZ (2013)
 - Global Ocean Refuge System (2018 in process)



The Long Run (www.thelongrun.org)

- ❖ membership organisation of PPAs & nature-based tourism businesses committed to driving sustainability
- ❖ members are certified according through the **4Cs**: **Conservation; Community; Culture; Commerce**
- ❖ The **Global Ecosphere Retreats® (GER)** is “the world’s best standard for PPA's”



Achievements

20 years on ...

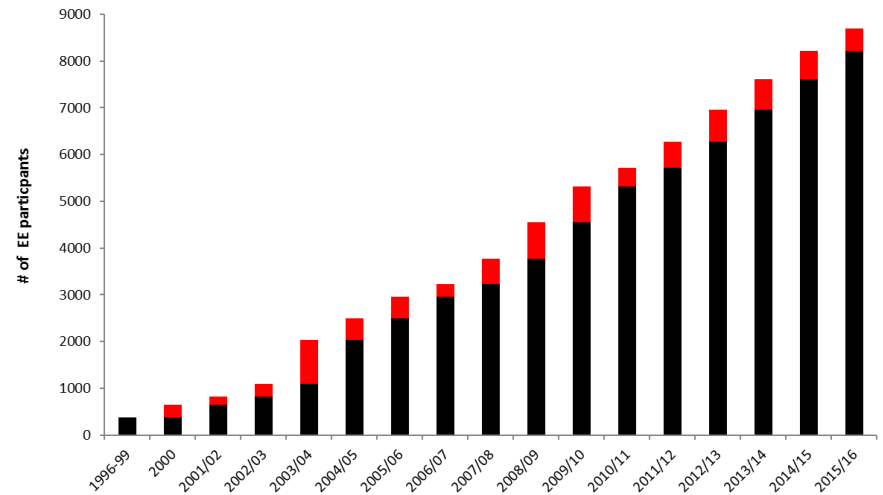


First Financially Self-Sustaining MPA in the World

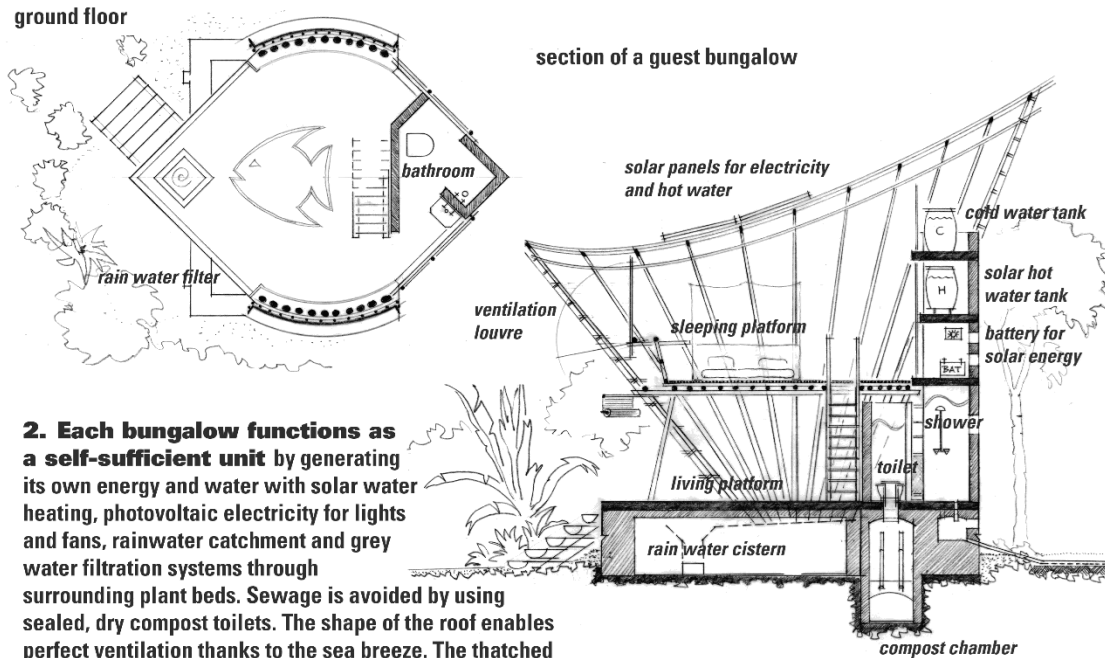
**“Still” one of only two
financially self-sustaining MPAs
globally**

Effective Management & EE Programs

- **Management Plans: 1995-2027**
- **Effective enforcement:** former fishermen trained as park rangers
- **Environmental Education program** since 2000: > 7,400 school children
1,265 teachers
1,002 community members
- Recognition in the **UN Secretary Report on Coral Reefs for Rio+20**



True eco-lodge with close to zero impact

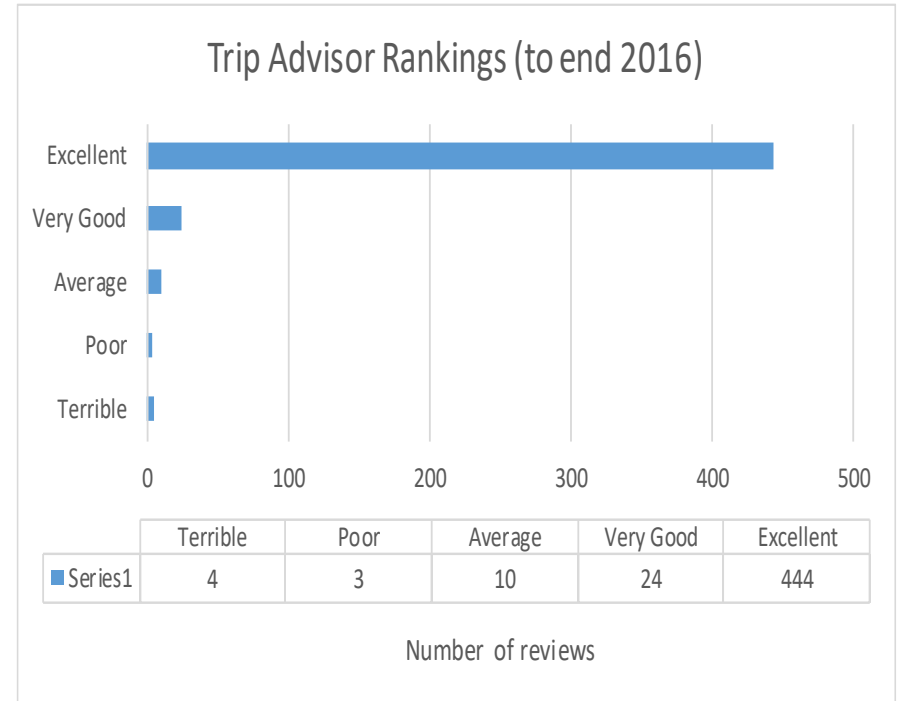
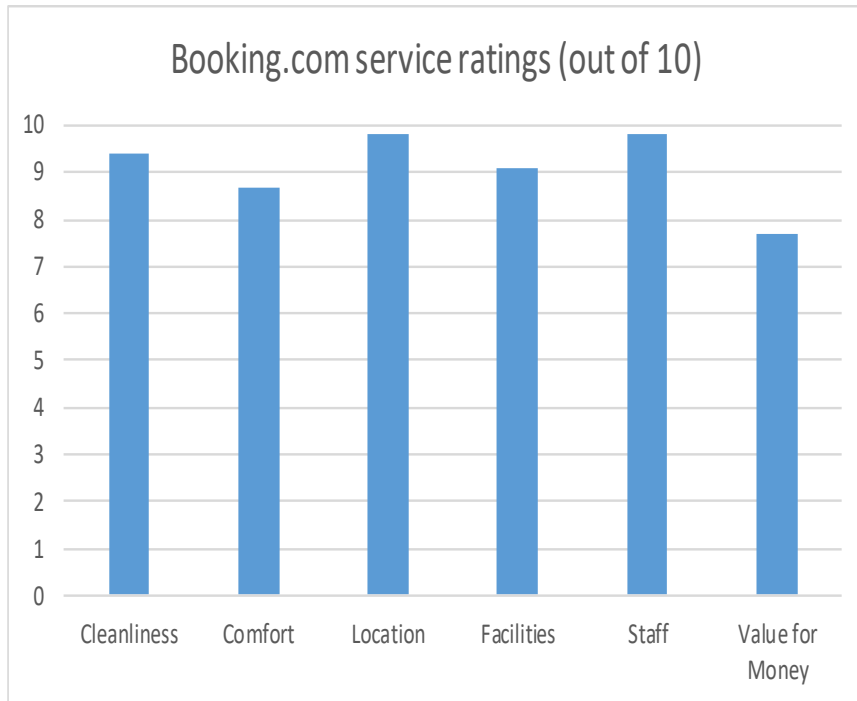


2. Each bungalow functions as a self-sufficient unit by generating its own energy and water with solar water heating, photovoltaic electricity for lights and fans, rainwater catchment and grey water filtration systems through surrounding plant beds. Sewage is avoided by using sealed, dry compost toilets. The shape of the roof enables perfect ventilation thanks to the sea breeze. The thatched roof structures follow the principle of latticed shell constructions and use local materials and building styles.



Eco-highlights: rainwater catchment system, composting toilets, solar powered water heater, photovoltaic power generation, vegetative greywater filtration system

High guest service & excellent ratings!

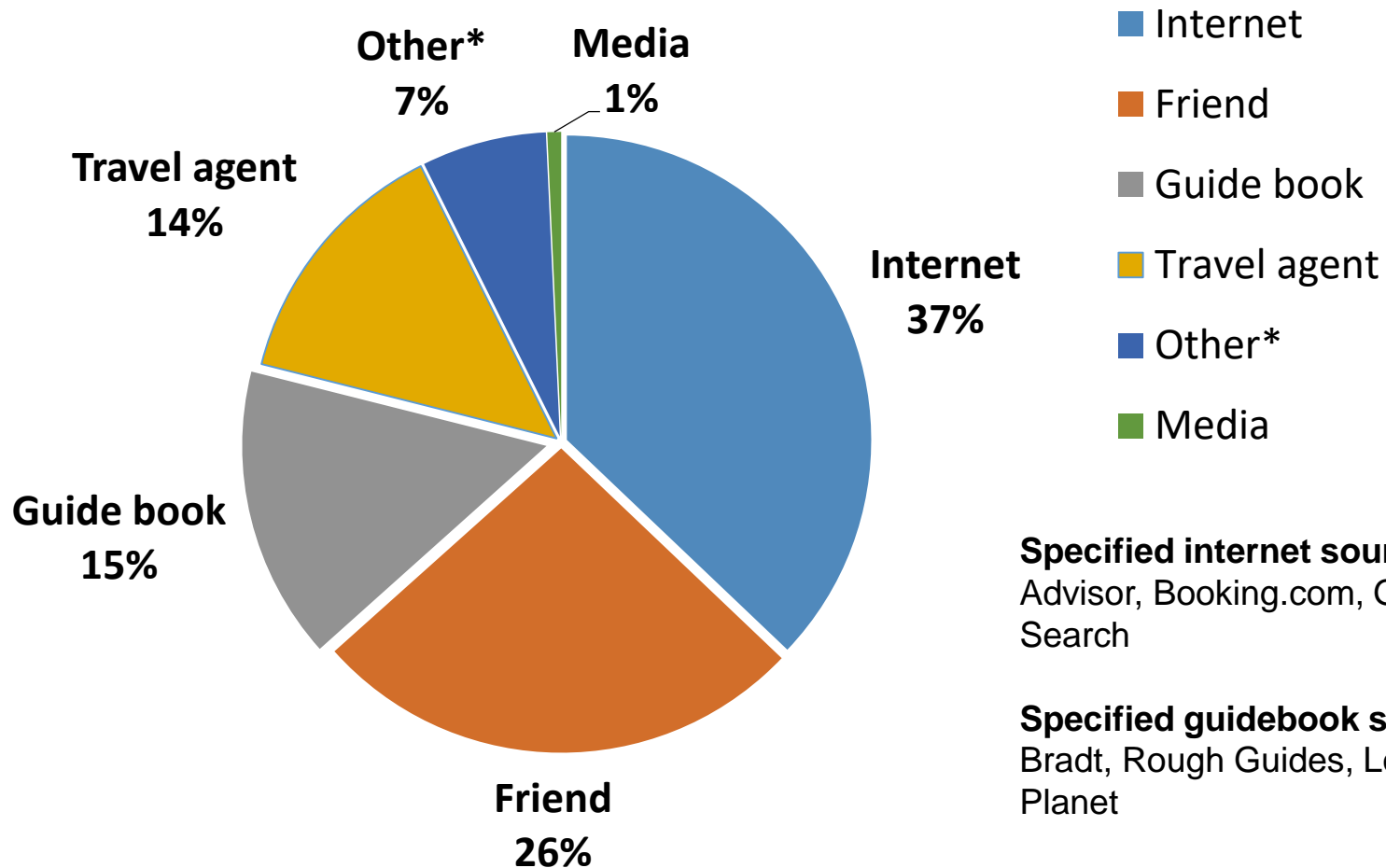


“Your dedication to conservation and preservation of pristine nature is inspirational! May your education efforts be increasingly successful and inspirational to others! Exceptional team, food and eco-project – we loved every minute.”

Ella and Ivan (Guests, 2018)

Marketing lessons learned

From where did guests hear about Chumbe Island?
(2017/18 registration sheet data)



Specified internet sources: Trip Advisor, Booking.com, Google Search

Specified guidebook sources: Bradt, Rough Guides, Lonely Planet

***Other:** mainly day trippers who didn't provide further specification

Take Home Messages

1. Chumbe's eco-tourism component is absolutely vital
2. Learning center of excellence
3. Best-practice model for marine and coastal eco-tourism operations
4. "Eco-talking" and guests reviews far more important for the business than any certification scheme!
5. **In PPAs, sustainable business can fully fund conservation and EE or other social programs:** operating for more than 20 years, the Chumbe initiative shows the longevity that such a holistic and integrated approach can achieve!



Thank you and welcome to Chumbe Island!

www.chumbeisland.com

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Photos: O. Henriksson, M. Meissl & Chumbe archive