



IFAW  
[www.ifaw.org](http://www.ifaw.org)

# *From whalers to whale watchers*

*Mick McIntyre, Director IFAW Asia Pacific,  
WTA conference 2005*



IFAW  
[www.ifaw.org](http://www.ifaw.org)

## IFAW's Mission Statement

IFAW works to improve the welfare of wild and domestic animals throughout the world by reducing commercial exploitation of animals, protecting wildlife habitats, and assisting animals in distress.

IFAW seeks to motivate the public to prevent cruelty to animals and to promote animal welfare and conservation policies that advance the well-being of both animals and people.

# Conservation



IFAW  
www.ifaw.org

- *In the end, we will conserve only what we love...*

*Lao-Tsu 400 BC*

*Baba Dioum 1968*

- *We will not fight to save what we do not love*

*Gould 1991*



IFAW

[www.ifaw.org](http://www.ifaw.org)

# Jacques Cousteau



IFAW  
[www.ifaw.org](http://www.ifaw.org)

1960's Jacques showed the world  
some of the first images under  
water,

Including whales



IFAW  
[www.ifaw.org](http://www.ifaw.org)

**Whale Watching began in  
the late 60s in California,**



IFAW

[www.ifaw.org](http://www.ifaw.org)



IFAW  
[www.ifaw.org](http://www.ifaw.org)

## Has Whaling stopped ??

**In Australia, New Zealand and Tonga – yes !**

**Japan, Norway and Iceland have never stopped**

# IFAW and whale watching

---



IFAW  
[www.ifaw.org](http://www.ifaw.org)

Whale Watch Program in Tonga



IFAW

[www.ifaw.org](http://www.ifaw.org)



IFAW  
www.ifaw.org

## The Economic Benefits of Whale Watching in Vava'u, The Kingdom of Tonga – Mark Oram.

- In November of 1999 Mark Orams, from the Centre for Tourism Studies at Massey University in New Zealand, published a detailed report outlining the value of whales as a tourism resource for the island group of Vava'u and the Kingdom of Tonga as a whole.
- Orams reports that whale watching is a growing tourism attraction in Tonga. Vava'u alone, which has a small local population of around 16,000, attracts approximately 1500 whale watchers annually, contributing between T\$78,000 and T\$116,000 in direct expenditure on whale watching in Vava'u each season.
- Orams estimates that each humpback whale in Tonga's waters brings in T\$30,000 (US\$18,744) in whale watching earnings each year, or T\$1.6 million (US\$999,692) during its' 50-year lifetime.





IFAW  
www.ifaw.org

## Tonga Whale Watch Visitor Expenditures

<b>Year</b>	<b>Number of whale watchers</b>	<b>Direct expenditures USD</b>	<b>Total expenditures USD</b>
<b>1991</b>	<b>None</b>	<b>None</b>	<b>None</b>
<b>1994</b>	<b>200</b>	<b>\$10,000</b>	<b>\$35,000</b>
<b><u>1998</u></b>	<b><u>2,334</u></b>	<b><u>\$55,000</u></b>	<b><u>\$422,000</u></b>

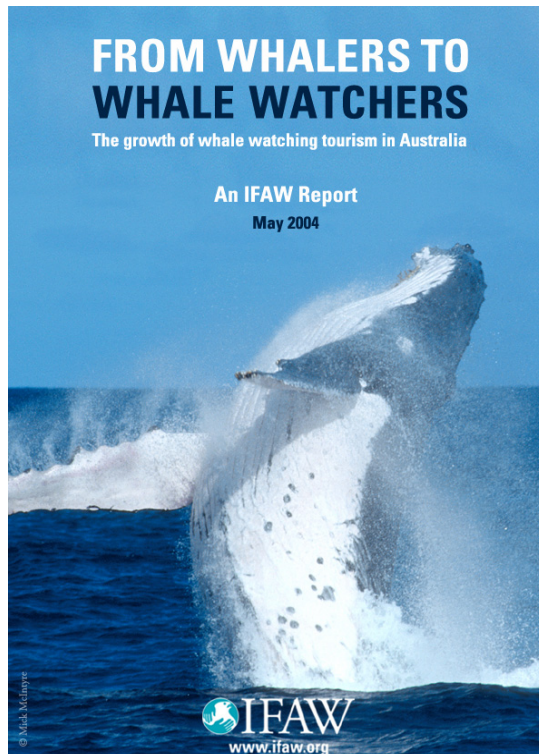


IFAW  
www.ifaw.org

## *From Whalers to Whale Watchers*

IFAW report in 2004 outlines whale watching is now worth \$270 million per annum to the Australian economy

Growth averages 15% pa over 5 years (sector average 2.76)



1993 - 42 boats 140,000 tourists

2003 - 290 boats 1.6 million tourists



IFAW  
[www.ifaw.org](http://www.ifaw.org)

# The Hoyt Report

## Whale Watching 2001

### Worldwide Tourism numbers

### Expenditures, and Expanding Socioeconomic Benefits

- More than 9 million people go whale watching each year
- 87 countries generating at least
- \$1 billion USD per year



IFAW  
[www.ifaw.org](http://www.ifaw.org)

Japan are expected to expand their whaling fleet to include southern hemisphere humpbacks

(the populations that migrate past Australia, New Zealand and Tonga)

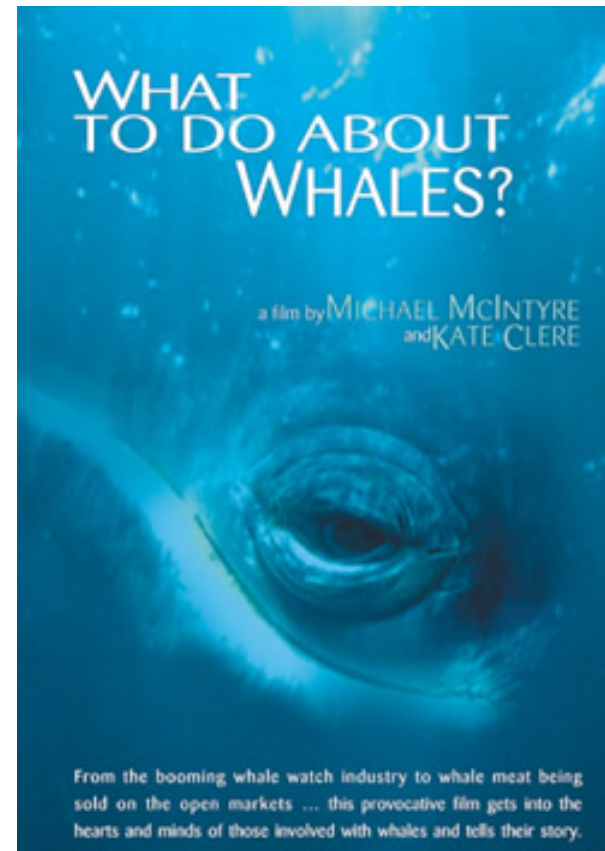


IFAW  
[www.ifaw.org](http://www.ifaw.org)

# ‘What to do about Whales?’

- IFAW has co-produced with Second Nature Films a one hour documentary on whales

Explores whale watching in Iceland, Japan, USA and New Zealand





IFAW

[www.ifaw.org](http://www.ifaw.org)



IFAW

[www.ifaw.org](http://www.ifaw.org)