



St Helena Island

Secret of the South Atlantic

Why Nature Tourism is important to St Helena

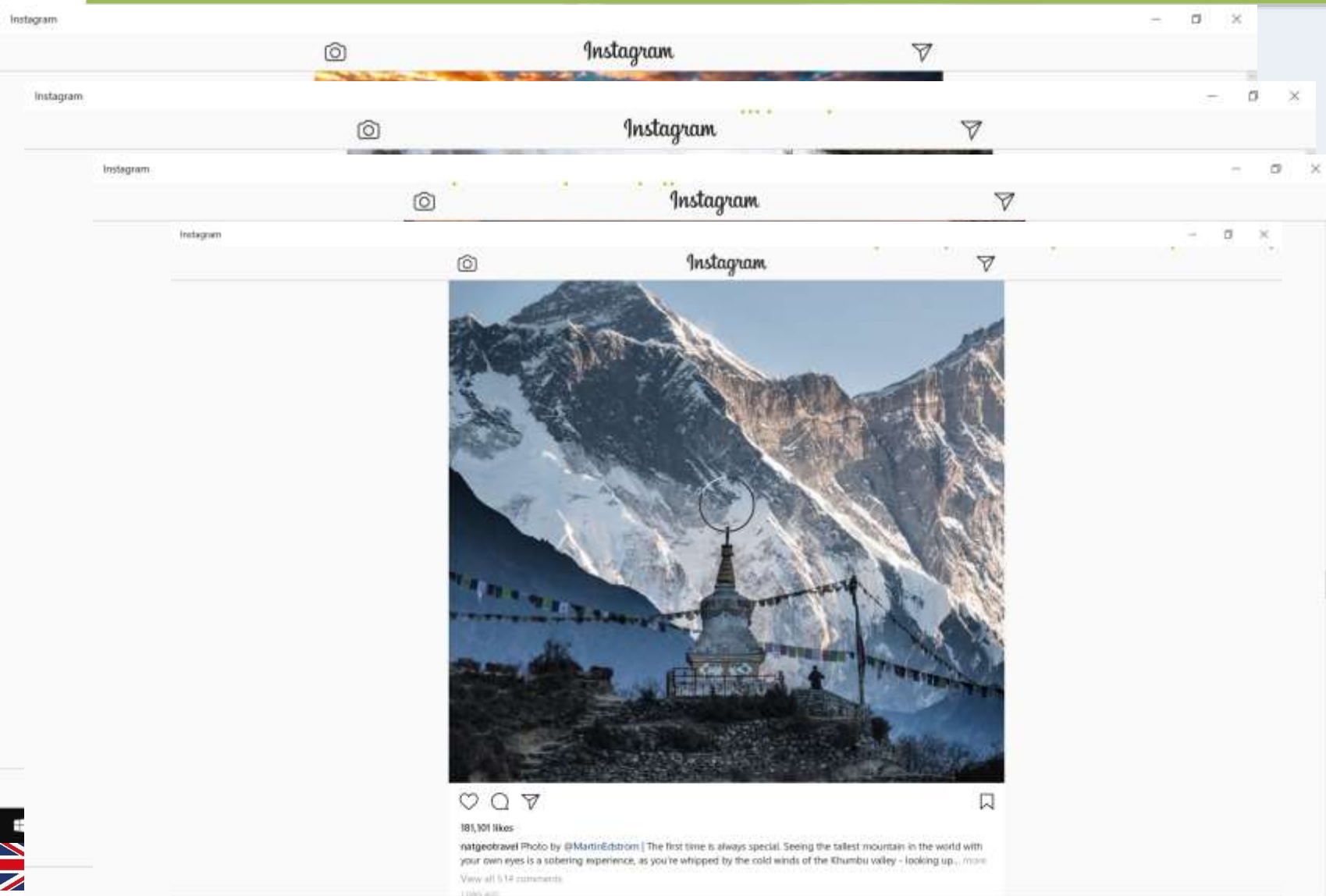
Nature's Benefits: Natural Capital in the South Atlantic

14 March 2019





Why is Nature important to Tourism?





What is Nature Tourism?

“Experiencing natural places, typically through outdoor activities that are sustainable in terms of their impact on the environment”





What is Ecotourism?

The International Ecotourism Society (TIES) defines ecotourism as:

‘Responsible travel to natural areas that conserves the environment and improves the well-being of local people’





Type of Nature-Based Tourist

Hard Core Nature Tourist

High levels of environmental commitment and support for enhance sustainability, want physical and challenging experiences

Dedicated Nature Tourist

Takes trips precisely to protect areas in order to appreciate local, natural and cultural history





Type of Nature-Based Tourist

Mainstream Nature Tourists

Who visit destinations primarily to take an unfamiliar trip

Casual Nature Tourists

Who enjoy nature as part of a wider trip



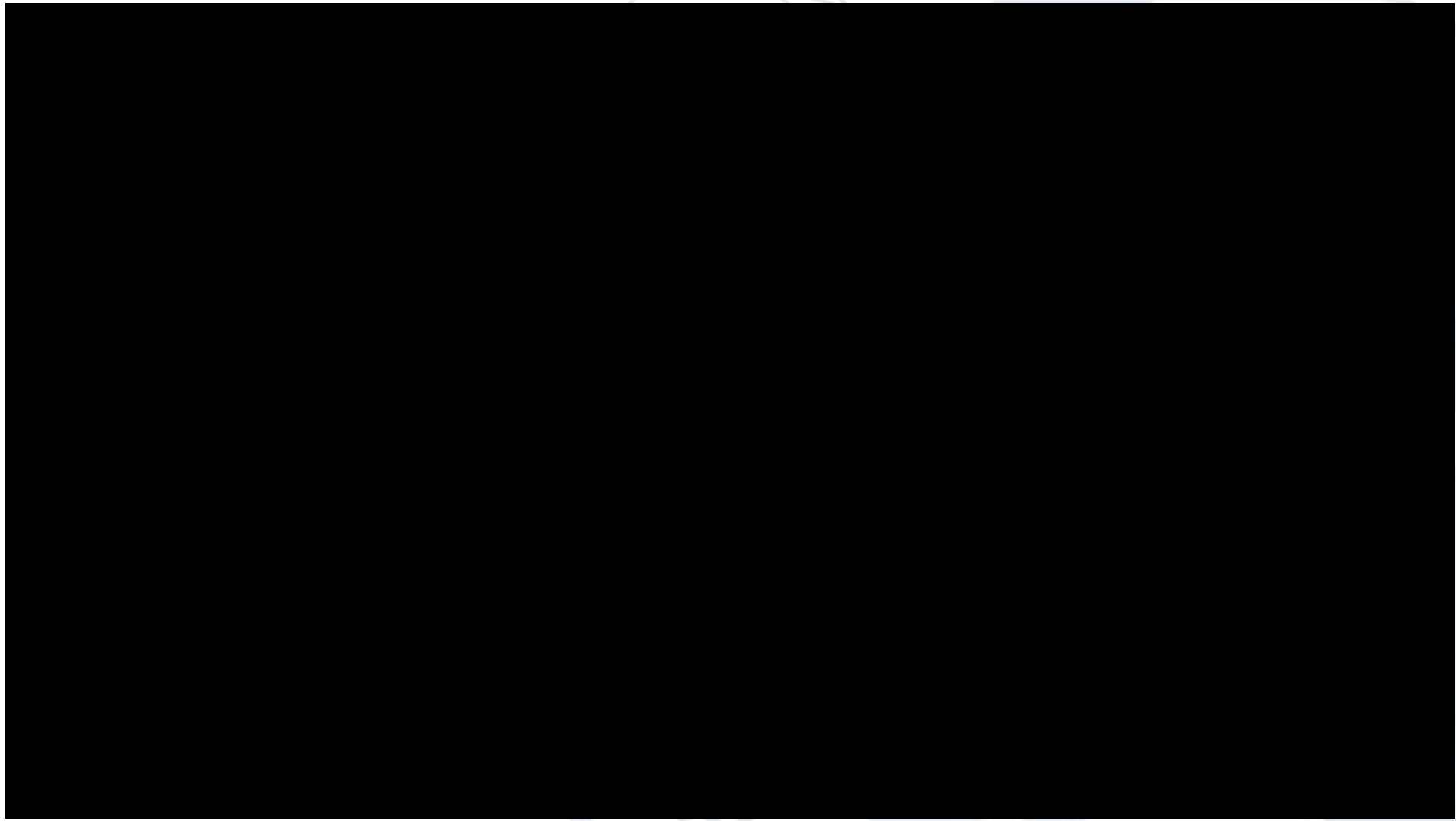


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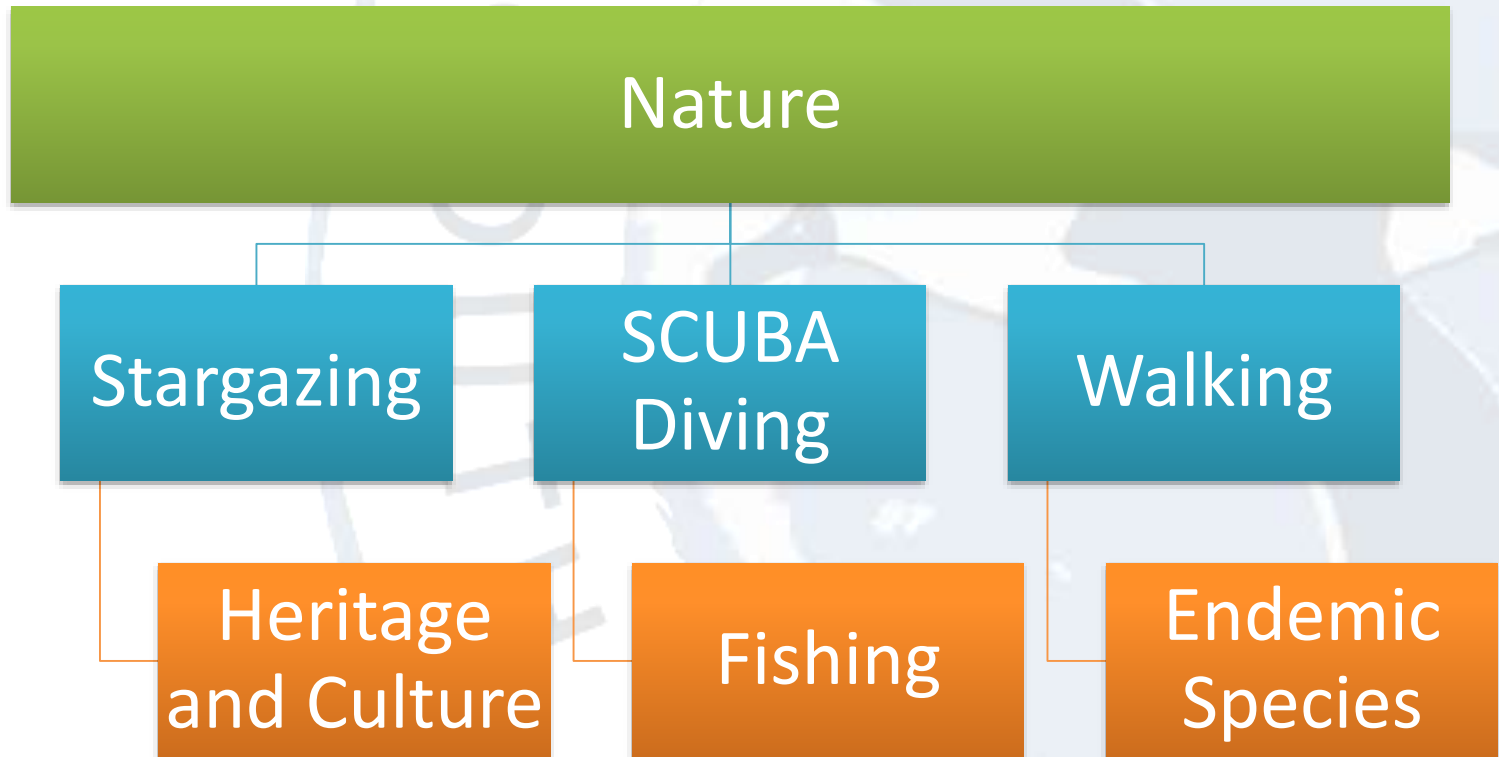
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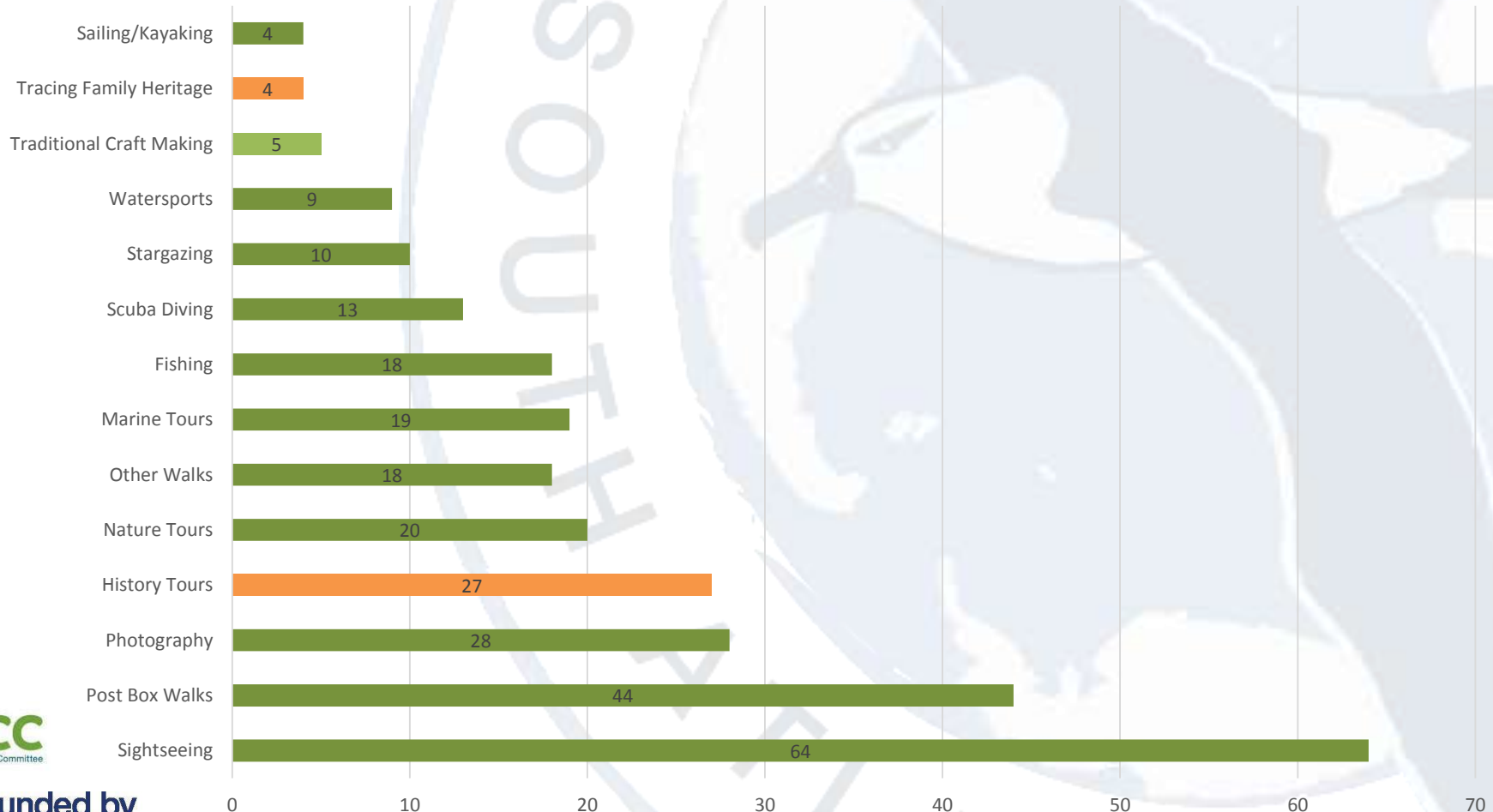
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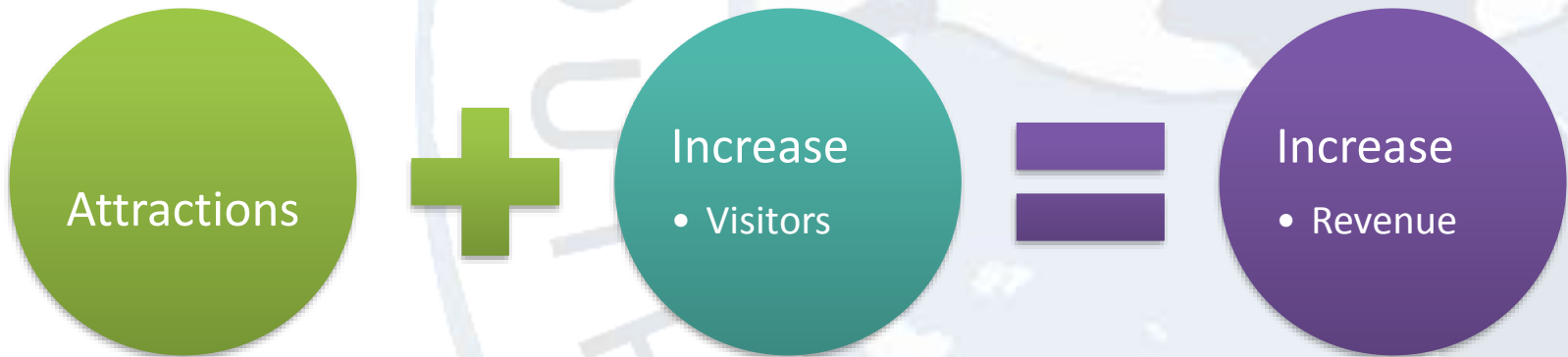
Why Nature Tourism is important to St Helena

Activities undertaken in St Helena 2018
(sample 106)



Why Nature Tourism is important to St Helena

ATTRACTIVENESS





Why Nature Tourism is important to St Helena

SUSTAINABLE TOURISM

Responsible Practices



Thank you to our funders

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