



## A Presentation to the Monterey Bay National Marine Sanctuary Advisory Council



NATIONAL MARINE  
SANCTUARIES

# Recreation and Tourism Working Group

Connecting MBNMS with our  
Guest Services Business Partners

# “Serengeti of the Sea”

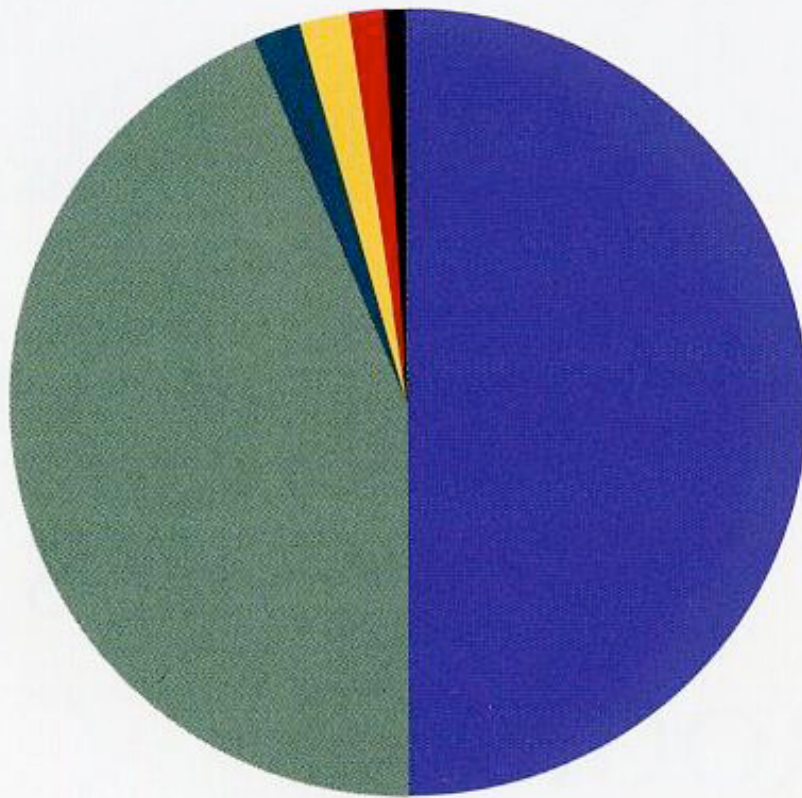


<http://youtu.be/pZECnnK7qPY>



# CALIFORNIA'S \$45.7 BILLION OCEAN ECONOMY

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- Transportation  
\$23.3 billion
- Tourism & Recreation  
\$19.4 billion
- Living Resources  
\$1.1 billion
- Ship & Boat Building  
\$1 billion
- Construction  
\$0.7 billion
- Minerals  
\$0.4 billion

# Value of Monterey Bay National Marine Sanctuary?



# Travel and Tourism (est. \$7B within MBNMS)



# How Is The Recreation & Tourism Value Of 'What You Don't See' Measured?



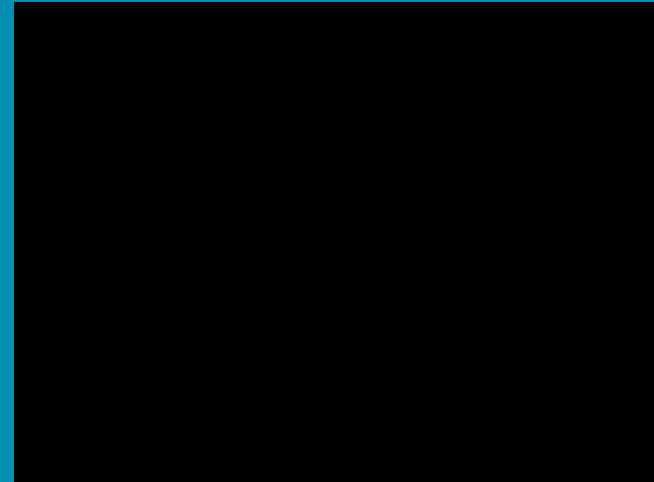
# Background Thoughts & Ideas

- We've been chatting with SAC members who have business expertise about how we can better connect
- Several SAC members have expressed an interest in developing a Tourism & Recreation Working Group to share information about the NMS, in win-win scenarios

# Recreation & Tourism Efforts by MBNMS Staff

We've been working hard to get these messages out there, but need your support!

- Strategy & Action Plans
- Engaging businesses on Facebook
- Members of MCHA, MCCVB, SCCVB, SC Chamber of Commerce, Marketing Committees, etc
- Seek positive partnerships or areas of synergy for cross-promotion. (NMS videos in Airports & hotels)
- Your Sanctuary television show





# Need for Connections / Awareness

- Communication of sanctuary activities
- Communication of sanctuary proposals for input
- Communication of tourism and recreational activities
- Actively connecting with recreation and tourists business constituents offering give and take opportunities in a relaxed forum
- Bringing together ideas for SAC presentations and consideration that may help businesses and sanctuary goals alike.
- Seeking active participation from stakeholders
- Providing educational outreach from staff and SAC members to educate employees and organizational volunteers

# Recreation and Tourism Working Group

The Monterey Bay National Marine Sanctuary is often utilized for recreational purposes, fishing, paddling, boating, sailing, diving, sightseeing, surfing, kayaking, beachcombers, artists, the entertainment industry, and marine observation tourism.

Central California is fortunate to have one of North America's most diverse and unique coastal regions attracting tourists to the natural habitat.

Nature-based tourism and recreation promotes habitat conservation, sustainable economic development, and builds public support for preserving wildlife and natural regions. Having a robust travel industry based around nature and water is important for economic, social, and cultural reasons.

# Translating Our Project, to Meet Their Goals

- Inspiring capitalization of underutilized assets - MBNMS
- Connect with businesses and organizations that serve tourism and citizen recreation.
- Provide educational opportunities and business opportunities to these organizations by capitalizing on the advantages of eco-tourism economies.
- Share information and provide a forum dedicated to serving this business and organizational segment
- Provide the Sanctuary Advisory Council an accurate account of feedback and needs of these constituents



# Who Would We Be Connecting With?

Primarily visitor-serving recreation & tourism operators, such as:

- Hotels
- Chamber of Commerce's
- Sailing Businesses
- Yacht Clubs
- Bicycle rental companies
- Whale watching businesses
- SCUBA businesses
- Waterfront tourism businesses
- Kayaking, paddle board companies
- Surfing businesses
- Historical sight owners
- Parks and Recreation departments
- Restaurant owners
- Monterey Bay Aquarium
- Monterey & Santa Cruz Visitors Bureau
- Hospitality Associations

# What's Our Plan? First...

## Develop a Following:

- Build email contact list with constituents
  - Incentivize working group with chocolate rewards
- Initial connection and introduction of opportunities
- Membership
- Presentations

# Then...

## Assess Opportunities:

- Identify missing links & needs
- Offer opportunities to collaborate and build relationships “Value/Benefit”
- Adjust materials
- Use newsletter and event planners to bring the geographical size of MBNMS closer together

# Then...

- Initiate Collaborations:
- Measure results via email & newsletter analytics
- Partner in events of businesses – bring a face of the Sanctuary to their business events.
- Present SAC reports on effectiveness of outreach (long-term)
- Tweak and adjust outreach resources to best serve the recreational and tourism industries

# Looking Forward...

- Build the working group with technology
- Create communication links
- Form partnerships and relationships
- Raise brand value
- Enlist educational outreach
- Participate in events
- Measure the results and effectiveness by our constituents feedback



# Build Sanctuary Brand Value for Recreational and Tourism Businesses



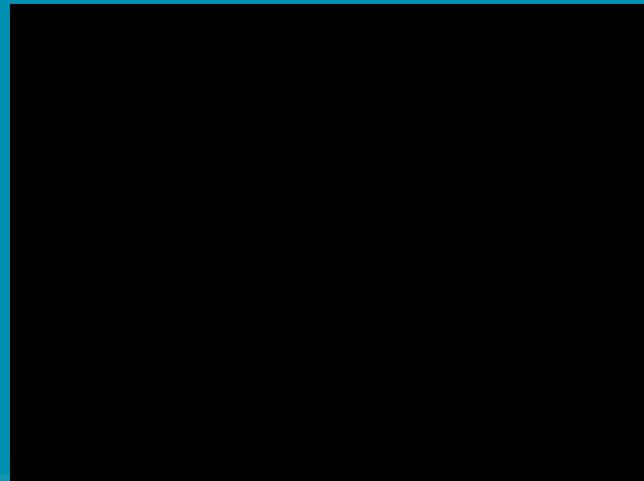
Work together to develop  
Sanctuary recognition &  
awareness, while fostering  
creativity in marketing the  
region for win-win results

# More Questions? Contact us...



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## AMERICA'S UNDERWATER TREASURES