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# PALAU NATIONAL MARINE SANCTUARY

Delivering on the Promise of Eco-Tourism Benefits to MPAs

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# A PRISTINE PARADISE

Palau is blessed.

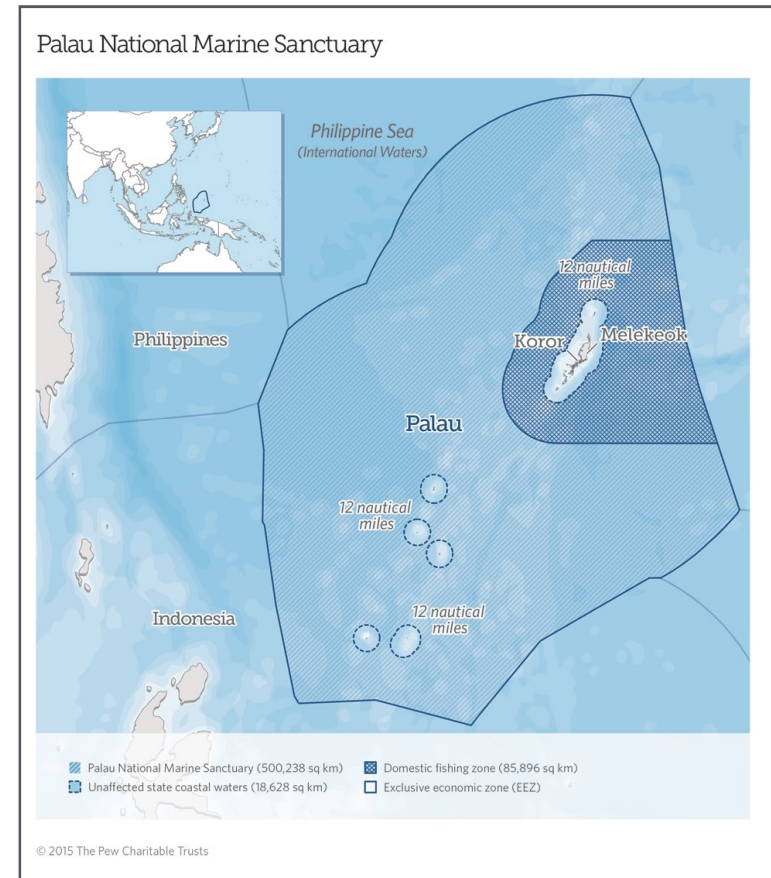
Not only does it have one of the most beautiful, diverse environments on earth, its unique culture and heritage, and warm, welcoming people mean that it is a highly sought-after destination for tourists worldwide.



## THE INSIGHT

The tourism consumer does not distinguish between the Palau National Marine Sanctuary and the near-shore tourism sites.

Protecting the tourist sites and the Palau brand is just as important as protecting the Sanctuary.







*We ask everyone who steps foot in Palau to make a promise to its future.  
A future represented by its children.*

## THE RIGHT APPROACH

### 1. Continues Palau's legacy of setting precedence on a global scale:

First to ban bottom trawling, first shark sanctuary, first fully protected no-take zone

First example of a tourism communication platform driving deterrence, enforcement and compliance with conservation efforts

### 2. Reinforces Palau as an eco-tourism destination for tourists worldwide

### 3. Uses deterrence to bridge the gap between enforcement and regulation *without burdening existing enforcement resources*