



# **Economic Impact Statement**

**Effects of a proposed  
commerecial route  
through the Serengeti  
on the Tanzanian  
tourist industry**

Save the Serengeti.org

A map of the Serengeti National Park and surrounding regions in Tanzania. The map shows the park's boundary in green, with various roads (B 6, B 144, A 104) and towns (Tarime, Kitulo, Mugumu, Robanda, Ngorongoro, Karatu, Oldeani, Mto. Wa Mboi, Lake Eyasi, Lake Manyara National Park) labeled. The text is overlaid on the map.

# *The tourist industry provides the people of Tanzania with:*

**Gross Domestic Product (GDP): 8%  
or US\$ 1.759 billion.**

**Exports: 23% of total exports: US\$ 1.15 billion.**

**Employment: 6.3% of total employment,  
624,000 jobs, or 1 in every 15.8 jobs in 2010.**

**(Source: Word Travel & Tourism Council)**



A map of the Serengeti region in Tanzania, showing the Serengeti National Park and surrounding areas. The map includes labels for various locations such as Musoma, Kitandu, Tarime, Kihancha, Loligren, Maasai Mara, Mugumu, Robanda, Ngorongoro Conservation Area, Ngorongoro, Karatu, Oldeani, Mto Wa Mbu, Lake Eyasi, Lake Manyara National Park, and Lake Tanganyika. Roads are marked with numbers like B 6, B 144, B 162, and A 104. The text is overlaid on the map.

**It was previously estimated that real GDP growth for Travel & Tourism economy is expected to be -0.1% in 2010 and to average 5.9% per annum over the coming 10 years.**

**If the Serengeti highway is constructed, however, the predicted growth will undoubtedly not happen.**

**In fact, it is now evident that Tanzania would experience a severe drop in tourism revenues and jobs.**




**A petition from the international travel industry,**  
**with more than 3,600 signers around the world, advised**  
**the Tanzanian government that if the highway were**  
**built...**

*The position of Tanzania in the world travel marketplace will drop, along with the future of your tourism industry. Billions of shillings in foreign exchange needed for development will be jeopardized as travelers look elsewhere.*

**Countries represented:**

**Spain   Australia   New Zealand   Germany   England   France**  
**Belgium   Abu Dhabi   Tanzania   Hong Kong   Switzerland   Canada**  
**United States   Scotland   Kenya   Uganda   Indonesia   Nepal**  
**and many more**

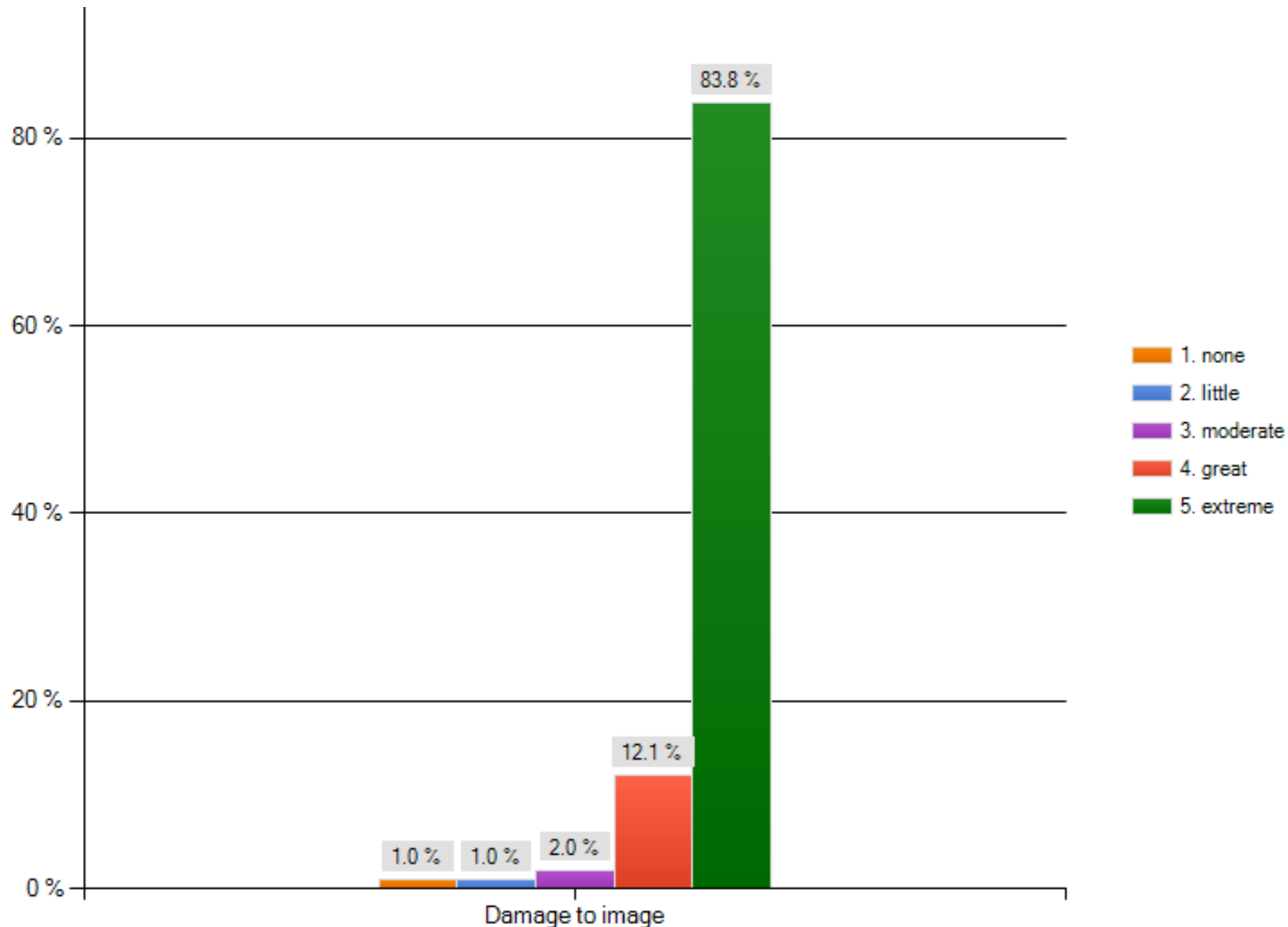


A background image showing a herd of wildebeest running across a savanna plain. The animals are in motion, with some in the foreground and others further back. The scene is set in a natural, open landscape with dry grass and some trees in the distance.

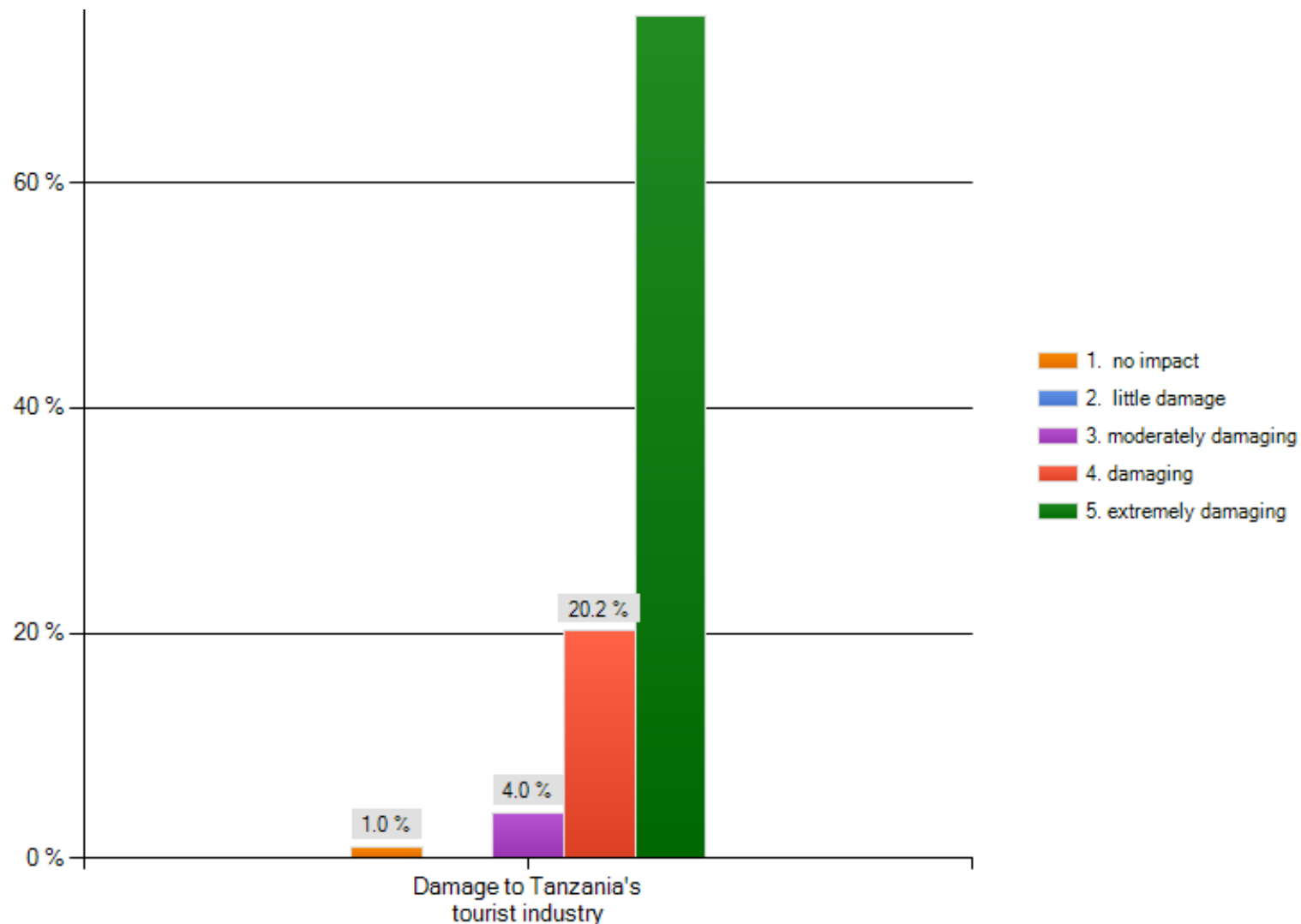
**A survey was taken among these  
international travel companies  
asking about the highway's impact  
on Tanzania's travel industry.**

**The results were ...**

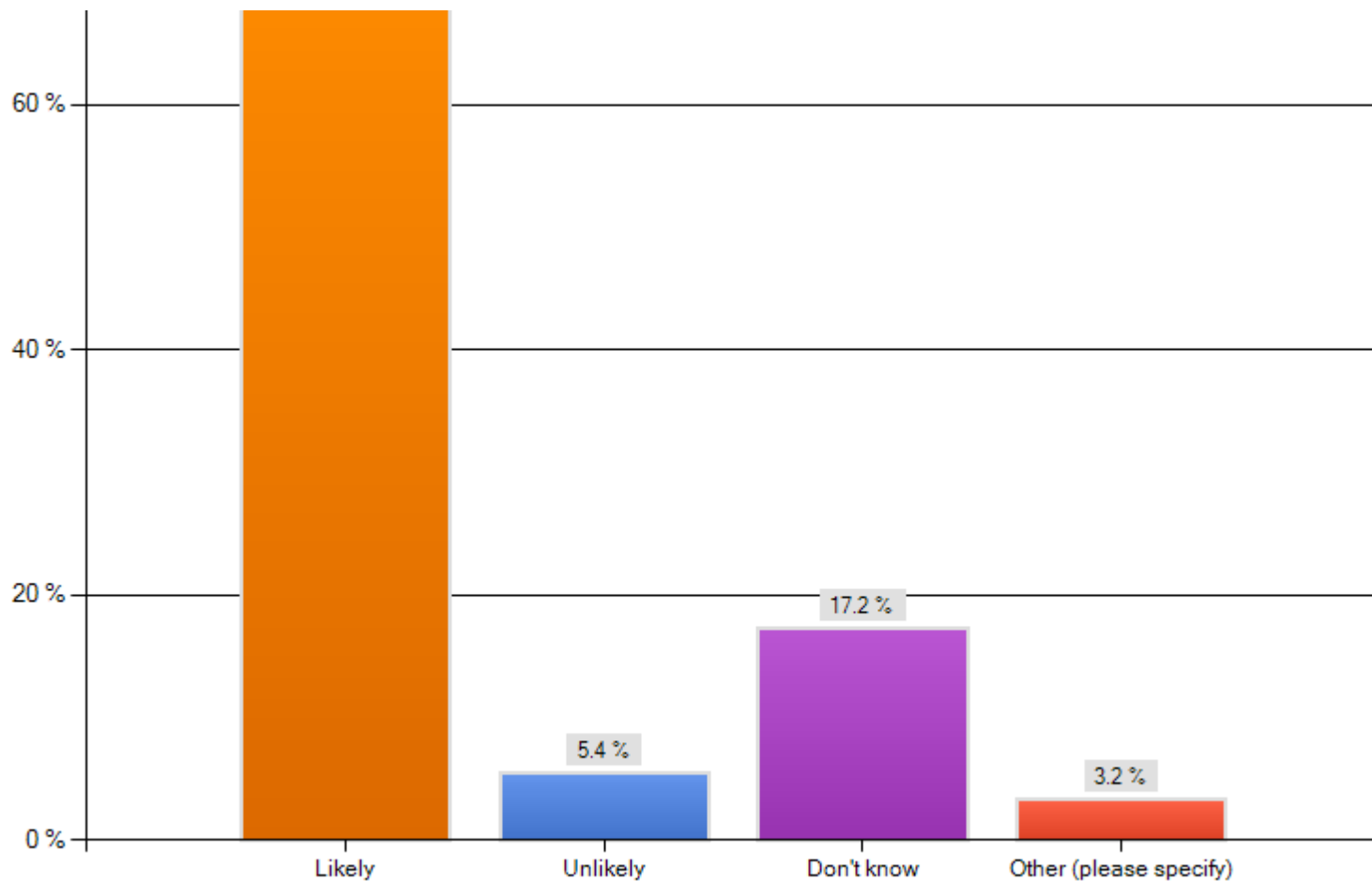
How do you feel this highway would affect Tanzania's image among travelers? On a scale of 1–5, 83% said 5, damage to Tanzania's image would be extreme.



In your opinion, how would the highway affect Tanzania's tourist industry? On a scale of 1–5, 75% of respondents chose 5, extremely damaging.

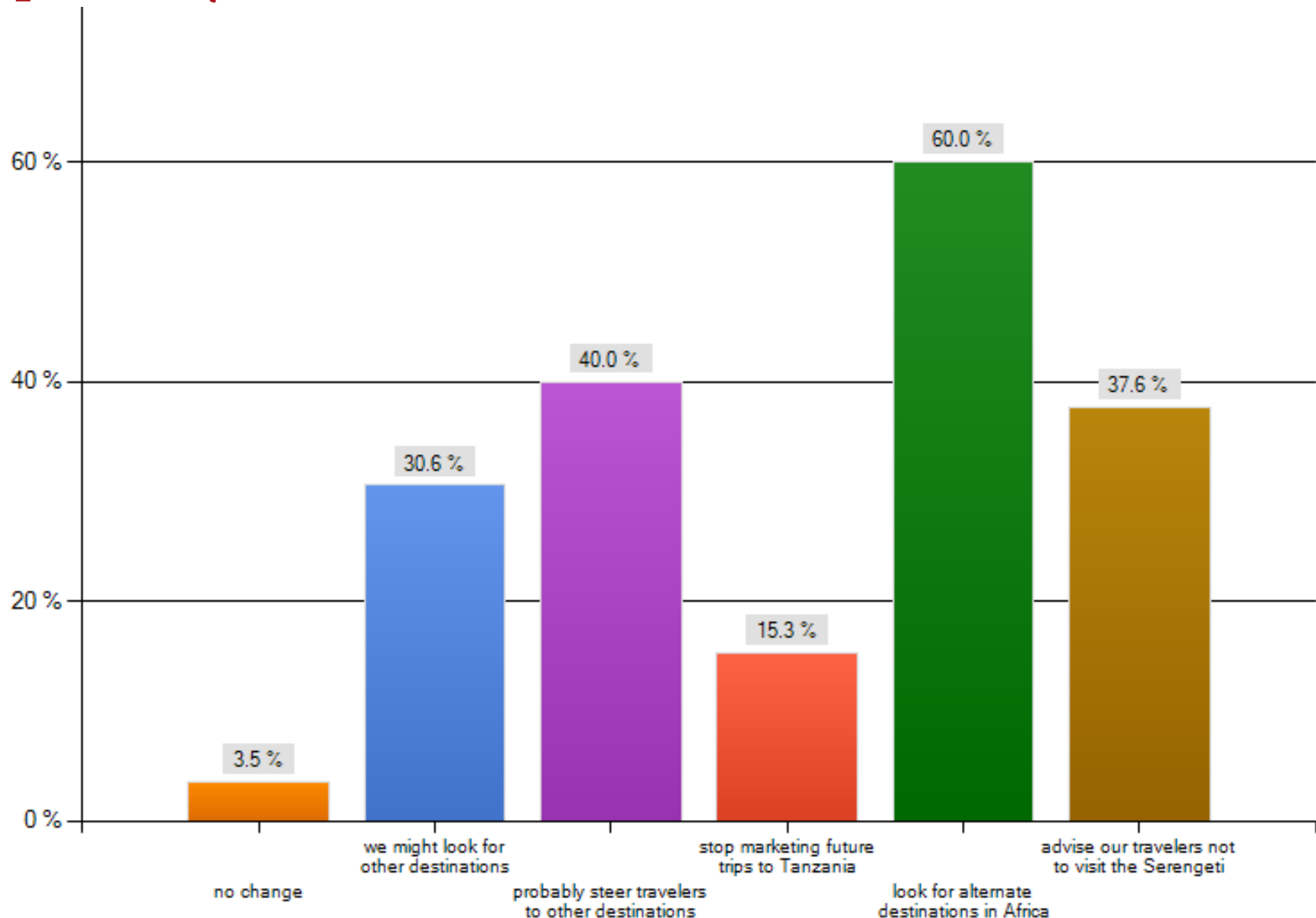


Some travelers have said they will not visit Tanzania if the highway is constructed. Do you think there will be a more widespread call for such a boycott if the highway is built? 72% said this would be likely.

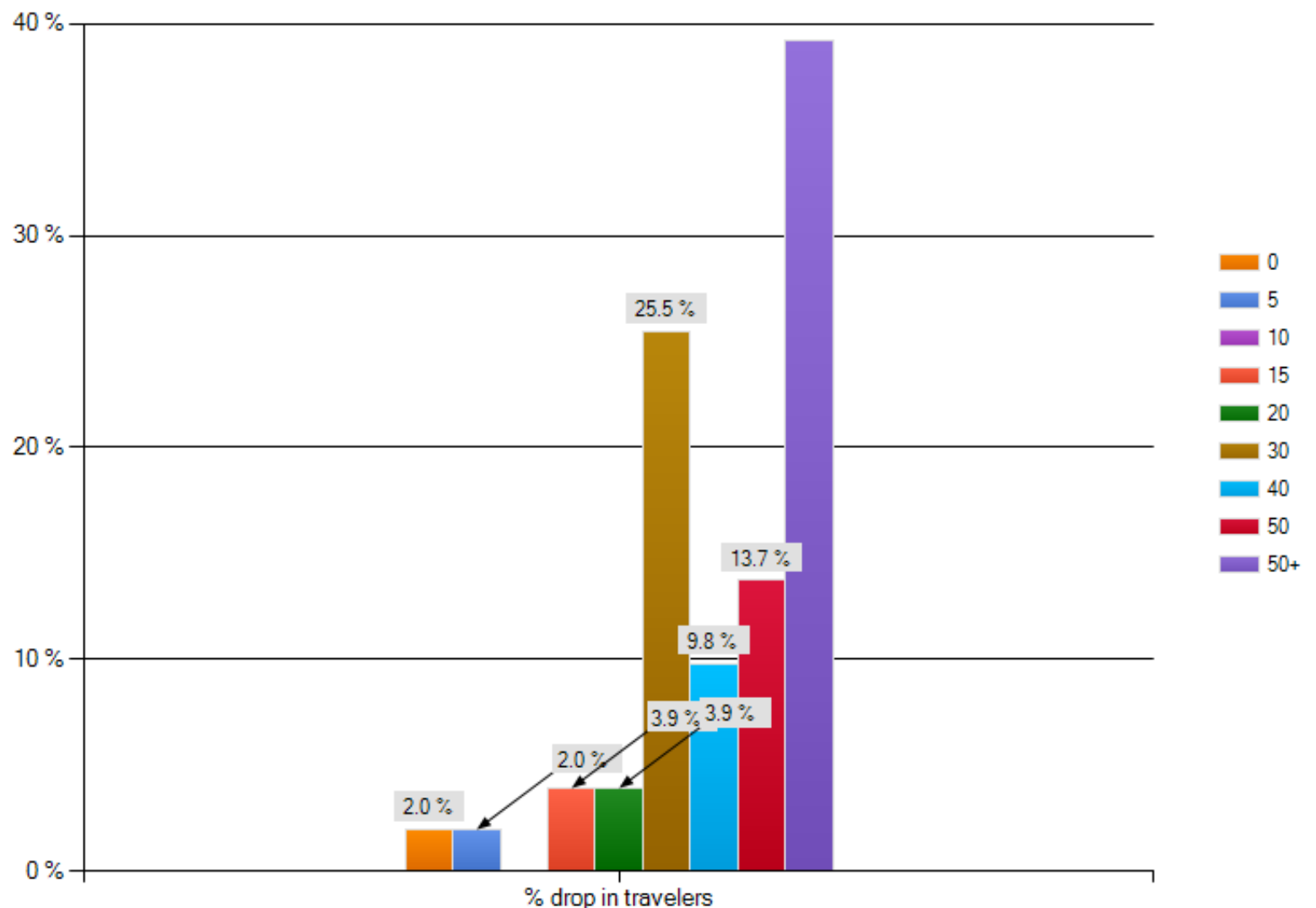




FOR TOUR OPERATORS OUTSIDE TANZANIA: If the Serengeti highway is built, how will your company respond? (you can choose more than one answer)



Your best estimate – what % annual drop in travelers to Tanzania do you think YOUR company would experience after the highway is built? 54% said there would be a 50 or more % drop. 10% said a 40% drop.



***Tourism Decline.*** The chart below uses much smaller percentage drops in tourism than predicted by travel companies, but the figures are significant.

<b>Year</b>	<b>Loss of GDP</b>	<b>Loss of Jobs</b>
2011	– 1% tourism drop = – \$15.6 million	– 6,240
2012	– 5% tourism drop = – \$87.9 million	– 31,200
2013 – 2018	– 5% yearly drop = – \$439.7 million	– 156,200

***Total loss in just 8 years could easily be:***  
**\$545 million loss in GDP +**  
**193,000 loss in jobs**



A large herd of zebras is depicted in a savanna landscape. The zebras are scattered across the frame, some standing and some grazing. The background is a hazy, yellowish-brown, suggesting a distant horizon or a misty day. The overall tone is warm and naturalistic.

# The Real Cost of the Highway =

- ◆ **[actual construction costs]**

**plus**

- 
- ♦ [loss of tourism revenue + jobs for decades to come]

plus




- ♦ [**future infrastructure** for management of conflicts among wildlife, highway traffic, and human settlement]

Increasing traffic along highway will require fences and perhaps overpasses. (such as happened in Banff National Park in Canada)

Animals will also wander out of the park, and with no buffer zone, there will be conflicts with the growing human settlement.

**plus**





♦ **[Socio-cultural costs: the loss of a UNESCO World Heritage Site. Damage to both the national heritage and image of the country.]**



*By contrast, an alternate route to the south would avoid ...*

- ◆ Loss of tourist income and jobs
- ◆ Additional infrastructure costs
- ◆ Damage to the image of the country

*It would preserve:*

- ◆ The future of the tour industry
- ◆ A UNESCO World Heritage Site
- ◆ A heritage of conservation