

# THE CONSERVATION ECONOMY

## The scale:



**20 MILLION** hectares under conservation management

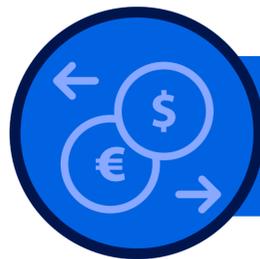


**10 000** private game reserves

More land than **all SA national parks combined**



## The employment multiplier:



Ecotourism creates **3.5 x more jobs** than farming on the same land

**65 000** permanent jobs **140 000** total livelihoods supported

## The market trajectory:



**SA ecotourism revenue:**

**R73 billion (2023)**

**R190 billion (2030)**

**CAGR: 14.8%**

## The consequences of stopping:

Income drop when tourists stop

**75%**

Poaching increases



**Rangers** lose salaries



Anti-poaching units **lose funding**