

NEOM—Regenerative Nature based Marine Tourism Strategy

Name of legal entity	Country	Overall project value (EUR)	Proportion carried out by candidate (%)	No of staff provided	Name of client	Origin of funding	Dates (start/end)	Name of partners if any
Sustainable Seas Ltd	Saudi Arabia	14,000	100%	1	Buro Happold	NEOM	Aug 2022 to Nov 2022	Five Oceans

Detailed description of project

The concept of “regenerative” nature based tourism (RNBT) is increasingly being recognised as way forward in answering these questions. Coral Reefs alone globally provide \$36 billion a year in economic value through tourism, of which \$19 billion is generated through “on reef” tourism such as diving and wildlife watching, while the remainder is generated from tourism in reef-related areas, for instance, ocean views, beaches and local seafood¹. Marine tourism can also be regenerative, with the potential to contribute to marine ecosystem protection and restoration efforts while offsetting potentially harmful consequences of rapid tourism development and providing a focus for education and changed behaviours.

NEOM has a unique combination of natural assets including coral reef, islands and coastline with the vision to be a destination where diverse pristine nature meets the tourism of tomorrow, serving the NEOM overall vision through development (tourism will drive positive economic impact), traffic (tourism will attract millions of international visitors) and brand (tourism is a positive image driver for NEOM as a whole). Futurism, sustainability and authenticity are the key principles on NEOM’s value proposition and a number of pristine marine and other natural sites will be developed along with a wide range of activities, unique hospitality and entertainment, all delivered in a sustainable and authentic way.

Type of services provided

Specific tasks for Jonathan McCue (as key Maine Expert) are as follows:

- Analysis of NEOM Marine RNBT potential and operation delivered as an integrated stand-alone report.
- SWOT analysis of existing NEOM marine infrastructure relating to RBNT
- RNBT infrastructure development strategy
- Zoning proposal to descriptive intent of each activity zone including spatial output and tabulated output.

Answers to the following questions were provided by Jonathan McCue

- Comparisons of NEOM Marine to global benchmarks: opportunities, constraints. What is NEOM Marine’s market distinction?
- Analysis of relevant marine RNBT best practice management instruments (strategies, policies, guidelines) at local, national, regional and international scales, and their implications for NEOM marine.
- Recommend regulatory framework and regulations based on benchmarked best practice (top 5 benchmarks RNBT examples).
- Recommendations are to be informed by analysis of relevant national KSA and draft NEOM Nature Authority Regulations.