

# BUTTERFLIES

## The Next Ecotourism Frontier

### **A Malaysian Case Study**



By

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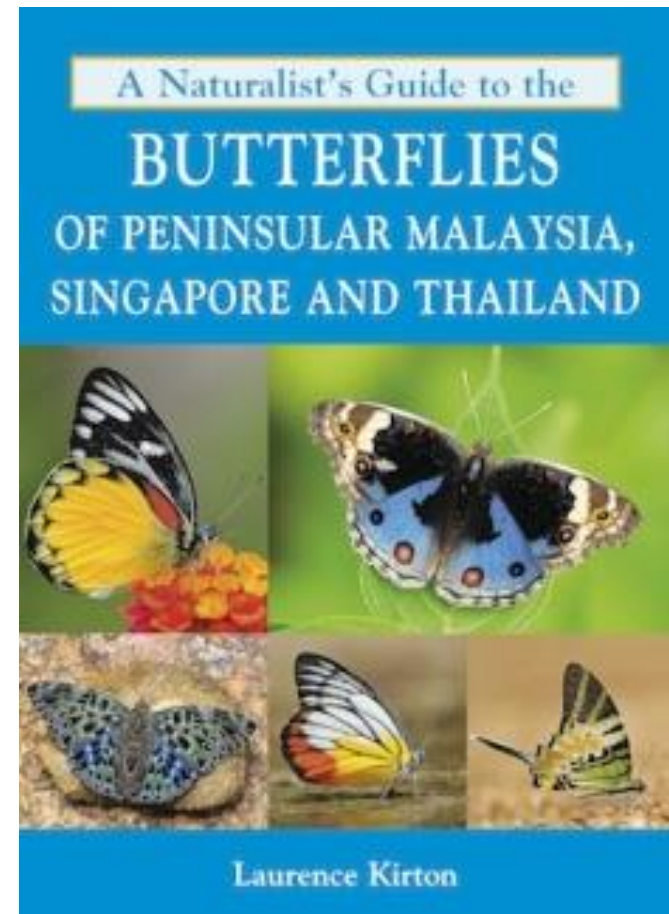
Ecotourism & Conservation Society ECOMY

# A Quick Overview..

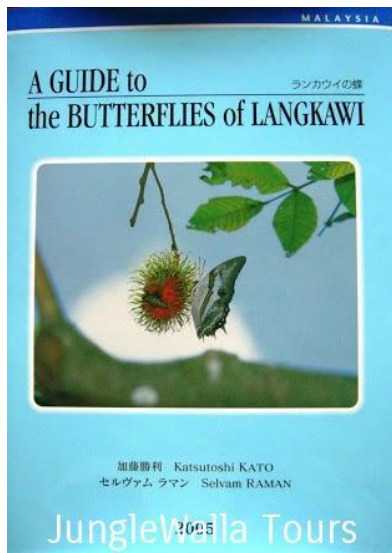
- **Dive Tourism** : In 1943, the Aqua Lung was developed, today there is estimated over 22.1 million divers with an estimate USD8 billion dollar value
- **Birding**: Birdwatching term was coined in 1901. Today in the US alone, est USD32 billion
- **Butterflying**: Collecting since 1860. Today, one of the fastest growing hobby. Niagara Falls Butterfly Garden receives over 20,000 visitors per year. PNG's butterfly industry fetches USD400,000 annually

# Butterflies In The World / MALAYSIA..

- **Estimated 20,000 sp**
- **Peru highest 3,700 sp**
- **US/Canada 750 sp**
- **Europe 435 sp**
- **Australia 400 sp**
- **UK 59 sp**
- **Malaysia has over 1,200 species**



# Butterflies Of Langkawi Island..



- over 506 sp !
- more than UK, Europe, Sri Lanka and Australia
- already has 2 books written on its butterflies
- Tourism authority promoting this new product since 2012, in hand with its birdwatching..

# Butterflies Of Philippines ?



- est over 907 sp
- est 352 endemics
- growing activity
- what next :
  - a. Wild Butterfly Club of Philippines?
  - b. National / Region Butterflies?
  - c. Butterfly Day?
  - d. Merchandising, Branding & Tours?



# Butterflies Of Philippines..

**Ready to Discuss &  
Explore?**