

National Marine Sanctuaries  
National Oceanic and Atmospheric Administration



# Recreation & Tourism Blue Economy



# Vision

## for Sustainable Recreation and Tourism

Greater Farallones National Marine Sanctuary is an international model protecting the health of the North-central California coast and ocean, and promotes sustainable sanctuary recreation.



# Goals



- 1) People who participate in recreation and/or tourism within GFNMS are aware that they are in a sanctuary.
- 2) People who participate in recreation and/or tourism within GFNMS know the purpose of the Sanctuary is: To protect the wildlife and habitats of one of the most diverse and bountiful marine environments in the world.
- 3) People who participate in recreation and/or tourism within GFNMS 'are made aware of &' practice good stewardship during their activities.



# Biosphere Reserve Designation



United Nations  
Educational, Scientific and  
Cultural Organization



Man and  
the Biosphere  
Programme

Biosphere reserves are areas comprising terrestrial, marine, and coastal ecosystems are designated “learning places” for testing different sustainable approaches. Each reserve also aims to reconcile biodiversity conservation and the sustainable use of natural resources.



# Biosphere Reserve Sustainability Goals

Goal 11: Sustainable Cities: Make cities and human settlements inclusive, safe, resilient, and sustainable.

Goal 14: Sustainable Life Below the Water: Conserve and sustainably use the oceans, seas, and marine resources for sustainable development.

Goal 15: Sustainable Life on Land: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

United Nation's Brundtland Commission defined sustainability as "meeting the needs of the present without compromising the ability of future generations to meet their own needs."



# Publications



GFNMS Road Trip  
On Line



Marin Sonoma Travel Tourism Guide  
40,000 copies distributed x 2x/year





# Programs

Year Round GIYS Series



**FREE!** **BEACH TO BRIDGE WILDLIFE WALK**  
 Wednesdays 9 am & 4 pm  
 June 19 through September 18, 2019

**EXPLORE THE SHORE WITH OUR EXPERT MARINE BIOLOGIST!**  
 Greater Farallones National Marine Sanctuary invites you to search for shorebirds, seabirds, crabs, and sea lions – we may even see porpoises or whales!

Learn about San Francisco Bay and the Farallones sanctuary, home to dolphins, whales, a quarter-million seabirds, and white sharks!

One-hour stroll to the Golden Gate Bridge including beach combing along Crissy Beach in San Francisco's Presidio.

GREATER FARALLONES  
 Office of National Marine Sanctuaries  
 National Oceanic and Atmospheric Administration

Visitor Center is located in major tourist destination area





# Recreation & Tourism Stewardship Programs

Fly Seabird Safe



Fishing Line Recycling  
Receptacle



White Shark Dive Tours  
Education Permit Program



Kayak Seabird Safe





# Exhibits & Signs



**Welcome to The Whale Trail** Point Arena Light Station

**Watch for Whales**

Situated on a peninsula that is the closest point on the continental United States to Hawaii, the Point Arena Light Station offers some of the most dramatic and diverse marine mammal watching on the northern California coast. Whales, seals, sea lions, porpoises and dolphins are frequently spotted from the bluffs of the 23 acre grounds, and it is always exciting to see them from the top of the 133-foot Lighthouse Tower, tallest on the Pacific coast.

The Lighthouse Tour Guides communicate between the Museum and Tower when they sight these marine mammals, and the aptly named Whale Watch Room includes binoculars to zoom in on the passing creatures.

**Gray Whale** Adult length: 29-30 feet  
Look for gray whales in winter and spring, as they migrate close to shore from their Arctic and northern feeding grounds to their Mexican and southern California calving sites.

**Blue Whale** Adult length: 83-100 feet  
Endangered blue whales, the largest animals ever to have lived on Earth, feed here in summer and fall on huge swarms of krill. Look for their tall, slender blows rising to more than 25 feet.

**Humpback Whale** Adult length: 49-50 feet  
Commonly seen in summer and fall, humpback whales feed here on distinctive krill and schools of anchovies and sardines. They are famous for leaping clear of the water and landing with a thunderous splash.

**Risso's Dolphin** Adult length: 6-11 feet  
Risso's may be seen any time of year in pods ranging from two to 1,000 animals. These active dolphins are deep divers and mainly hunt at night for squid.

**Orca (Killer Whale)** Adult length: 28-32 feet  
Orcas are the largest members of the dolphin family, and work together to catch their prey. Feared on the food chain, these marine mammals hunt for gray whales and seals. Less commonly seen, endangered resident ocean monk seals are hunted along this coast.

**California Sea Lion** Adult length: 8-11 feet  
Noddy sea lions pack onto rocks on rock together in the water to "hulk" sleep and fast. They hunt offshore for fish and squid.

**Harbor Seal** Adult length: 5-6 feet  
Shy and curious, harbor seals rest on offshore rocks and often watch people on the shore. In spring, they congregate on protected beaches for pup births and nurse their young.

Whale Trail logo and logos for the National Marine Sanctuaries and Point Arena Light Station are visible at the bottom.

**GREATER FARALLONES & MONTEREY BAY NATIONAL MARINE SANCTUARIES**

**Sea Life in These Waters**

Some of the world's richest waters occur right off the San Francisco coast. An explosion of life occurs here due to a combination of the sun's energy, wind, ocean currents, and contours of the sea floor. Microscopic phytoplankton form the base of the food web, which are fed upon by zooplankton and fish, providing a feast for seabirds, seals, whales, sharks, and humans. Greater Farallones and Monterey Bay national marine sanctuaries protect this ocean wilderness through research, education, conservation, and stewardship. National marine sanctuaries balance compatible commercial and recreational activities, while protecting these ocean treasures today and for future generations.

**Look for the gray whale** (blue) on the left (top) of the page. Monitor marine mammals and seabirds (black) on the right (top) of the page.

**The California sea lion** (orange) is a common sight along the coast.

**The hooded murrelet** (black) is a common sight along the coast.

**Some of the world's richest waters occur right off the San Francisco coast.**

**Being the 2nd largest city in the world, San Francisco is a major hub for the region's economy.**

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# Your Turn – Ideas & Input

- 1) Airbnb Experiences
- 2) Kelp Restoration Recreation Stewardship Program
- 3) Blue Star Program for 'On the Water' Recreational Vendors with ONMS
- 4) Other