

(1) Contact surname:	VERBORGH
(2) Contact e-mail:	philippe@circe-asso.org
(3) Authors' names:	Verborgh P. (1), de Stephanis R(1), Carbó Penche M.(1), Salazar J.M. (1), Esteban R.(1),Perez S. (1), Jaget Y.(1), Guinet C. (2).
(4) Authors' addresses:	(1) CIRCé Cabeza de Manzaneda 3, Pelayo, 11390 Algeciras, Cadiz, Spain (2) CEBC-CNRS, 79360 Villiers-en-Bois, France,
(5) Abstract title:	WHAT IS THE PRICE OF A PILOT WHALE IN THE STRAIT OF GIBRALTAR?
(6) Abstract:	A clan of approximately 216 pilot whale individuals inhabits the Strait of Gibraltar. Pilot whales are seen all the year around representing the main target of the whale watching activity in the area. They have a survival rate of 0.982, so their life span will be of approximately 56 years. Since 1996 whale watching activities have been developed around this species in the Strait with for 31% of the sightings, and 40% of the total vessel observation time. A total of 7 boats are running the activity between the months of March to November, generating a total of around 3 million Euro of direct income during the year 2006. In this poster we analyse the economic potential of the pilot whales of the Strait of Gibraltar. Approximately 5 550 Euro would be generated annually per individual. Hence, each pilot whale could generate a total of around 310 000 Euro during their life, giving an economic potential of around 67 000 000 Euro for the whole pilot whale population of the Strait of Gibraltar, if the activities direct economic income remains stable during the following years. This approach could be used to highlight the economic value of whales towards competent administrations. The resource (pilot whale) has a balanced equilibrium (high survival rate and continuous respectful whale watching), and conservation measures have to be taken into account in order to protect the high economic value of the cetaceans inhabiting the Strait of Gibraltar.
(7) Word count:	241
(8) Presentation type:	Poster preferred
(9) Keyword 1:	Conservation/management
(10) Keyword 2:	
(11) Keyword 3:	
(12) Keyword 4:	
(13) Student award :	Postgraduate.
(14) Grant request:	yes
(15) File name:	verborgh.rtf