

TOURISM MASTERPLAN LAS PERLAS ARCHIPELAGO, PANAMA

Task	Client	Time Frame
Sustainable Tourism Development Concept for the Las Perlas Archipelago, Panama, with focus on Isla del Rey	United Nations Development Programme UNDP Panama Tourism Board IPAT Advisory Commission for the Promotion of Panama CAPP	September 2002 – July 2003 Public Presentation: September 2003

PROJECT CHARACTERISTICS

- Pilot project for the “Global Compact” programme of the United Nations
- Sustainable tourism development concept for a largely untouched archipelago in the Pacific Ocean
- Integration of the various stakeholders of the public, private and organisational sector as well as the local population
- Environmental assessment and sustainable guidelines
- Development of physical concept / regional planning and infrastructure
- Establishment of guidelines for tourism product quantity and quality
- Tourism potential prognosis and forecast of human resources requirements



KEY FACTS

- Investment volume of US\$ 480-670 mn
- Expected revenues of US\$ 270-340 mn p.a.
- Accommodation development of 25–30 different properties with 4,000 units
- Creation of approximately 11,500 direct job opportunities
- Establishment of a Special Purpose Vehicle and a Tourism Development District

The Sustainable Tourism Masterplan sets the basic guidelines for the future tourism development on the Las Perlas Archipelago by matching the existing resources with the **current and future market demand**.

Main focus is thereby the **sustainable and long-term development** on the entire Archipelago through the integration of all relevant **economic, ecologic and socio-cultural components** in the planning phases.

Detailed concept ideas and **action plans** were elaborated for each of the following areas: tourism product development, marketing and distribution, institutional framework, human resources and investment.



The results from the market survey and industry assessment show a **very strong future potential** for the Las Perlas Archipelago. The conceptual schemes suggest a wide product portfolio of modern high-quality tourism resorts, differently themed and distributed over various islands. By focusing on authentic, small-scale and individualised resort developments, the Las Perlas will establish until the year 2010 a maximum total of 3,000 new hotel rooms and 1,000 residential units. Under full operation, the destination is expected to receive 380,000 visitors per year, thus generating a revenue of between US\$ 270 and 340 million.



The estimated total investment cost for the entire project is calculated between US\$ 480 and 670 million, with the private sector accounting for the largest share. Through its outstanding location and its unique combination of products, the Las Perlas Archipelago has the potential to attract a healthy mix of national, regional and international clientele. Seen as a complementary product to the rich cultural, historical and ecological attractions of the mainland, the project is set to be the starting point for a successful tourism story “**Made in Panama**”.