

# Sargassum: Managing the Threat

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CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

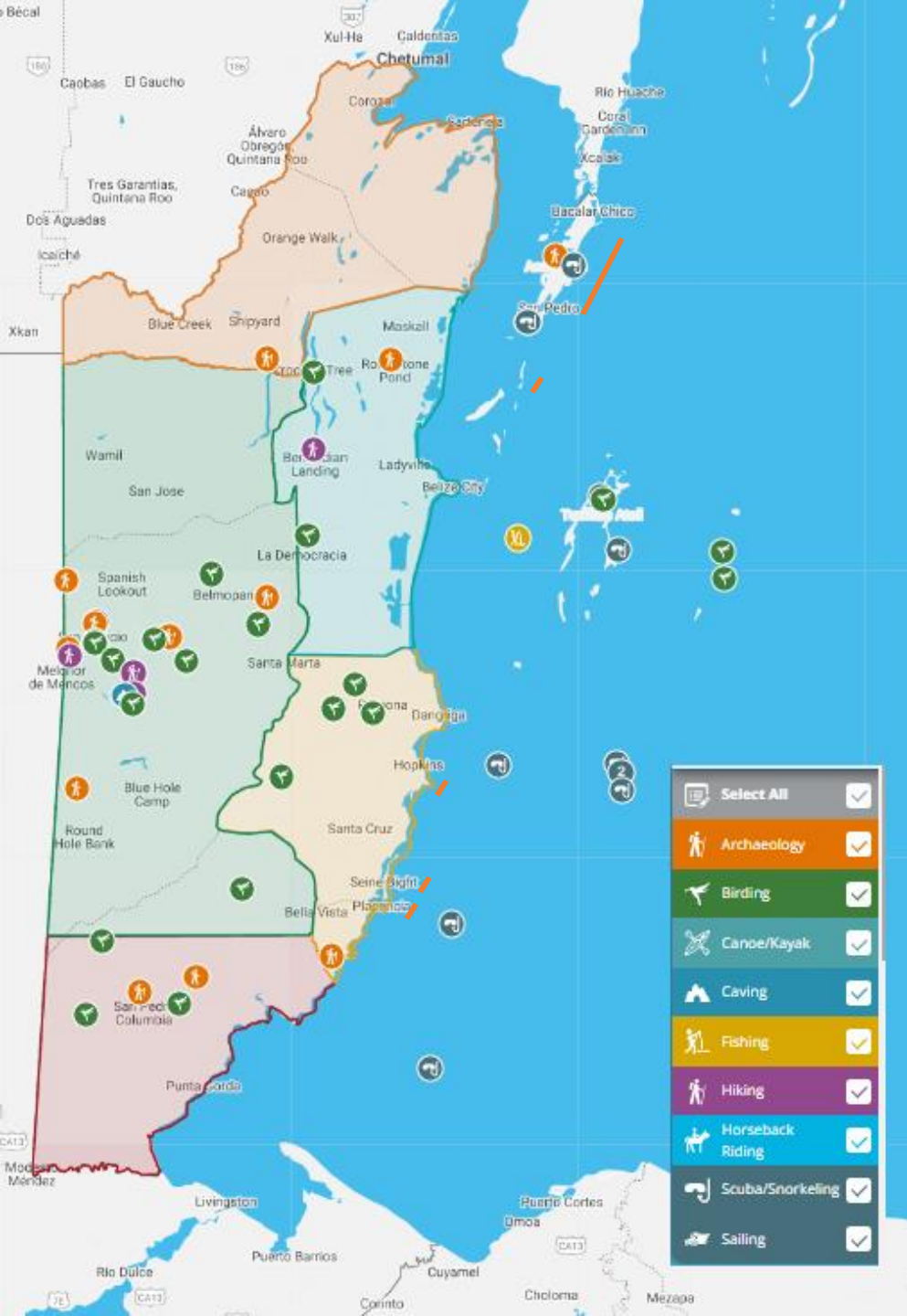


**CAST**

Caribbean Alliance for Sustainable Tourism  
A CARIBBEAN HOTEL & TOURISM ASSOCIATION INITIATIVE



MINISTRY OF **TOURISM**  
& DIASPORA RELATIONS



## Destinations Affected

## North Islands

- ✓ Ambergris Caye  
(La Isla Bonita)
- ✓ Caye Caulker  
(La Isla Cariñosa)

## Southeast Coast

- ✓ Hopkins
- ✓ Seine Bight
- ✓ Placencia



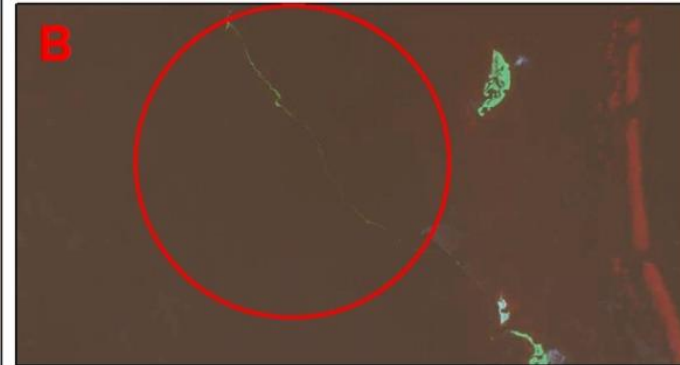
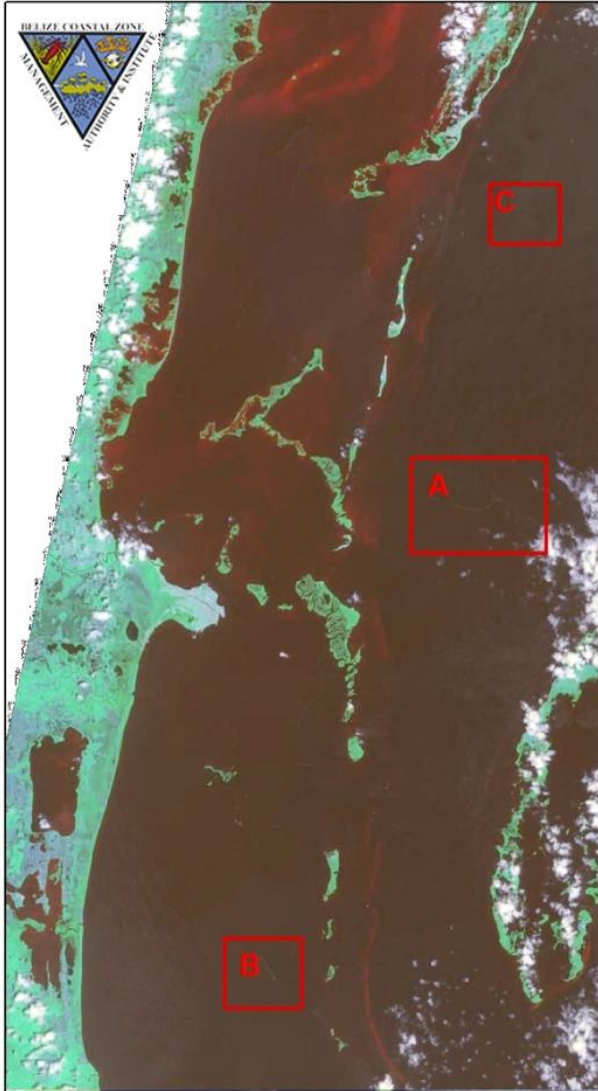
# Mobilizing Sargassum Solutions

- Established a multi sectoral Sargassum Task Force (STF).
- Sought government funding.
- Subsidized private sector clean-up via a 2% hotel tax relief.
- Facilitated duty exemption on sargassum equipment.
- Collaborated with communities and volunteers.
- Provided clean-up equipment to communities affected.
  - Beach rake, tractor, trailer, pitch forks, rakes, etc.
- In line with SDG9, presently exploring clean energy option with a project through [SIDS DOCK](#), [UNIDO](#) and a firm in Germany.



# Technical Innovations

Sentinel Imagery- September 9 2022- Sargassum



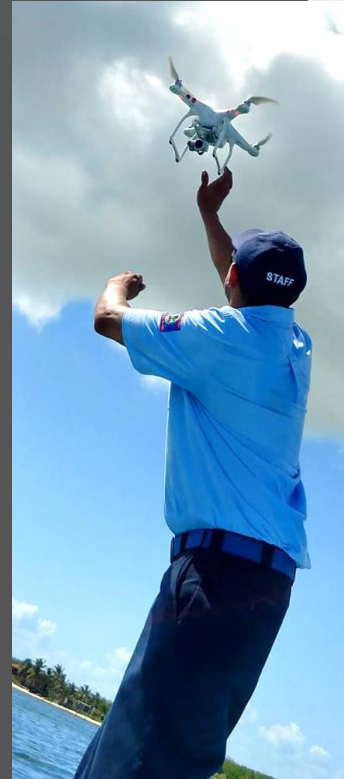
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Utilization of:

- Satellite Imagery
- Drone Technology

Alternative use:

- Clean energy



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## Sargassum Do's

- Seek guidance from the Department of Environment to install barriers (booms) or diversion equipment
- Listen to the local Sargassum Forecast reports given by the National Meteorological Service to minimize interruption to guest services and quality of products
- Inform guests what is Sargassum, that this is a Regional Phenomenon in the Caribbean, not only Belize.
- Contact local government for proper removal and disposal guidelines ; ensure that removal and disposal are being done in the most sustainable manner.
- Recommend medical attention for guests or staff reporting any health symptoms, such as difficulty breathing, skin rashes, or dizziness.

# Sargassum Don'ts

- For beach front properties, do not let the Sargassum Accumulate over 48 hours. Remove from the water ASAP.
- Do not deny that Sargassum is seen as a nuisance or a problem for your guests.
- Don't let your guests get involved in the removal or disposal of the Sargassum.
- Refrain from direct and prolonged contact with Sargassum.
- If you see Sargassum accumulated on the shoreline avoid swimming in the affected area.





# Sargassum Resource

Sargassum is a concern that is shared among our regional countries and has recently been plaguing our coastlines – and our tourism. Because of this, the BTB in conjunction with the Sargassum Task Force, has put together this resource for all visitors, locals, stakeholders and municipalities to refer to when it comes to Sargassum. Below you will find details on what the seaweed is, where it came from and how to handle this phenomenon that is impacting our tourism industry.

## – What is sargassum?

Sargassum is known as the brown algae that floats in sometimes mile-long clumps is accompanied by a very unpleasant 'rotten egg' stench when washed on the beach, as described by many of those unfortunate enough to get close. Sargassum is integral in the homes of marine life, though in recent years, piles of sargassum has invaded our shores, causing a strong blow to perhaps one of Belize's biggest flows of income.

## + Where did it come from?

## + Why should we care?

## + What has been done?

## + What are we doing?

## + What should we do?





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# Managing Expectations

- Limited private sector messaging is essentially “We have sargassum like the rest of the Caribbean and our team is addressing it on a daily basis”.
- The destination actively markets the marine and terrestrial experience “Reef and Rainforest”.
- Visitors to Belize have a wealth of activities [to do](#).













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