**Heledd Rheinallt (2018)**

# **Determining willingness to pay for the reintroduction of the Eurasian lynx (Lynx lynx) to Scotland**

Directive 92/43/EEC, known as the Habitats Directive, obligates member states to

consider reintroduction of certain species. The Eurasian lynx Lynx lynx was a native

species to Scotland until it was made extinct and its reintroduction has now been subject

to discussion in recent times. Lynx Trust UK claims that the public is in favour of this

action. This study builds on the literature on lynx reintroduction by ascertaining an

economic value of £17 per annum for lynx reintroduction to the highlands of Scotland.

This figure was obtained by electronic dissemination of a willingness-to-pay

questionnaire to the Scottish public. The questionnaire included questions on respondent

characteristics and statistical analysis of the data was undertaken to determine which

factors were related to a higher level of agreement with lynx reintroduction and a higher

willingness-to-pay figure. The study recommends that the feasibility of lynx

reintroduction is considered given the high economic value placed on the lynx by

respondents and makes suggestions for the content of any future policy on a programme

for lynx reintroduction.