



Wildlife Friendly™ Tourism

We invite you to envision a world where wildlife and communities not only coexist but thrive, where tourists are engaged as partners in conservation, and where consumers, companies and communities are empowered to be catalysts for change.

We protect marine and terrestrial wildlife in wild places and tourism destinations nearby by certifying enterprises that assure people and nature coexist and thrive. The use of scientifically-sound standards ensures the transparency and integrity of our activities.

We harness the power of enterprise to provide incentives for biodiversity protection around the world, and offer economic opportunity to people whose basic needs have put them in conflict with wildlife.

We link Wildlife Friendly™ products and services to consumers, enabling powerful brands to differentiate themselves in a crowded and an increasingly values-driven marketplace.



THE PROBLEM: MANY SPECIES ARE AT RISK FROM HUMAN-INDUCED THREATS

Tourists travel far and wide to see wild animals thriving in their natural habitats. Sadly, many of the world’s much-loved species are at risk of being lost forever. According to the IUCN, approximately 25% of mammal species are threatened, along with 13% of birds and 42% of amphibians. Habitat loss is the greatest threat to terrestrial vertebrates, followed by pollution, hunting, and other threats.

Tourism itself can negatively impact the very animals that attract visitors. Poorly-planned development for the tourism industry can cause loss of key habitat. Even recreational activities can disturb wildlife, leading to behavioral and physiological changes. Tourists may unknowingly facilitate the transfer of disease to wildlife, or purchase items made from wildlife parts. And in places where tourism does not adequately benefit the local economy, communities might turn to extractive industries or poaching.

THE SOLUTION: ENGAGING TOURISTS & THE HOSPITALITY SECTOR AS PARTNERS IN CONSERVATION



By partnering with the travel and hospitality industry as well as local communities, **Wildlife Friendly™ Tourism** acts to provide new and more sustainable livelihood opportunities for communities. At the same time, **Wildlife Friendly™ Tourism** works with its partners to reduce direct impacts on wildlife caused by development and recreation. Finally, **Wildlife Friendly™ Tourism** encourages the tourism sector to take pride in their important role as wildlife stewards and in securing a long-term future for the related tourism economy.

Wildlife Friendly™ Tourism:

- Engages tourists, communities & the hospitality sector as partners in conservation through economic incentives for the adoption of expert recommended best practices—the Wildlife Friendly™ standards for tourism and products.
- Reduces tourism impacts and creates new conservation opportunities through: the Wildlife Friendly™ standards and audits, trainings, educational materials for guests and communities, outreach events, citizen science/monitoring, and more;
- Enables tourists to select lodging and excursion options with the confidence that they are truly supporting conservation efforts. Conscious consumers appreciate the transparency and reliability of Wildlife Friendly™ certification in decision-making.

Why Certify Wildlife Friendly™? Benefits to Your Business and Bottom Line

- ✓ Certification ensures the use of best practices
- ✓ Certification builds trust in your brand and meets consumer expectations
- ✓ Certification enables access to new markets
- ✓ Certification increases environmental awareness and improves employee morale
- ✓ Certification increases transparency and reduces risk
- ✓ Sustainable tourism is an engine for local economic development
- ✓ Certification helps protect income from tourism by protecting the environment and wildlife on which it depends

About WFEN

Our Certified Wildlife Friendly™ Enterprises conserve over twelve million hectares of diverse wetlands, forests, and grasslands; **protect** keystone endangered species in Asia, Africa, the Americas, and Europe, including the Snow Leopard, Red Panda, Elephant, Jaguar and Wolf; and **benefit** over 200,000 people through increased food security, income and employment. Our **Certified Enterprises** include Tour Operators and Lodges, and produce Foods, Textiles, Spices, Ornaments, Paper Goods and more.

Join our Tribe

For more information about this initiative contact Julie Stein:

E: Julie@wildlifefriendly.org

M: +1.615.521.2128

S: julietstein