



We are World Animal Protection.

We end the needless suffering of animals.

We influence decision makers to put animals on the global agenda.

We help the world see how important animals are to all of us.

We inspire people to change animals' lives for the better.

We move the world to protect animals.

Introduction

The following five principles are the backbone of our policy approach to the use of wild animals in tourism. These help us define the issue, build a clear case for change and ensure that wild animal protection can be effectively and sustainably achieved around the world.

1. Wild animals belong in the wild

A wild animal's natural habitat is the only place that they can lead full lives free from the suffering inherent with captivity. Captivity limits their behaviour and places both their physiological and psychological wellbeing at risk.

2. Wild animals in entertainment is animal abuse

Wild animals, irrespective of whether they were bred in captivity or sourced from the wild, should not be trained to perform, used as photographic props, forced to provide rides or be handled by visitors.

3. See wild animals in the wild

Wildlife friendly tourists should seek to view wild animals in their natural habitats (eg national parks) in a responsible manner that makes both animal welfare and conservation a core priority.

4. Visit responsible wildlife attractions

Wildlife-friendly tourists should only visit attractions involving captive wild animals if the rationale for them being there is in the best interest of the animals involved (eg genuine rescue centers and wild release programmes).

5. Support our call to action

To keep wild animals in the wild, we move people to change their attitudes through education and by providing alternative livelihoods. We move both organisations and individuals to facilitate permanent positive change.

Together, we can move the world to protect animals.