



Elephant-friendly tourism pledge

[Company name]

- **Acknowledges** that tourists want to experience wild animals, but often don't realize that wild animals suffer hidden cruelty in order to perform and interact with people.
- **Recognizes** that elephants in tourist venues are often sourced from the wild, representing an animal welfare and conservation concern.
- **Understands** that elephants used for entertainment purposes have to undergo a cruel breaking-in process, harsh training, are forced to act unnaturally, and suffer throughout their lives in captivity.

And therefore:

- **Commits** not to sell, offer or promote venues or activities involving elephant rides and shows. Instead, if offering elephant experiences, commits to offer only those with a high standard of elephant welfare and conservation, with responsible viewing of elephants in wild or semi-wild habitats.
- **Commits** to proactively communicate this commitment to protect elephants to customers, to encourage elephant-friendly tourism.

Signed by:

Date: