



## Tracking the Travel Industry

Which travel companies are fueling wildlife exploitation?



# Table of Contents

Introduction.....	3
Executive summary.....	4
The role of the travel industry.....	5
Real “responsible” tourism.....	5
Methodology .....	6
Results.....	9
Airbnb and Groupon: A case study .....	10
Who’s failing the flagship species? .....	11
Why protecting wildlife in tourism matters.....	12
Recommendations .....	13
Conclusion .....	15
Appendix 1 – 10 steps to become wildlife-friendly.....	16
Appendix 2 – How to draft an animal welfare policy .....	17
Appendix 3 – Ready-to-go animal welfare policy template .....	19
References.....	21

## Introduction

Throughout the world, wild animals are taken from the wild or bred in captivity to be used as entertainment in the tourism industry.<sup>1</sup> Animals such as dolphins, elephants, and tigers experience harm, stress, and pain in unacceptable conditions at wildlife entertainment venues. They are typically exposed to cruel training that causes physical and psychological damage, are separated from their mothers at an early age, and are unable to live a wild life.

“Wildlife entertainment” includes all activities and attractions that allow tourists to have close contact with wild animals or offer animal performances. Popular examples include dolphin shows, elephant rides and washing, and photos with tiger cubs.

A 2015 study by Oxford University’s Wildlife Conservation Research Unit (WildCRU), commissioned by World Animal Protection, reported up to 550,000 wild animals suffering for tourist entertainment in wildlife attractions worldwide.<sup>2</sup> They also found that very few travelers can recognize animal cruelty and consequently continue to leave positive reviews for low-welfare venues.

Travel companies play a crucial role in creating and changing the supply and demand for captive wildlife experiences. As long as reputable and trusted companies sell and promote tickets and packages that include wildlife entertainment venues, travelers will be misled to assume that these activities are acceptable or even beneficial for animals, when in fact they are cruel and cause irreparable and lifelong harm.

Travel companies have a responsibility to help create ethical, responsible, and sustainable tourism models. They must establish and implement animal welfare policies that protect wildlife from exploitative tourist attractions, educate and empower customers to make animal-friendly travel decisions, and promote responsible alternatives that provide meaningful and memorable travel experiences.

*Tracking the Travel Industry* is the only report to compare the animal welfare commitments of the world’s leading travel companies. We have commissioned the University of Surrey in the UK to independently analyze the public commitments companies have made that help to end the exploitation of wild animals in tourism activities. The results highlight which companies are working to protect wild animals, and which are failing them.

This report gives the travel industry and the public a clear picture of the progress the industry has made in committing to ending the exploitation of wild animals and where work still needs to be done.

## Executive Summary

### 1. Airbnb gets high marks, Groupon falls flat

The report shows Airbnb as among the current leaders in protecting wild animals, while Groupon continues to fail them. Airbnb, which previously worked with World Animal Protection to develop its animal welfare policy, received the second highest overall score of 67%. While it is among the top in its sector on animal welfare, its score reflects room for further improvement. Notably, Groupon received one of the lowest overall scores of 4%. World Animal Protection has an active public campaign urging Groupon to stop selling animal cruelty.

### 2. Expedia makes progress, thanks to World Animal Protection's campaign

In our 2020 report,<sup>3</sup> Expedia received an overall score of 22% largely due to its continued ticket offerings to captive dolphin venues. After a successful public campaign, the company set a new policy prohibiting selling tickets to dolphin and whale performances or interactions in November 2021. As a result, Expedia's score increased to 64%, the third highest in the report. We applaud Expedia's recent progress and continue to encourage the company take down all exploitative captive wildlife attractions, such as the sea lion experience currently featured.

### 3. Groupon, GetYourGuide, Trip.com, and Klook are at the bottom of the barrel

Groupon, GetYourGuide, Trip.com and Klook received scores of less than 7%. None scored points in the commitment, targets and performance, or changing industry supply categories. These companies are fueling animal exploitation in the travel industry.

### 4. Trip.com and Klook are making matters worse for wildlife in Asia

Shanghai-based Trip.com and Hong Kong-based Klook all continue to sell animal cruelty. Wildlife entertainment activities are popular in Asia where tourists from around the world often seek elephant rides and tiger selfies, likely unaware of the suffering endured behind the scenes.

### 5. Most companies aren't doing enough

Overall, our research shows the industry is not doing enough to raise awareness about the captive wildlife entertainment industry. Up to 550,000 wild animals suffer worldwide in tourist attractions, and the industry has a responsibility to protect wildlife.<sup>2</sup>

**“Animal exploitation is often left out of the picture when travel companies, travel associations, and travel guides discuss the importance of committing to responsible operations.”**

## The role of the travel industry

Tourists assume that wildlife entertainment venues promoted by their trusted travel agencies, associations, tour operators, and booking platforms are acceptable, or even beneficial for wild animals. They are not likely to know that they cause irreparable and lifelong harm to wildlife.

Travel companies worldwide play a crucial role in changing the demand and supply for captive wildlife experiences. Companies choosing to sell captive wild animal entertainment continue to profit from animal suffering. Recent polling demonstrates the risks these companies face for their reputation, brand identity, traveler loyalty, and revenue if they don't make a change.

- Seventy-nine percent (79%) of Americans believe that tour operators should not sell activities that cause wild animals suffering.<sup>4</sup>
- Eighty-one percent (81%) also said they would prefer to see animals in the wild than in captivity if they had the chance.<sup>4</sup>
- Sixty percent (60%) said they would not travel with a tour operator or company if they promoted the use of wild animals in entertainment.<sup>4</sup>
- Seventy-nine (79%) of travelers who witnessed animal cruelty said they would pay more for an activity involving animals if they knew the animals did not suffer.<sup>5</sup>

Studies have shown tourists are becoming increasingly reluctant to support activities that are deemed unethical and there is a growing interest in animal welfare and demand for attractions deemed “sustainable”, “eco” and “ethical”.<sup>6</sup> This demonstrates a significant amount of economic potential for wildlife-friendly venues – a potential that is growing on the world tourism stage.

## Real “responsible” tourism

Responsible tourism is an increasingly popular term in the travel industry, as well as being increasingly important to travelers.<sup>7,8,9</sup> The term “responsible tourism” should indicate that all involved—companies and travelers—are taking responsibility for the impacts of their travel activity. This report reviews global leaders in the tourism industry on their animal policies and wildlife offers, a topic usually conspicuously absent from the larger responsible tourism discussion. The conversation around responsible travel is broad and encompasses highly important issues such as carbon emissions, environmental degradation, and cultural sensitivity. Animal exploitation is often left out of the picture when travel companies, travel associations, and travel guides discuss the importance of committing to responsible operations.<sup>10</sup>

Travel companies that publicly celebrate their sustainability credentials often fail to take responsibility for the impact of their ticket sales for captive wildlife entertainment. They continue to sustain and sanction the captivity of hundreds of thousands of wild animals in exploitative conditions worldwide.

World Animal Protection believes responsible travel can be a force for good. We encourage travel companies and travelers themselves to read this report and visit our information page [www.worldanimalprotection.us/wildlife-friendly-travel](http://www.worldanimalprotection.us/wildlife-friendly-travel) to learn more about traveling responsibly for wild animals. The industry recognizes that travelers have a choice of whom to book with, and we hope that all companies will consider their impact on animals as part of their responsible travel initiatives.

## Methodology

The following travel companies are included and assessed in this year's report:



Booking.com



GROUPON



Trip.com



Companies were selected based on the following criteria:

Scale	Relevance	Popularity
They are the largest in the world and have offerings available to US travelers, according to data gathered from a number of market intelligence, research, analysis and statistical platforms and sources.	They offer package tour and activities or experiences with captive wildlife.	They are well-known brands that consumers trust when making holiday choices.

**Companies were assessed across four key areas:**

 <p><b>Commitment</b></p> <p>Does the company have a policy outlining animal welfare as a value and which activities are acceptable or unacceptable?</p> <p>Does the company have a commitment to protect wildlife from harm?</p>	 <p><b>Targets and performance</b></p> <p>Does the company have clear timelines for meeting their commitments?</p> <p>Does the company report on its progress?</p>
 <p><b>Changing industry supply</b></p> <p>Does the company say how their animal welfare standards are enforced?</p> <p>Does the company take a leading role in promoting responsible animal welfare practices?</p>	 <p><b>Changing consumer demand</b></p> <p>Does the company raise awareness of animal welfare issues among its customers and provide advice on animal-friendly tourism?</p> <p>Does the company provide resources that help customers identify ethical attractions or activities?</p>

**Companies could achieve a total of 135 points, with the following breakdown:**

Assessment criteria subject areas	Points/Percentage values
Commitment	30/40%
Targets and performance	45/20%
Changing industry supply	30/20%
Changing consumer demand	30/20%
<b>TOTAL</b>	<b>135/100%</b>

## Important notes

### Impartiality and Transparency

The assessment of companies was done independently by the University of Surrey. World Animal Protection was not involved at any point during the assessment or scoring of companies. By relying largely on public information, our report paints a fair, unbiased picture of the travel industry's transparency and progress towards becoming wildlife friendly.

### Communication from start to finish

The initial report findings were shared with the companies, giving them the opportunity to provide further clarification on publicly available evidence. Final company reports were then created. The companies were provided with the full methodology to see how and why they received their scores and the improvements needed to score higher in future.

### Dolphins, elephants, primates, and big cats

Researchers collected information from each company website to determine which were selling harmful captive wildlife experiences. While company overall scores depended on all wild animals in tourism, we chose to also specifically call out four flagship species: dolphins, elephants, primates, and big cats. These animals were chosen due to their complex ecological, social, and behavioral needs, their high levels of sentience (the ability to experience positive and negative emotions), and their common use in tourism entertainment attractions globally.

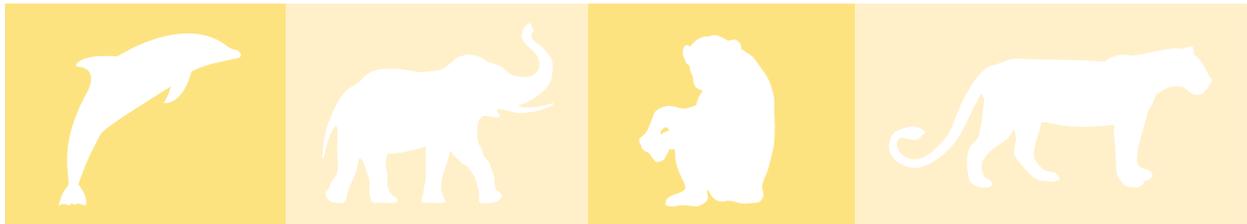


Figure 1: Overall Scoring

Company	Overall Score	Commitment (out of 30)	Targets & Performance (out of 45)	Changing Industry Supply (out of 30)	Changing Consumer Demand (out of 30)
	75%	26	33	21	17
	67%	21	30	15	24
	64%	25	29	12	15
	51%	18	16	20	10
					
	48%	22	26	2	9
	44%	12	10	13	22
					
	7%	0	0	0	10
	6%	1	0	2	5
	4%	0	0	0	6
	4%	0	0	0	6

## Airbnb and Groupon : A Case Study



### Airbnb: A Leader for Animals

In 2019, World Animal Protection worked closely with Airbnb to create the company’s first-ever animal welfare policy to ensure that activities featured in the Airbnb Experiences category are protecting, not exploiting, animals. For example, experiences booked through Airbnb cannot:

- Allow direct interaction with wild animals (such as petting, feeding, or riding)
- Hold marine mammals in captivity for entertainment purposes
- Use wild animals as props for selfies

The policy also specifically calls out elephant rides, big cat interactions, and animals performing for entertainment as expressly prohibited experiences.

Prioritizing animal-friendly “Experiences” worked well for Airbnb, and for the second time, the company received one of the highest overall scores with 67%.



### Groupon: Profiting from Cruelty

Groupon received one of the lowest overall scores with 4%. In 2022, World Animal Protection launched a public-facing campaign urging Groupon to stop selling deals to wildlife entertainment venues. Our report, *Devastating Deals: How Groupon Rakes in Profits from Wild Animal Exploitation*,<sup>11</sup> revealed that Groupon routinely partners with some of the most cruel captive wildlife venues in the US. These include SeaWorld, roadside zoos, and illegitimate sanctuaries.

### A Closer Look

Airbnb and Groupon both received scores on the opposite side of the spectrum and offer an opportunity to highlight a company that is protecting wild animals versus one that is failing them.

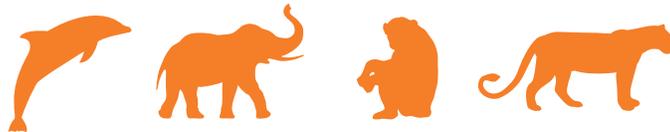
	Airbnb	Groupon
Commitment	Activities with direct contact with wild animals and animal performances are prohibited	Activities with direct contact with wild animals and animal performances are allowed
Targets and performances	Animal welfare policy has been implemented	No animal welfare policy
Changing industry supply	Has contributed to several industry initiatives and awareness raising	No initiatives found on website
Changing consumer demand	Educates consumers with site content, e.g. How can I recognize elephant-friendly venues?	No educational materials found on website

**Groupon must stop selling cruelty on its website and protect animals, not exploit them.**

## Who's failing the flagship species?

Dolphins, elephants, primates, and big cats are species commonly used in tourism entertainment attractions worldwide. Unfortunately, they endure some of the greatest cruelty. Captive dolphins live in tanks that are on average 200,000 times smaller than their natural home range,<sup>12</sup> elephants often endure brutal training methods,<sup>13</sup> primates typically live in small barren cages,<sup>14</sup> and big cats are commonly taken away from their mothers at young ages.<sup>15</sup> We believe that companies making change and progress for these animals can trigger changes across the entire wildlife entertainment industry.

It's important to note that wild animals' needs can never be fully met in captive environments. Genuine sanctuaries that do not exploit animals or allow visitors to interact with them are a solution in the short term for long-lived animals already in captivity, where tourists can see wildlife ethically.



Trip.com

GET  
YOUR  
GUIDE

GROUPON®

klook

musement / TUI

### A note on all wild animals

A number of companies in this report have taken down offers related to the four flagship species but continue to sell other cruel attractions. For example, Expedia set a policy against dolphin attractions, following a World Animal Protection campaign, but continues to offer an interactive sea lion experience.

While we appreciate a company's change in policy for some wild animals, company policies should clearly encompass all wild animal species. Otherwise, some wild animals are left vulnerable to exploitation.

## Why protecting wildlife in tourism matters

Wildlife tourism is a large and growing industry...



Globally tourism is worth over a **trillion** USD and accounts for **9%** of global GDP each year

# 1.8 billion

A growing industry, tourism is expected to increase to **1.8 billion** tourist arrivals each year by 2030

Some have estimated Wildlife Tourist Attractions (WTAs) constitute approx. **20-40%** of global tourism

Wildlife Conservation Research Unit (WildCRU) compared these findings with the subjective opinions of tourists



WildCRU assessed **188 different wildlife entertainment venues** and **51,308 reviews** left on Tripadvisor

80% of tourists left positive reviews and couldn't see the negative impact a WTA had on animal welfare

4 million

Up to **4 million tourists annually** visit the negative welfare attractions assessed in the study

World Animal Protection estimates that around **110 million people worldwide** visit cruel wildlife attractions annually<sup>4</sup>

## Recommendations

Companies included in this assessment have been provided full reports on their performance and tailored advice on how to increase their score in future assessments. Recommendations regarding how all unassessed travel companies can become wildlife friendly are outlined below.



### Commitment

**Companies should have a public animal welfare policy that states:**

Animals are best seen in the wild.

Animals deserve the right to a wild life.

The travel industry has a responsibility to protect wildlife.

Visits to venues where wild animals are bred for commercial purposes are unacceptable.

The company will remove and prohibit all activities that are harmful to wildlife, including but not limited to: shows and performances, riding experiences, swim with experiences, or for use as selfie props.



### Changing consumer demand

Companies should reference and provide links to evidence and expert advice that raises awareness about wild animal welfare in tourism and helps to shift public attitudes to exploitative industries.

Companies should provide resources that identify ethical activities and attractions.

Companies should make information on animal welfare accessible and easy for users to find during the process of booking travel and experiences.

Companies should encourage customers to raise animal welfare concerns and questions with them and provide an easy way to do so.

 <b>Changing industry supply</b>	
<b>Suppliers</b>	Companies should make their animal welfare policies enforceable on all suppliers, venues, and partners and ensure that they prohibit all experiences or attractions involving wild animals that are unacceptable.
	Companies should audit suppliers, partners, and vendors against their animal welfare policies and have a procedure to correct or discontinue suppliers, partners, and vendors that fail to meet the standards.
	Companies should engage suppliers, partners, and vendors in best practices.
<b>Industry</b>	<p>Companies should lead or co-lead initiatives within the industry to protect wild animals in tourism, such as:</p> <ul style="list-style-type: none"> <li>• Working with other travel industry bodies to develop standards or guidelines</li> <li>• Advocating for regulations that protect wild animals from exploitation</li> <li>• Developing resources and tools in partnership with experts</li> </ul>

 <b>Targets and performance</b>	
<b>Targets</b>	Companies should set timelines for ending the sale and promotion of experiences or attractions that allow close or direct contact with wild animals or use animals in performances, fights, or races.
	Companies should set timelines for when all experiences and attractions sold or promoted by the company must meet the conditions of their animal welfare policies.
<b>Performance</b>	Companies should report publicly on their performance in meeting their timelines.

## Conclusion

Travelers are eager for memorable adventures and experiences that align with their values. They must be able to trust the companies they choose to book through and feel assured that they're not unwittingly booking at sites and venues that cause harm and suffering. Travel companies must take responsibility for their role in creating and fueling tourist traffic to unethical attractions, including wildlife entertainment.

Sadly, the findings presented in this report demonstrate that many travel companies are failing wildlife, including Groupon, GetYourGuide, Trip.com, Klook, and TUI/Musement. While several other companies have taken commendable steps to becoming wildlife friendly, these companies are sustaining the demand for wildlife entertainment. We urge those "at the bottom of the barrel" to create meaningful animal welfare policies that protect animals, not exploit them.

For those who have already taken steps to disassociate themselves from wildlife entertainment, we applaud you. By taking a strong ethical stance against animal cruelty, you have shown the industry and members of the public why it's unacceptable to use wildlife for profit and entertainment.

For members of the public, we encourage you to visit our information page [www.worldanimalprotection.us/wildlife-friendly-travel](http://www.worldanimalprotection.us/wildlife-friendly-travel) which provides resources and information on animal-friendly travel. We've included the term "real responsible travel" since animal welfare is often left out of the conversation. As a consumer, you have a choice on who you book with.

To achieve a world where animals live free from suffering, we're working to end the captive wildlife entertainment industry. We hope that more travel companies and consumers will join us and consider their impact on animals when traveling responsibly.

### 10 steps to becoming wildlife-friendly

## Appendix 1

As a member of the travel industry, you can help keep wild animals in the wild by integrating animal welfare into your company's business practices. This involves phasing out wildlife entertainment from your supply chain and offering responsible tourist experiences instead. Together we can work towards a world where wild animals aren't exploited for commercial gain.

1. Commit to animal welfare by taking World Animal Protection's Wildlife-Friendly pledge. Consider communicating this intent to your customers and the public to encourage a wider shift towards more ethical wildlife tourism.
2. Assemble a group of enthusiastic colleagues who are interested in leading organizational changes to embed animal welfare into your company's business operations.
3. Review your animal-related product offerings. Activities that negatively impact animal welfare and the conservation of species in the wild, and that can be of high risk to the health and safety of your travelers include direct interaction with wild animals and wild animal performances. World Animal Protection can provide you with guidance and checklists to identify red flags in your supply chain and remove them.
4. Assess the value of these exploitative activities to customers and start to look for non-animal and ethical animal alternatives, such as watching animals from a safe and respectful distance in their natural habitats or at a true sanctuary where the animals are not bred or traded.
5. Start conversations with your suppliers. Help them understand that change is needed, and you are looking for responsible alternatives to replace wildlife entertainment activities. Keep in mind: while ethical experiences exist, a company like yours can help phase out wildlife entertainment by asking ground suppliers to stop commercial breeding and trade while improving the conditions of those animals already in captivity.
6. Develop an animal welfare policy and ask suppliers to plan a phaseout of any activities and attractions that are no longer acceptable as part of your product offers. A good policy will help ensure you are assessing animal-based tourism consistently with the latest scientific information and mitigate the risk of being criticized for not doing enough. World Animal Protection can provide support.
7. Train staff on animal welfare and how to identify cruel attractions and activities, as well as truly ethical wildlife experiences. World Animal Protection has training modules, checklists and research that will allow your staff to own your company's animal welfare policy, assess suppliers, and select exciting and responsible alternatives.
8. Speak out about your company's commitment to animal welfare and educate your customers on how to be an animal-friendly traveler wherever they go. Education is vital to shift demand towards responsible tourism. World Animal Protection has numerous educational materials, such as tips on how to be an elephant-friendly traveler.
9. Join forces with other travel leaders to build back a responsible and resilient travel industry by creating and promoting truly ethical alternatives which together with reducing demand will lead to a gradual phaseout of captive use of wild animals for tourism entertainment. Contact World Animal Protection to learn more about the Coalition for Ethical Wildlife Tourism.
10. Annually reevaluate, monitor and report on your animal welfare strategy. We encourage you to continue to update and improve your policy and ensure it's being fully implemented across your organization and supply chain.

## Appendix 2

### How to draft an animal welfare policy

This toolkit has been created to support companies like yours in drafting a robust animal welfare policy and guiding you in adopting more ethical practices concerning animals, in particular wildlife.

Adopting an animal welfare policy based on this guidance document must not be considered as a certification or in any other way an endorsement by World Animal Protection of your company's animal related practices. The content of this policy guidance should be customized to be relevant for your company.

You can reach out to World Animal Protection if you wish to receive more information or any further support or materials, such as staff training, checklists or customer education. Email us at [programs@worldanimalprotection.us](mailto:programs@worldanimalprotection.us)

### Review current offers first

Before drafting an animal welfare policy it's recommended that an initial review of the products and experiences involving (wild) animals is undertaken. The following questions can help when reviewing animal related products:

- Are wild animals required to perform in shows? E.g., orangutans who re-enact kick-boxing matches, or elephants and dolphins who perform tricks.
- Are visitors allowed to hold, touch, or directly interact with wild animals? E.g., tiger (cub) selfies, walking with lions, riding an elephant, or swim-with-dolphin experiences.

If the answer is "yes" to one or both questions, these activities have negative impacts on animal welfare and should not be allowed.

### Essential animal welfare principles to recognize

- That the travel industry plays a key role in steering demand away from cruel wildlife experiences, encouraging improving conditions for existing captive wild animals, and asking suppliers to end commercial breeding and trade to ensure this is the last generation of captive wildlife used for entertainment.
- That all animals must be respected for their intrinsic value and that the best way to experience animals whilst on holiday is by seeing them in the wild.
- That when wild animals are under human care, such as when living in a genuine wildlife sanctuary after being freed from exploitation or living in the wild where travelers may observe them from a distance as outlined on page 19, the animals must have good physical and mental health. They should be provided with an environment and conditions that prevent suffering and also enable positive experiences, with the ability to make choices and express the widest possible range of natural behaviors.
- That the unique needs of wild animals can never be fully met in captive environments. Where wild animals are kept in captive conditions, such as in a genuine wildlife sanctuary after being freed from exploitation as outlined on page 19, they must be provided with the best possible welfare and never be held captive for entertainment purposes.

## Appendix 2 continued

- That your company will only work with suppliers that routinely verify and demonstrate how the experiences of all animals in their care meet the conditions of the Five Domains of Animal Welfare, which are:
  1. **Nutrition** – factors that involve the animal’s access to sufficient, balanced, varied, and clean food and water.
  2. **Environment** – factors that enable comfort through temperature, substrate, space, air, odor, noise, and predictability.
  3. **Health** – factors that enable good health through absence of disease, injury, impairment, and good fitness level.
  4. **Behavior** – factors that provide varied, novel, and engaging environmental challenges through sensory inputs, exploration, foraging, bonding, playing, retreating, and others.
  5. **Mental State** – by presenting positive situations in the previous four functional domains, the mental state of the animal should benefit from predominantly positive states, such as pleasure, comfort, or vitality, while reducing negative states such as fear, frustration, hunger, pain, or boredom.

### Essential guidelines outlining what and what not to offer

It’s recommended that travel companies develop clear guidelines that set out acceptable and unacceptable activities as part of their animal welfare policy.

We recommend to not sell or promote venues and/or activities that offer tourists any of the following experiences:

- Close interaction with wild animals, such as touching or riding, including but not limited to elephant riding and bathing, swimming with dolphins or walking with lion.
- Watching wild animal performances, including but not limited to dolphin shows, circuses, and orangutan boxing.
- Photo opportunities with wild animals, including, but not limited to big cats, sloths, primates, tiger selfies, dolphin kissing, or selfies with orangutans.
- Watching animals fight or race, or being used in other sports or cultural events that cause animals to suffer or die, including but not limited to bullfighting and running, crocodile wrestling, dog fighting, rodeos, elephant polo and horse or dog racing.
- Visiting facilities where captive wild animals are bred and kept for commercial products, including but not limited to crocodile farms, civet coffee farms, bear bile farms, and turtle farms.
- Consuming food that has caused extreme animal suffering and/or that threatens the survival of species in the wild, including bush meat, foie gras, tiger wine, bear bile, shark fin, whale meat, turtle meat, snake blood and civet coffee (Kopi Luwak).
- Buying souvenirs made from wild animal parts, such as bags made out of crocodile or snake-skin, jewelry made out coral, ivory, and tortoise shells.
- Engaging in any form of hunting, including trophy and canned hunting or sport fishing.

## Appendix 2 continued

When not in conflict with any of the above guidelines, the following venues and activities where tourists can experience animals can be offered and/or promoted:

- Genuine wildlife sanctuaries, rehabilitation facilities and rescue centers that have the highest possible standards of animal care and where there is no breeding for commercial purposes – e.g., sanctuaries certified by the Global Federation of Animal Sanctuaries (GFAS) or elephant venues following World Animal Protection’s Elephant-Friendly venue guidelines. For further guidance on how to recognize a genuine wildlife sanctuary, see World Animal Protection’s checklist.
- Responsible wildlife watching where tourists observe animals in their natural environment from a safe and respectful distance without luring or chasing them or in other ways interrupting their natural behaviors or routines – e.g., whale watching operators and destinations (Whale Heritage Sites) certified by the World Cetacean Alliance (WCA).

### **Implementation, monitoring, and evaluation**

In order for your company’s animal welfare policy to be fully implemented across your organization we encourage you to set clear objectives with timebound targets so progress can be monitored and reported.

As part of implementing the policy your company should ensure suppliers understand the policy, how they can guarantee compliance and what the processes are for when they don’t.

Awareness raising through education is another essential part of ensuring the policy becomes fully entrenched into your daily business operation. Training and checklists can be provided to staff and suppliers, and customers too should be empowered to recognize and report on good and bad animal practices.

Last but not least, we strongly recommend you evaluate your company’s animal welfare policy on a regular basis to allow for updates and improvements based on the latest research, evidence, and expertise.

## Appendix 3

### Animal welfare policy template

#### [Company name]'s Animal Welfare Policy

[Company name] is committed to responsible tourism and protecting animals who are impacted by the travel industry. We have developed this animal welfare policy as animal encounters have become increasingly popular as part of people's holiday experiences.

However, some animal related activities, such as elephant rides, photo opportunities with tigers or watching dolphins perform, lead to suffering through cruel treatment and inhumane conditions.

[Company name] believes that all animals should be respected for their intrinsic value and that the best way to experience animals whilst on holiday is by seeing them in the wild. When under human care, non-domesticated (wild) animals, must have 'a good life' by enjoying good physical and mental health. The conditions they are provided must favor positive experiences over negative ones within an environment that encourages making choices and enables them to express the widest possible range of natural behaviors.

[Company name] only works with suppliers if the animals under their care are provided with the highest possible welfare in line with the Five Domains of Animal Welfare:

1. **Nutrition** – factors that involve the animal's access to sufficient, balanced, varied, and clean food and water.
2. **Environment** – factors that enable comfort through temperature, substrate, space, air, odor, noise, and predictability.
3. **Health** – factors that enable good health through absence of disease, injury, impairment, and good fitness level.
4. **Behavior** – factors that provide varied, novel, and engaging environmental challenges through sensory inputs, exploration, foraging, bonding, playing, retreating, and others.
5. **Mental State** – by presenting positive situations in the previous four functional domains, the mental state of the animal should benefit from predominantly positive states, such as pleasure, comfort, or vitality, while reducing negative states such as fear, frustration, hunger, pain, or boredom.

[Company name] also recognizes that the needs of wild animals in particular can never be fully met in captivity. Where wild animals are kept in captivity, the facility must not only provide them with best possible welfare conditions, it must also contribute towards a shift away from exploitative practices and be supportive of phasing out keeping wild animals for commercial purposes.

## Appendix 3 continued

### Our guidelines

At [Company name], we do not sell or promote venues and/or activities that offer tourists any of the following experiences.

- Close interaction with wild animals, such as, touching or riding, including but not limited to elephant riding and bathing, swimming with dolphins, or walking with lions.
- Watching wild animal performances, including but not limited to dolphin shows, circuses, orangutan boxing.
- Photo opportunities with wild animals, including but not limited to big cats, sloths, or primates, tiger selfies, dolphin kissing, or selfies with orangutans.
- Watching animals fight or race, or being used in other sport or cultural events that cause animals to suffer or die, including but not limited to bullfighting and running, crocodile wrestling, dog fighting, rodeo, elephant polo, and horse racing.
- Visiting facilities where captive wild animals are bred and kept for commercial products, including but not limited to crocodile farms, civet coffee farms, bear bile farms, and turtle farms.
- Engaging in trophy or canned hunting, or sport fishing.

When not in conflict with any of the above guidelines, [Company name] does offer and/or promotes the following venues and activities where tourist can experience animals.

- Genuine animal sanctuaries, rehabilitation facilities and rescue centers that have the highest possible standards of animal care – e.g., sanctuaries certified by the Global Federation of Animal Sanctuaries (GFAS) or elephant venues following World Animal Protection’s Elephant-Friendly venue guidelines. For further guidance on how to recognize a genuine wildlife sanctuary, see World Animal Protection’s checklist.
- Responsible, wildlife watching where a visitor can observe animals in their natural environment from a suitable distance without interrupting their natural behaviors or disturbing their routines – e.g., whale watching experiences certified by the World Cetacean Alliance (WCA).

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**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.

**We strive** to end injustice.

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