



UNWTO Destination Flyways Project

Turning one billion tourists into
one billion opportunities to
protect the world's original
long-distance travelers

Greetings

Virginia
Fernández-Trapa

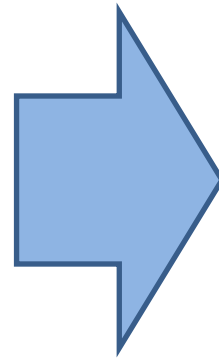
Project Manager

Consulting Unit on
Tourism and Biodiversity

United Nations World
Tourism Organization
(UNWTO)



The idea



To protect
the world's
original long
distance
travellers

The phenomenon

❖ 25% of the total known species of birds are migratory

❖ The record non-stop migrant travels 11,000Km

❖ Birds act as indicators of environmental health



The demand

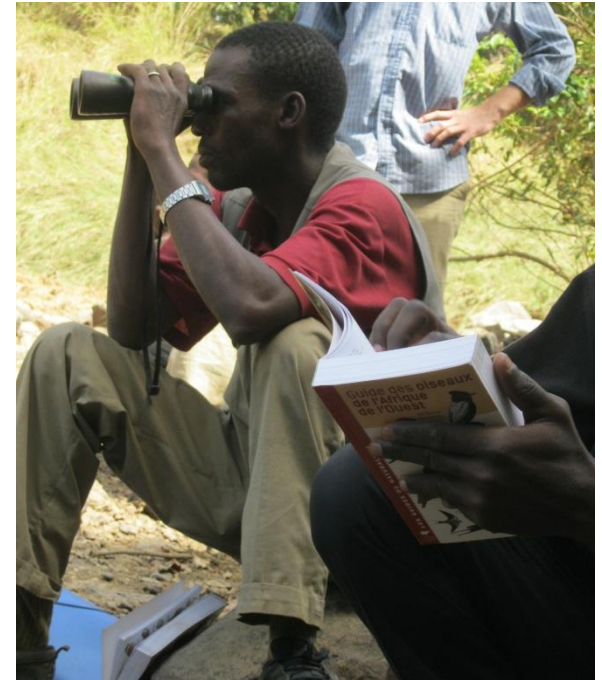
- ❖ Top markets: **USA, UK, Netherlands**
- ❖ USA: 47m people/year engage in bird watching activities (18% take trips)
- ❖ UK: 6m people/year – Royal Society for the Protection of Birds has over 1m membership
- ❖ NL: 40,000 people/year – Vogelbescherming Nederland has over 140,000 members



Data source: US Fish and Wildlife Service; CBI
Market Info Database

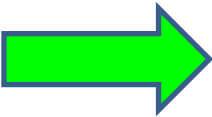
Some more bird watching figures...

- ❖ USA: Expenditures of U\$ 41 billion/year representing U\$ 107 billion impact (multiplier), 666,000 jobs and 13 billion tax revenue
- ❖ UK: 50 specialised TO with 20,000 bookings
- ❖ NL: 6 specialised TO with 1,500 bookings
- ❖ South Africa: Local guide's income increased from U\$ 114 to U\$ 362 monthly after engaging in birding



Additional source: The value of avitourism for conservation and job creation in South Africa

The potential

- ❖ Increasing interest of international/domestic tourists
- ❖ Resilient niche to economic downturns
- ❖ Conservation of birds and their habitats
 **the quality of bird life is a precondition**
- ❖ Great opportunities to be combined with other outdoor activities, cultural tours, wellness, etc



Where do we stand?

- ❖ Preliminary phase supported by



Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety

- ❖ 8 project sites have been preselected with partners



Wetlands
INTERNATIONAL

Implementing partners



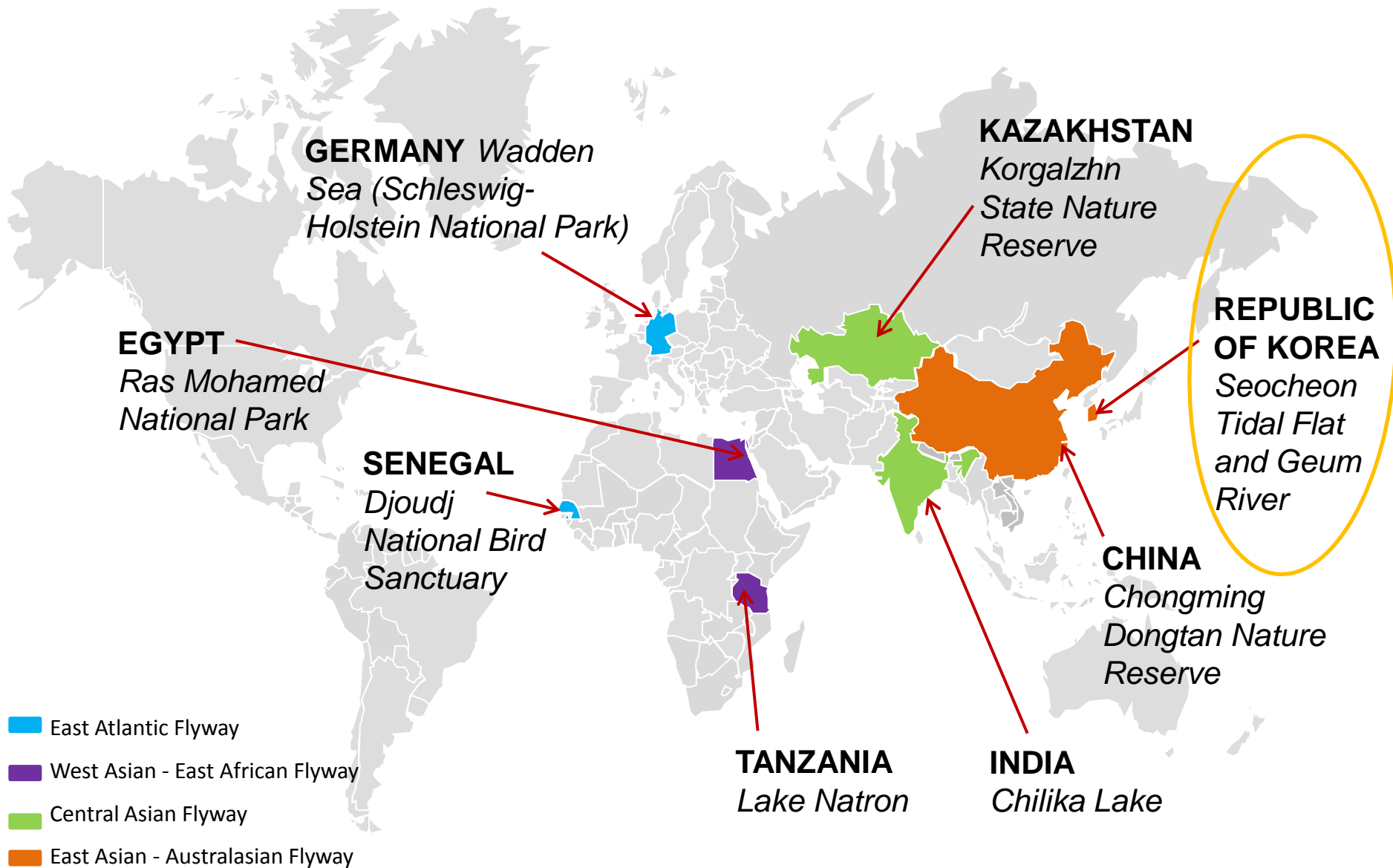
Advisory & observer partners

- ❖ Assessment missions carried out

- ❖ Proposal for the potential implementation of main phase being drafted



Selected project sites



Key Objectives

- ❖ Enhanced conservation of key habitats and species
- ❖ Enhanced local livelihoods through sustainable products
- ❖ Tourism positioned as an engine for sustainability and behavioural change
- ❖ Effective implementation of Multilateral Environmental Agreements



Potential Implementation

Intended start 2015 for 3-5 years

- Work on three levels: international (network), national and local
- Use of existing tools for sustainable tourism for habitats and species conservation
- Involve local people and create synergies with other projects
- Test and develop innovative elements (methodologies, products, partnerships, etc)



Get involved!

The Destination Flyways partners welcome the contributions of interested international and national organizations and individuals.

For more information on how to get involved as well as to consult the site reports produced during the preliminary phase, please visit

<http://biodiv.unwto.org/content/flyways>





Thank you!

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