Wild animals belong in the wild

We want a world where wild animals live in the wild where they belong. But one of the biggest barriers to this natural freedom is global tourism. You can help us lift this barrier.

Our research with the University of Oxford’s Wildlife Conservation Research Unit (WildCRU) has uncovered that up to 550,000 wild animals around the world are suffering at the hands of a cruel and relentless industry. Elephants are beaten and abused to be ridden. Tigers are chained in barren concrete cages so tourists can take selfies with them. Lions are torn from their mothers for a lifetime of captivity. Together we can stop this.

People visit wildlife attractions because they love animals. But WildCRU’s research reviewed over 50,000 tourist reviews on TripAdvisor and showed that 80% of visitors left positive reviews for venues that are treating wild animals cruelly.

This is because the cruelty is usually hidden behind the scenes. By joining our campaign you can help us uncover this cruelty and end the unnecessary suffering caused by irresponsible wildlife tourism. And with your help we have already secured the commitment of 87 companies worldwide to stop selling and promoting elephant rides and shows. But there are still many more companies to reach.