



May 27<sup>th</sup>, 2024.

**Subject: Support for better conditions for elephants in tourism**

We are writing to express our collective support for promoting ethical tourism in Thailand through the improvement of legislation. We believe Thailand has a clear opportunity to show itself to be an exemplar of wildlife-friendly tourism and an attractive, competitive destination for responsible travel companies and customers. To achieve this, we would like to see actions that will lead to ending the captive elephant breeding for commercial purposes; the use of cruel training methods; and forcing elephants to perform unnatural behaviours in the tourism industry such as using them in shows or for riding.

As global industry leaders committed to promoting responsible and ethical tourism, we recognize the importance of protecting the welfare of elephants in Thailand.

This is also a response to our customers' evolving expectations. We have witnessed a noticeable surge in demand for truly responsible travel options. Our customers increasingly seek journeys that align with their ethical values. We understand the need to adapt to these preferences, and we want our customers to feel at peace when choosing to travel with us to Thailand, knowing that they do not support animal cruelty by fuelling this business.

Elephants are iconic symbols of Thailand and integral components of its rich biodiversity. They play a crucial role in maintaining the region's ecological balance and are recognized for their cultural significance. An improvement of the legislation to better the welfare of elephants would be a commendable step towards ensuring the well-being of these majestic animals.

We support the improvement to the legislation as it would enhance Thailand's commitment to ethical tourism, by rejecting the commercial captive breeding of elephants. This move aims to attract conscientious travellers seeking authentic and responsible experiences. The proposed change in legislation also prioritizes animal welfare by prohibiting cruel practices and promoting only humane alternatives, and acknowledging the intelligence and social nature of elephants. By aligning with global sentiments on animal sentience and conservation, Thailand's stance against commercial captive breeding would boost its positive global image, highlighting the nation as responsible and progressive in protecting its iconic elephants.

As global leaders in the tourism industry, we pledge to support and promote Thailand's endeavours to create a more sustainable and humane environment for elephants. Ending commercial captive

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breeding will contribute to the preservation of these splendid animals and, in turn, enrich the tourism experience for visitors seeking ethical encounters with wildlife.

We appreciate the Thai government's dedication to the well-being of elephants and commend the efforts taken to ensure their conservation. Our collective voice stands behind this initiative.

Thank you for your attention to this matter. We look forward to witnessing positive changes that will benefit elephants, the environment, the people of Thailand and the tourism sector.

Sincerely,

