

# Join World Migratory Bird Day 2014!



World Migratory Bird Day

## Destination Flyways: Migratory Birds and Tourism

10-11 May 2014

With the theme “**Destination Flyways: Migratory Birds and Tourism**”, World Migratory Bird Day (WMBD) 2014 will highlight the links between migratory bird conservation, local community development and wildlife watching tourism around the world.

Every year, more than one billion tourists cross international borders. A thriving wildlife is a key tourism asset, and the spectacular movements of the world’s migratory birds are no exception. Properly managed, popular bird-related tourism activities such as bird watching or bird photography can serve as the foundation for a mutually beneficial relationship between people and migratory birds.

For the 2014 Campaign, WMBD is partnering with the World Tourism Organization (UNWTO) to highlight the Destination Flyways project. Led by UNWTO and implemented together with several partners with sound experience in the field of conservation and tourism, Destination Flyways will develop sustainable tourism in destinations along the world’s major migratory bird routes, also known as flyways. By channeling tourism revenue back into conservation of the sites, the project aims to safeguard the birds’ habitats, while creating resilient and green job opportunities for local communities. For the 2014 WMBD Campaign, Destination Flyways will function as a prime example of how tourism developed around migratory birds can be a vehicle for both environmental and socio-economic sustainability, benefitting wildlife, local communities and tourists alike.

### What is World Migratory Bird Day?

Launched in 2006, World Migratory Bird Day is an annually celebrated awareness-raising campaign aiming to inspire the worldwide conservation of both migratory birds and their environments. The campaign is organized by two international wildlife treaties administered by the United Nations Environment Programme (UNEP) - the Convention on the Conservation of Migratory Species of Wild Animals (CMS), and the African-Eurasian Migratory Waterbird Agreement (AEWA). World Migratory Bird Day is supported by a growing number of partners, including UNWTO for the 2014 campaign.

**Join us and take part in World Migratory Bird Day on 10 – 11 May 2014. However you decide to contribute - by organizing bird-watching tours, educational programmes, lectures, art exhibitions or other public events - every activity will enrich this global celebration!**

**Learn more about World Migratory Bird Day! Register your event and order free posters, stickers and postcards on the WMBD website ([www.worldmigratorybirdday.org](http://www.worldmigratorybirdday.org)) and share your activities with the growing worldwide community behind WMBD.**

**We look forward to celebrating World Migratory Bird Day 2014 with you!**

#### For more information or to order posters please contact:

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