



## **World Migratory Bird Day 2014 Destination Flyways: Migratory Birds and Tourism**



### **Statement by Achim Steiner**

#### **UNEP Executive Director and Under-Secretary-General of the United Nations**

“As tourism continues to grow, so too will the pressures on the environment and wildlife. Without proper management and protection, as well as investments in greening the sector, thousands of magnificent species will suffer. Tourism has been identified by UNEP as one of the ten economic sectors best able to contribute to the transition to a sustainable and inclusive green economy. This important initiative will help to accelerate the transition to the green economy while protecting tourism – a major source of revenue for many communities – and the thousands of species it spotlights.”