



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



**Statement by Jane Madgwick**

**Chief Executive Officer  
Wetlands International**

Migratory bird species represent one of the great elements of the world's biodiversity. As they traverse thousands of kilometres each year during their annual migrations, they directly connect people and wetlands across the world.

"Destination Flyways: Migratory Birds and Tourism" is the theme for 2014, allowing us all to celebrate the importance of migratory birds for local livelihoods through sustainable tourism initiatives. With our local partners we are laying the foundations for sustainable tourism activities in our activities around the world.

Our Destination Flyways and Arctic to Africa initiatives offer unique opportunities for sustainable tourism activities at important locations that migratory birds depend on during their annual migrations around the world's major flyways. Our awareness raising activities in the Pechora Delta of Russia and Djoudj National Park in Senegal highlight the links between the local people and needs of birds along the East Atlantic Flyway. Further east, similar activities are being planned at the amazing Chilika Lake on the east coast of India that supports nearly a million waterbirds of the Central Asian Flyway. In the East Asian-Australasian Flyway, plans to improve visitor and habitat management are being developed in important staging area for migratory birds including in the Yellow Sea region, at the Chongming Dantan National Nature Reserve in China.

We are pleased to work with our international, national and local partners in making this World Migratory Bird Day a grand success.

**Jane Madgwick**

**Chief Executive Officer  
Wetlands International**