

LT&C supports the UN Convention on Biological Diversity and the global goal to protect 30% of the planet by 2030 (30x30) by identifying and profiling examples of well-managed protected areas with tourism as a leading contributor.

Our "LT&C Examples" are best practices of sustainable tourism supporting protected areas, such as national parks and nature reserves, to **conserve biodiversity and ecosystems and give back to local communities.**

We highlight these examples so they can be **adapted, replicated, and implemented worldwide.**

LT&C Examples focus on three themes:

- **Financial:** e.g. entrance fees, investment funds, and climate/biodiversity offsets are used to manage and develop protected areas.
- **Political:** e.g. national and regional governments and authorities establish protected areas on the initiative of and with support from the tourism sector, in partnership with local communities and Indigenous Peoples.
- **Educational:** e.g. activities to raise awareness of the management rules and value of protected areas with tourists, school children, and community members.

We estimate that **less than 1% of the yearly global tourism turnover is needed to fund a worldwide network of protected areas.** And with over 50% of tourists using protected areas,\* tourism can play a vital role in securing their future.

LT&C's work to share examples that **inspire, promote cooperation and strengthen global networks** can help realize the 30x30 goal.

\*International Union for Conservation of Nature (IUCN)

Linking Tourism and Conservation (LT&C) is a nature conservation NGO and international membership network founded in 2014.

Our members include conservation experts, nature-loving tourists, tourism professionals, businesses, and NGOs.

*"All over the world, leading tourism operators, destinations, service providers, and communities are committed to an integrated approach that values nature and respects local cultures. LT&C's network brings them together, and we need its experience to achieve the goal of protecting 30% of our planet for nature and people by 2030."*

**Oliver Hillel**

Program Officer, Secretariat of the Convention on Biological Diversity

*"A people-centered agenda for biodiversity is the path towards sustainable tourism's future. Indigenous peoples and local communities' ancestral knowledge of nature and of sustainable resource management are essential. With the help of networks such as LT&C, cultural diversity can bring innovative experiences and new business opportunities for tourism destinations."*

**Zoritsa Urosevic**

Executive Director, World Tourism Organization (UNWTO)

*"As an LT&C member, I benefit from collaborating with like-minded people and organizations destined to protect natural areas. An example of my work includes linking and supporting local communities on the Virunga massif so they can gain from the thriving mountain gorilla tourism."*

**Greg Bakunzi**

Cofounder, Red Rocks Initiatives For Sustainable Development

You can support us by sharing an example or joining as a member. Go to [www.ltandc.org](http://www.ltandc.org)

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LT&C is registered in Norway (Reg.No 813 329 972) as a Non-profit Organisation called: "Linking Tourism & Conservation Society"



How linking tourism and conservation can protect 30% of the planet

At Linking Tourism and Conservation (LT&C), we share examples of how nature and people can benefit from a global network of protected areas supported by tourism.







Rwanda



Galápagos Archipelago



Wadden Sea



Bolivia

**Our  
53 LT&C  
Examples:**

A global network of  
protected areas supported  
by well-managed  
tourism

Learn more  
about our LT&C  
Examples here:



Our 300-plus members  
(penguins) collaborate  
to share knowledge,  
experiences, and  
best practices.  
See our flock of  
penguins here:



Indonesia



Nepal



Antarctic



Svalbard

