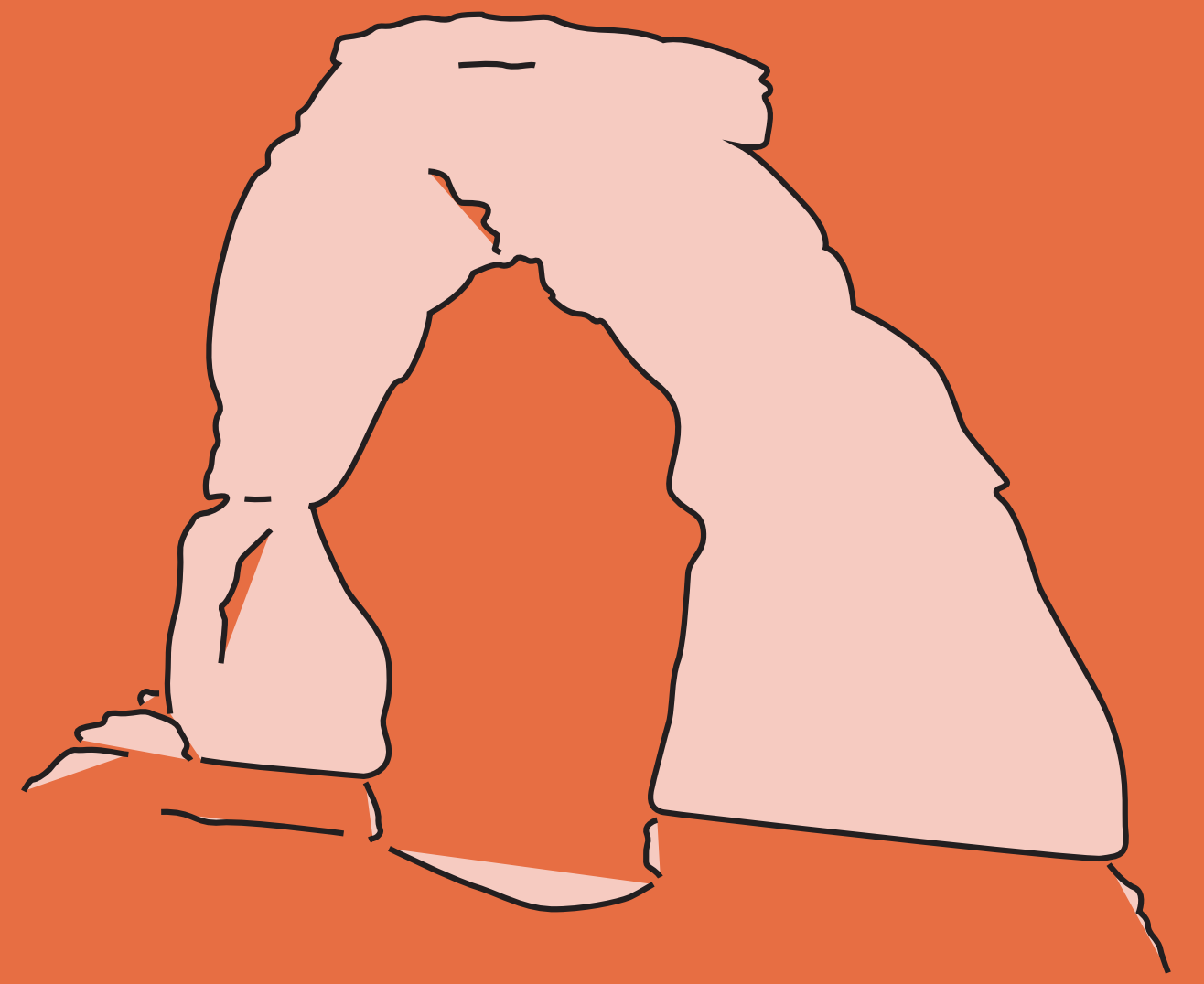
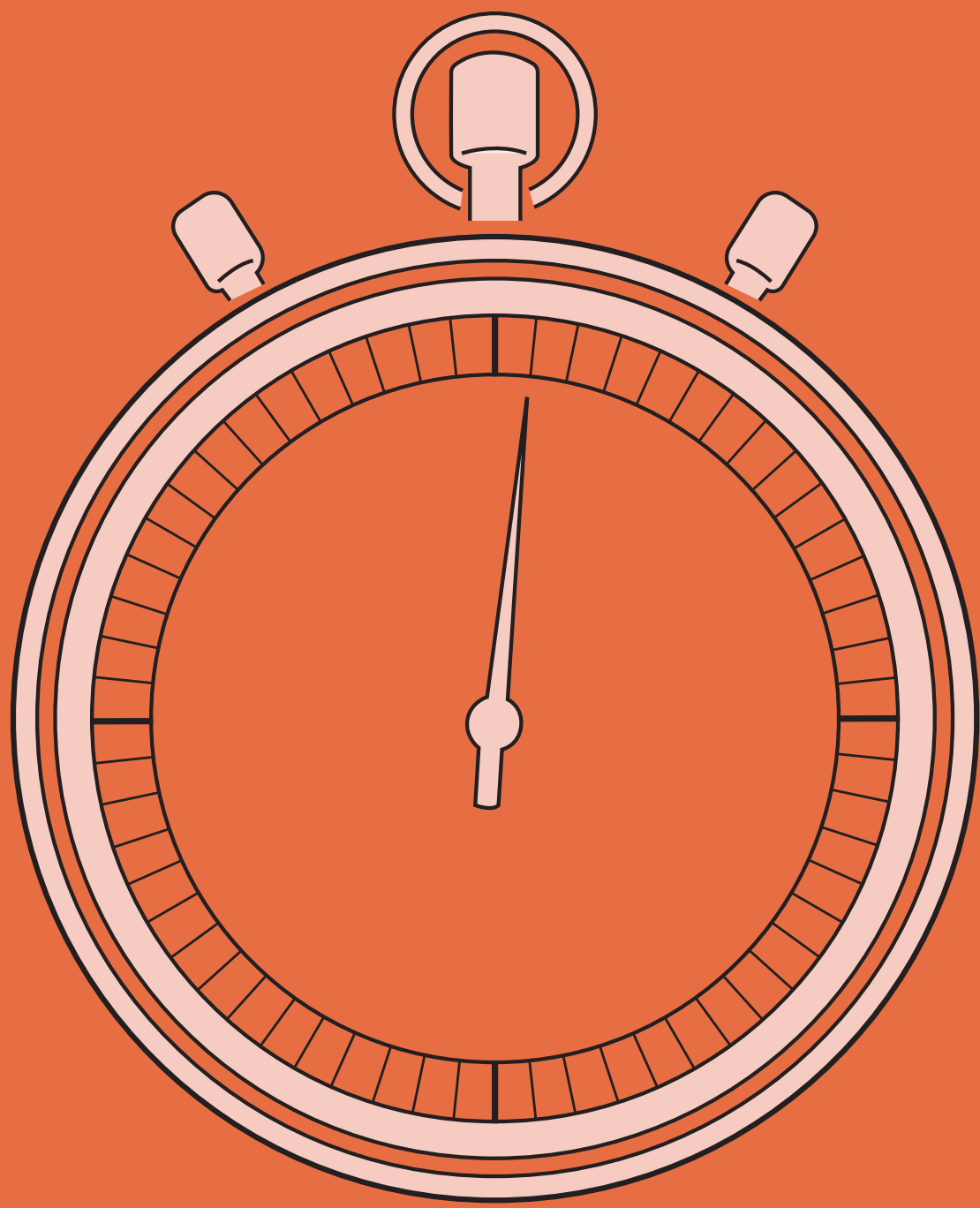


1.4 B

TOURIST ARRIVALS EACH YEAR



ARRIVALS



1 SECOND



THAT
EQUALS
45
PER
SECOND

ECOTOURISM

EXPERIENCE BEYOND TRAVEL



THERE ARE OVER 1.4 BILLION TOURISTS ARRIVE AT THEIR DESTINATIONS EVERY YEAR. THAT'S 45 ARRIVALS EVERY SINGLE SECOND. IN 1950, THERE WERE 25 MILLION INTERNATIONAL TOURIST ARRIVALS. IN 1970, THE NUMBER WAS 166 MILLION, AND BY 1990, IT HAD GROWN TO 435 MILLION. FROM 1990 TO 2018, NUMBERS MORE THAN TRIPLED REACHING 1.442 BILLION. BY 2030, 1.8 BILLION TOURIST ARRIVALS ARE PROJECTED.

NEGATIVE ENVIRONMENTAL IMPACTS OF TOURISM INCLUDE DEPLETION OF LOCAL NATURAL RESOURCES AS WELL AS POLLUTION AND WASTE PROBLEMS. TOURISM PUTS PRESSURE ON NATURAL RESOURCES THROUGH OVER-CONSUMPTION, OFTEN IN PLACES WHERE RESOURCES ARE ALREADY SCARCE. THIS PUTS STRESS ON LOCAL LAND USE AND CAN LEAD TO SOIL EROSION, INCREASED POLLUTION, NATURAL HABITAT LOSS, AND MORE PRESSURE ON ENDANGERED SPECIES.

WHAT'S THE ALTERNATIVE?

ECO TOUR ISM

25M

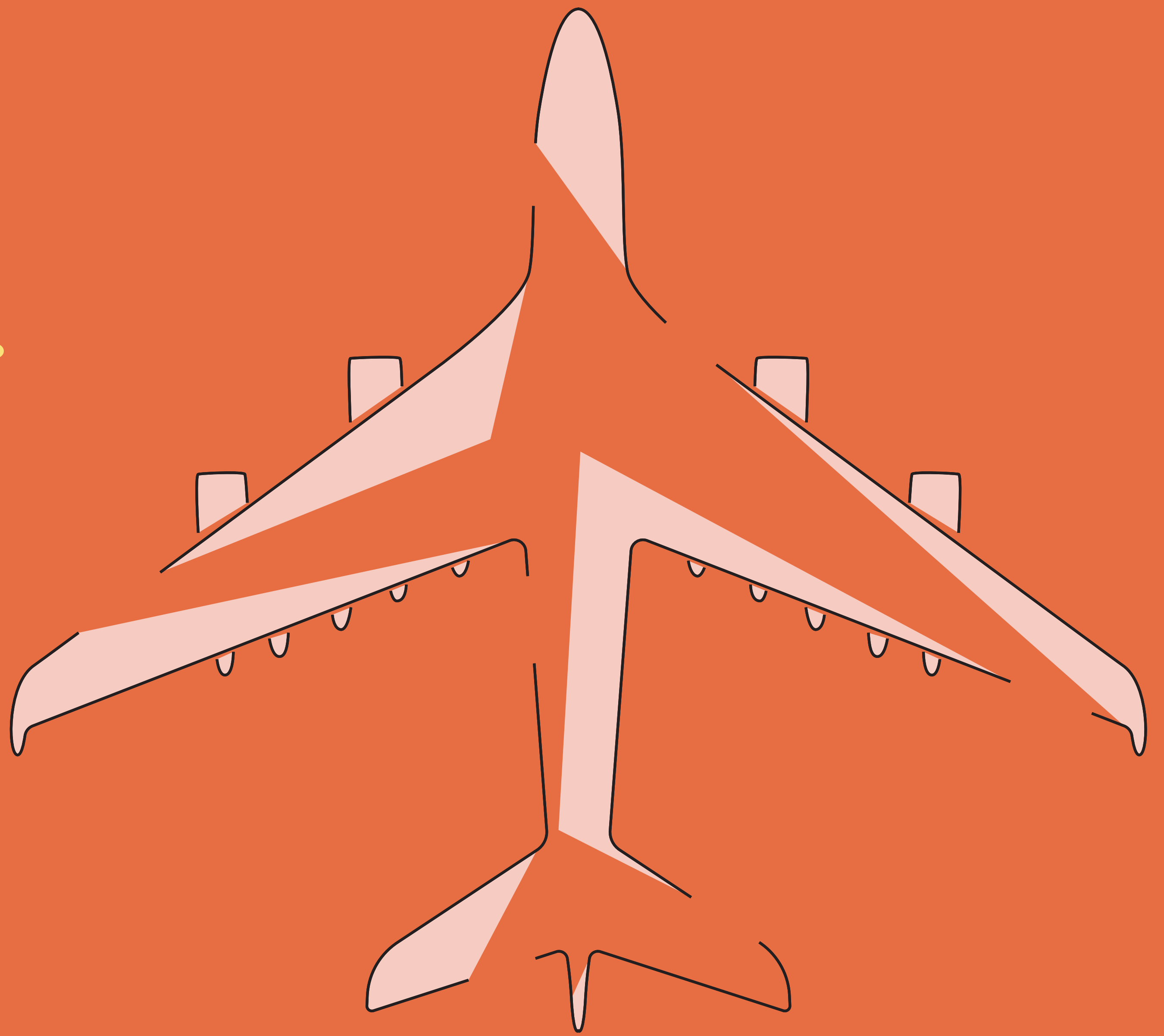
TOURISTS IN 1950

1.8B

TOURISTS BY 2030

ECOTOURISM

1950



2030



THAT IS
1,775,
000,000
MORE PER YEAR