



**MESSAGE OF THE EXECUTIVE SECRETARY  
OF THE  
CONVENTION ON BIOLOGICAL DIVERSITY  
BRAULIO FERREIRA DE SOUZA DIAS  
on the occasion of  
WORLD MIGRATORY BIRD DAY  
10-11 May 2014**

***"Destination Flyways: Migratory Birds and Tourism"***

A healthy wildlife population is a key asset for tourism. With the huge rise in the popularity of bird watching, tourism developed around migratory birds can serve as a means for both environmental and socio-economic sustainability equally beneficial for wildlife, local communities and tourists alike.

For these reasons, the choice of the theme, "Destination Flyways: Migratory Birds and Tourism", for the 2014 World Migratory Bird Day is both timely and important. I thank the Convention on the Conservation of Migratory Species of Wild Animals and the African-Eurasian Migratory Waterbird Agreement for helping to demonstrate innovative ways to protect biodiversity that links awareness-raising with economic development, on-the-ground implementation and effective partnerships.

Our work in implementing the CBD Guidelines on Biodiversity and Tourism Development, in close cooperation with, among others, the United Nations World Tourism Organization (UNWTO), the United Nations Environment Programme, and through the 10-year Framework of Programmes on Sustainable Consumption and Production adopted at Rio + 20, has demonstrated that promoting tourism and visitation during regular migrations of charismatic species through beautiful protected areas can have the added effect of helping us mobilize people to live in harmony with nature.

By encouraging travelers to make responsible choices towards tourism linked to species protection, we not only raise the awareness of tourists to the intrinsic beauty and value of biodiversity, we help steer them towards sustainable consumption overall. In so doing, we generate sustainable jobs and activities at the local level and help promote local community development. The UNWTO's "Destination Flyways" project concept, currently being discussed in the UN Framework, aims to develop sustainable tourism in destinations along the world's major migratory bird routes. It is sure to be an important asset in helping us build support for protected areas, the protection of endangered species in key areas around the world and for mobilizing partners.

Projects such as this highlight how different partners from the UN system, civil society and national and local governments, can come together to achieve the goals and mission of the Strategic Plan for Biodiversity 2011-2020 and the Aichi Biodiversity Targets.



**Convention on  
Biological Diversity**

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Today I invite all of you to celebrate this unique manifestation of life on earth. I look forward to hearing about the experiences of people around the world who, through their participation in important days such as this, come to better understand migratory species, ecosystems and the importance of protecting biodiversity for the well-being of us all. That is truly the future that we want.

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