



# Don't get taken for a ride

The animal welfare issues associated with Wildlife Entertainment

Ben Pearson 2018

We were known as **WSPA**  
(World Society for the  
Protection of Animals)

# World Animal Protection



Works to move the world to protect animals

Offices in 17 countries and projects in 50

Working closely with FAO, OIE as well as with local partners and governments

Since 2014 campaign: Wildlife, Not Entertainers.

Wild animals belong in the wild – not in entertainment venues.



# Defining Wildlife Entertainment



The use of wild animals primarily for the entertainment of people, in ways that cause harm, stress or discomfort to the animals, or by displaying them in demeaning ways.

# Background



Globally, thousands of wild animals are being used for rides, shows, photo props. Wild CRU 2015 estimate is at least 560,000. Probably higher.

Wild animals suffer through constant restraint, early separation from mothers, intense and cruel training, inadequate conditions for their whole life



# What are the worst?



WAP and Oxford CRU report in 2015: *Checking out of cruelty.*

- Riding elephants
- Taking tiger selfies
- Walking with lions
- Visiting bear parks
- Holding sea turtles
- Performing dolphins
- Dancing monkeys
- Touring civet cat coffee plantations
- Charming snakes and kissing cobras
- Farming crocodiles



# Welfare concerns



## Housing

Poor conditions  
No natural behaviours  
Lack of hygiene  
Inadequate nutrition  
Insufficient vet care

## Training / handling

Punishment based training  
Unqualified handlers

## Activities

Repetitive  
Physically demanding  
Stress through direct interaction

## Surplus animals

What happens to old or unwanted animals?

# Elephants



# Tigers



Photo credit: Kunal Anand

# Dolphins



Presentation title goes here

# Selfies



Presentation title goes here

# Global attitudes of general public



Detect attitude trends regarding wildlife entertainment

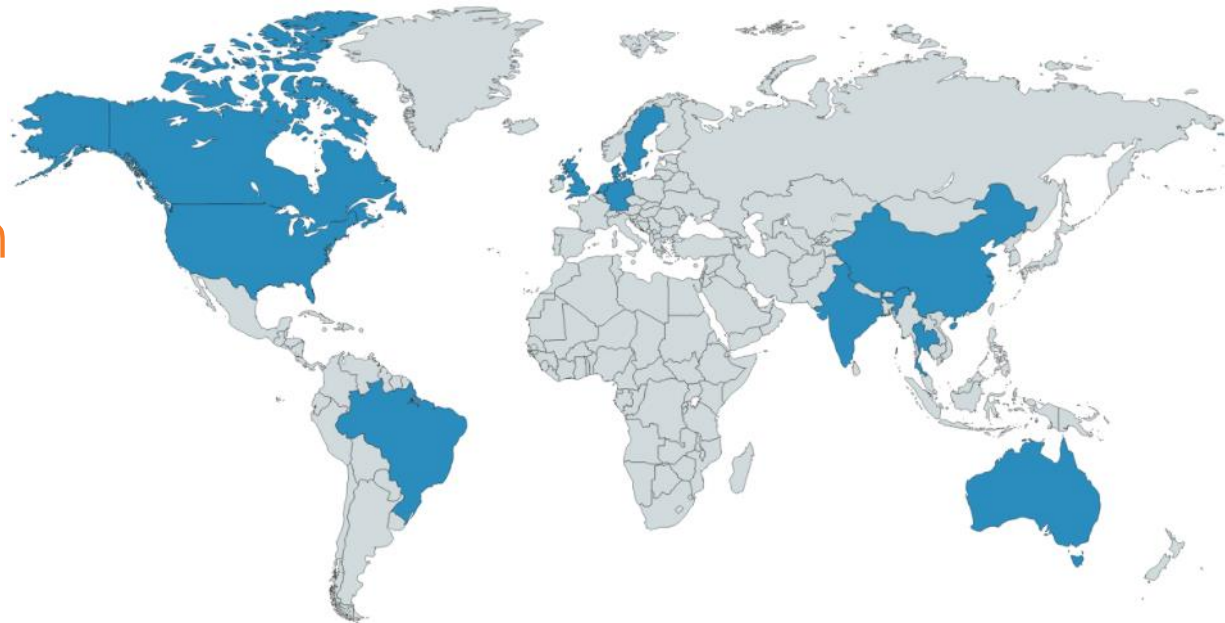
Global surveys in 2014 and 2016

12,000 respondents each

12 countries

Ages 16-64

Online collection



# How acceptable are these activities?



**89%**  
Wild animals in natural habitat

**68%**  
Swimming with dolphins

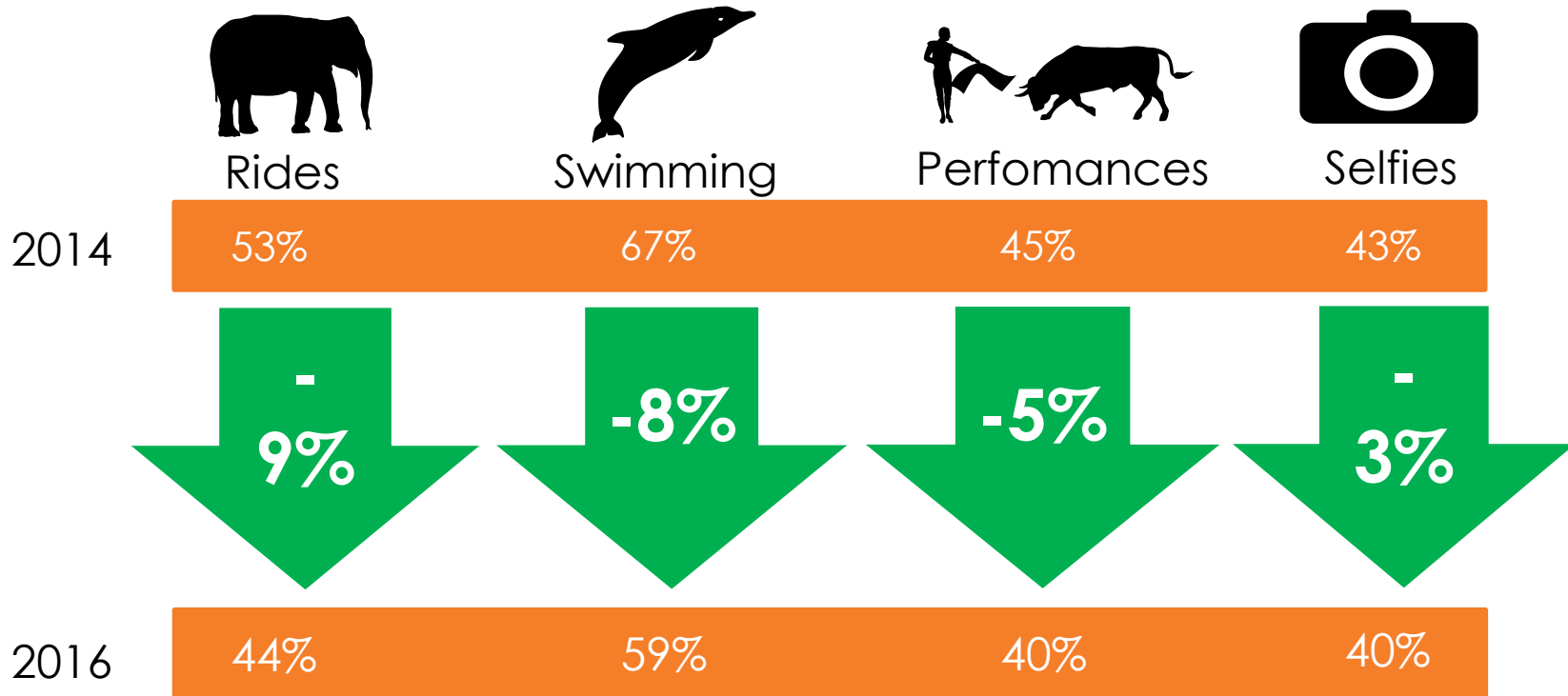
**53%**  
Riding an elephant (83% in TH)

**45%**  
Wild animal shows (79% in TH)

**35%**  
Holding a wild animal

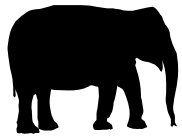
	Global	DK	D	NL	S	UK	CN	IN	TH	CA	US	BR	AU	NZ	ZA
Wild animals in natural habitat	89%	95%	89%	88%	90%	89%	84%	83%	87%	90%	92%	83%	90%	96%	92%
Swimming with dolphins	68%	92%	78%	86%	81%	78%	87%	84%	92%	80%	89%	86%	88%	91%	84%
Riding an elephant (83% in TH)	53%	68%	59%	69%	67%	69%	66%	55%	76%	65%	72%	65%	74%	80%	75%
Wild animal shows (79% in TH)	45%	52%	47%	48%	47%	47%	64%	83%	79%	51%	57%	37%	59%	61%	61%
Holding a wild animal	35%	40%	30%	31%	30%	30%	30%	30%	30%	48%	62%	33%	46%	43%	53%
Watching a show or a performance involving wild animals	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%
Posing for a photo with a wild animal e.g. tigers, monkeys	35%	24%	19%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%
Other attractions involving wild animals	33%	30%	10%	19%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
Eating or drinking exotic wild animal products	13%	17%	8%	11%	16%	12%	10%	16%	16%	16%	16%	16%	16%	16%	16%
Buying products made of wild animal parts	11%	8%	5%	6%	5%	10%	11%	21%	14%	12%	19%	8%	8%	8%	8%

# Global acceptability of wildlife entertainment



In 2 years!

# National acceptability of wildlife entertainment



Rides



Global



DK



D



NL



S



UK



CA



US

44% v

29% v

35%

26% v

28% v

43%

44% v

47% v



CN



IN



TH



AU

44% v

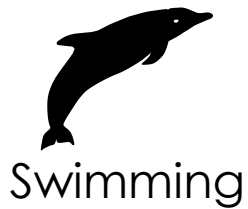
45% v

69% ^

79% v

44% v

# National acceptability of wildlife entertainment



Global



DK



D



NL



S



UK



CA



US

59% v

49% v

53%

54% v

48% v

61%

57% v

63% v



CN



IN



TH



AU

59% v

58% v

63% ^

72% v

68% v

# Travel companies changing



- 200 travel brands committed to end sale and promotion of exploitative elephant activities, such as rides and shows - and to support elephant-friendly alternatives
- As a result of our Bali report, Qantas, Flight Centre and Helloworld have removed elephant riding from their websites



# What more?



## #koalaselfie

### Protect Wildlife on Instagram

Animal abuse and the sale of endangered animals or their parts is not allowed on Instagram. You are searching for a hashtag that may be associated with posts that encourage harmful behavior to animals or the environment.

[Learn more](#)

Show posts

Cancel

# And Zoos?



- Any interactions with wild animals normalizes such behaviour.
- Given ignorance is the driver of demand, education is key