What does EUROPEAN CHARTER FOR SUSTAINABLE TOURISM IN PROTECTED AREAS mean in numbers?

EUROPARC's European Charter for Sustainable Tourism in protected areas builds partnerships to improve sustainable development and the management of an area’s natural and cultural heritage.

- **56 M people** live within one hour of areas managed under sustainable tourism principles. The potential to communicate positive sustainable and conservation message is huge!

- **4 M people** live inside protected areas where tourism is managed sustainably. These are budding sustainable development Ambassadors of the future!

- **4,9 M hectares of land in Europe** is protected areas where tourism and conservation is being managed sustainably.

- **14 M hectares of land cover the protected areas in Europe** that have been certified with the Charter for sustainable tourism.

- **700 local products** are supported by parks and businesses operating under sustainable tourism principles. Bringing local products and traditions to tourism marketplace.

- **700 species and habitats** are managed and protected within the Charter areas.

- **441 M €uros** are invested by Charter protected areas to accomplish their sustainable tourism actions. A real commitment to words turned into actions that will make a long term difference to how nature and sustainable development are managed.

- **3,206 organisations** across Europe are working in partnership to deliver sustainable tourism and nature conservation.

- **11 M visit** are made to parks committed to making sure conservation and sustainable development are managed with community participation. Visitors are a great asset for the economy and as future nature protectors.

- **73 M people** visit European Charter parks annually. A great audience to see how sustainable tourism can work in practise.

- **11,16 M people / area** across Europe are working in partnership to deliver sustainable tourism and nature conservation.

- **275,860 ha / area** are protected under European law and are managed by parks with the European Charter for Sustainable Tourism. Europe’s nature is safe in Charter park hands.

- **1,4 M young people** learn yearly about how protected areas manage these places sustainably.

- **4,942,65 ha / park** of N2000 site protected under European law are managed by parks with the European Charter for Sustainable Tourism. Europe’s nature is safe in Charter park hands.

- **Promised Land** are local products and traditions supported by parks and businesses operating under sustainable tourism principles.
These "Magic Numbers" show how the European Charter for Sustainable Tourism in Protected areas has brought added value in economic social and environmental terms to the management of these parks.

Research on “Magic Numbers” was conducted in the period: January - July 2012

61% of Charter parks from 6 countries participated

Good for Biodiversity and Business
Parks with the European Charter plan manage the sustainable tourism with the support of communities to ensure the valuable nature of their areas remains protected.