

*M = million



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!

In average **1,16 M people / area**



4 M people

live inside protected areas where tourism is managed sustainably.

These are budding sustainable development.

Ambassadors of the future!

In average **97 304 people / area**

Learning Lessons



1.4 M young people

learn yearly about how protected areas manage these places sustainably

In average **28 648 educational visits / area**

700

local products are supported by parks and businesses operating under sustainable tourism principles.

Bringing local products and traditions to tourism marketplace

Hundreds of species

and habitats are managed and protected within the Charter areas

EUROPARC



3 206 organisations

across Europe are working in partnership to deliver sustainable tourism and nature conservation.

In average **61 local organisations / area**

Audience Participation



73 M people

visit European Charter protected areas annually. **A great audience to see how sustainable tourism can work in practise.**

In average **1.5 M visitors / park**

7 M ha 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.

Size in average **140 633 ha / CA**

14 M

Size in average
275 860 ha / area

hectares of land cover protected areas in Europe that have been certified with the Charter for sustainable tourism, where conservation and tourism are being managed sustainably

Natural Capital

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.

In average **9 M € / park / 5 year plan**
1.8 M € / park / 1 year

EUROPEAN CHARTER FOR SUSTAINABLE TOURISM IN PROTECTED AREAS



The value of the “Charter” in identifying sustainable tourism destinations

European Charter for Sustainable tourism is a practical management tool which helps protected areas to continuously improve sustainable development and management of tourism by taking account the needs of environment, local population and local tourism businesses.

61 % of Charter parks from 6 countries participated in the survey. Research was conducted in the period: January - July 2012 on 87 protected areas. Today, there are 107 Charter protected areas from 13 countries.*

**This data is continuously changed, please visit www.european-charter.org for the up-to-date information.*

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. "Magic numbers" term is used in the Charter vocabulary to describe numerically some of the key ecological, economic and social outputs of the Charter performance as well as the socio-geographic dimensions of the effective local or regional Charter impact area.

Countries participated in the survey:

- Italy
- Spain
- United Kingdom
- France
- Finland
- Germany



EUROPARC represents approximately 430 members in 36 countries. These include protected areas, governmental departments, NGO's and businesses who manage the green jewels of Europe's land, sea, mountains, forests, rivers and cultural heritage.

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.

FOR MORE INFORMATION PLEASE CONTACT

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