

# SAVE OUR HERITAGE, SAVE OUR TOURSIM, SAVE OUR JOBS!



TANZANIA ASSOCIATION  
OF TOUR OPERATORS

## OUR WILDLIFE POPULATIONS ARE BEING DRASTICALLY REDUCED.

### The African Elephant (source: CITES)

In Tanzania we are losing up to 30 Elephants a day and at the present rate of loss we will have none left in less than 10 years.

### The African Lion (Source: Enkosini Wildlife Sanctuary)

Lions have decreased 80% in the last decade. Endangered to be extinct within the next 5 years, being the first species of the "Big 5" to leave the African continent for good.

### African Buffalo (Source: Stop the Serengeti Highway)

The buffalo population of the Serengeti declined by 80% in the last Decade.

### Rhinos (source: international Rhino Foundation)

Rhinos almost extinct.

### Cheetahs (Source: The Cheetah Spot)

Less than 15,000 Cheetahs are left roaming the wild.

### African Wild Dog (Source: American Museum of Natural History)

Serengeti wild dogs population dropped by 90% in the last century.

### Wilbebest Population

Tarangire wilbebest population has declined from almost 70% in the last two decades.

All species are struggling and it is the same across the WHOLE country!

## It is TIME TO ACT, we HAVE TO ACT NOW!

Our businesses and our tourism sector are in great danger of disappearing if we do not stand up and get our voices heard.

**We need to do something about the increasing poaching issues in Tanzania and act now!**

"THE SURVIVAL OF OUR WILDLIFE IS A MATTER OF GRAVE CONCERN TO US ALL IN AFRICA. THESE WILD CREATURES AMID THE WILD PLACES THEY INHABIT ARE NOT ONLY IMPORTANT AS A SOURCE OF WONDER AND INSPIRATION BUT ARE AN INTEGRAL PART OF OUR NATURAL RESOURCES AND OF OUR FUTURE LIVELYHOOD AND WELL BEING"

Mwalimu Julius Nyerere Sept. 1961



TANZANIA ASSOCIATION  
OF TOUR OPERATORS

TATO – Tanzania Association of Tour Operators has launched a committee of member and non-member volunteers to try to make everybody aware of these burning issues.

## PLEASE LEND YOUR SUPPORT

**HOW?** In the form of donations, so that we can raise money to make the Tanzanian community aware that we will no longer stand and watch our wildlife, our heritage, our industries and our jobs disappear before our eyes, with drastic consequences to this country.

Your donation will be used to cover the cost of merchandise, printing, marketing, education, training etc. depending on the project; details can be obtained from the TATO Conservation Support Committee.

**Bank account: TATO Conservation Support Fund;  
Account #0030025556; Exim Bank Arusha Branch**

We hope that we can count on your support.

Warm wishes,  
TATO MEMBERS

TATO – Tanzania Association of Tour Operators  
CCM District Building, P.O. Box 6162 Arusha, Tanzania  
Tel: +255 27 250 4188 Fax: +255 27 2506430  
tato@cybernet.co.tz www.tatotz.org

Upcoming event:



iworry.org

## INTERNATIONAL MARCH FOR ELEPHANTS

FRIDAY, OCTOBER 4<sup>TH</sup>  
ARUSHA



ONE ELEPHANT IS KILLED EVERY 15 MINUTES.  
AT THIS RATE NONE WILL BE ROAMING WILD IN 2025