

From Good Intentions to Trusted Standards



Responsible decision-making in elephant tourism

A photograph capturing a moment of connection between humans and a large elephant. In the foreground, a woman with long dark hair, wearing a blue denim vest over a grey tank top, is seen in profile, gently touching the elephant's face with her hands. The elephant's head is the central focus, showing its textured, wrinkled skin and a large, dark eye. In the background, a man wearing a brown hat and a dark blue shirt looks towards the woman and the elephant with a slight smile. The scene is set outdoors, with a soft, golden light filtering through the trees, creating a warm and intimate atmosphere.

*Every visit
becomes part of
a bigger story*



*One tourism decision
affects an entire system*



Good
intentions are
not enough



*Responsible tourism
needs **trusted standards***



*ACES is grounded in science
— and built for practice*

ACES looks *beyond the elephant*



Elephants • People • Environment • Community



*Better standards support
the **whole ecosystem***





**START WITH
STANDARDS**

CHOOSE THE STORY WORTH SUPPORTING

