



FACTSHEET

WILDLIFE CRIME

COMBATING ILLEGAL WILDLIFE TRADE IN THAILAND: PROGRESS AND THE WAY FORWARD

BACKGROUND

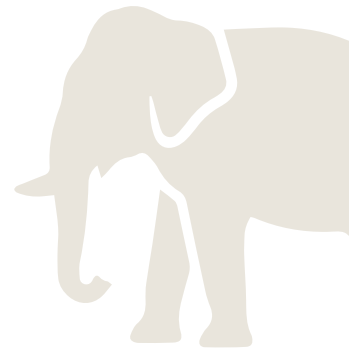
Illegal wildlife trade (IWT) remains one of the most significant threats to global biodiversity and continues to pose a challenge for Thailand. Owing to its strategic location and well-developed transport and trade networks, Thailand serves as a source, transit, and destination country for trafficked wildlife and wildlife products. Trafficking in high-value species—including elephants, tigers, pangolins, reptiles, birds, and marine wildlife—continues to be facilitated by increasingly sophisticated criminal networks and online platforms.

In response, WWF Thailand works closely with government agencies and regional partners to strengthen wildlife law enforcement, enhance intelligence sharing and wildlife forensic capabilities, reduce consumer demand through behaviour change campaigns, and promote innovative approaches such as AI-enabled monitoring to combat illegal wildlife trade.

TARGETTED DEMAND REDUCTION

Thailand has historically been one of the world's largest consumer markets for worked ivory, driven by both domestic and international demand. In response to annual consumer survey conducted by Globe Scan from 2017-2023 that showed lowered but persistent demand for ivory by Chinese travellers, WWF Thailand implemented a targeted demand reduction campaign aimed at discouraging elephant ivory purchases among Chinese tourists during peak travel periods, including Lunar New Year and Chinese Golden Week.

Communications were delivered through popular Chinese social media platforms, geo-targeted advertising, and collaborations with Chinese Key Opinion Leaders (KOLs) living in Thailand, reaching a wide range of audience.



7.2
MILLION

7.2 million Chinese travellers through digital platforms

70
MILLION

70 million out-of-home media impressions across Thailand

88,000
ONLINE
ENGAGEMENTS

88,000 online engagements

9,700
PARTICIPANTS

9,700 participants through on-the-ground activities in major tourism destinations.



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STRENGTHENING PARTNERSHIPS ACROSS THE TOURISM SECTOR

A key achievement of the project was establishing strong public-private partnerships to address illegal wildlife trade through Thailand's tourism sector. WWF brought together government agencies, including the Tourism Authority of Thailand (TAT), Department of Tourism (DoT), and Department of National Parks, Wildlife and Plant Conservation (DNP), with private sector partners such as the Professional Tourist Guide Association of Thailand, GRAB, Central Group, Thai Hotel Association, and leading tourism businesses.

By leveraging the strengths of each partner, wildlife conservation messages were integrated throughout the visitor journey to promote responsible, wildlife-friendly tourism. Tour guides and tourism operators played a particularly important role as trusted ambassadors, delivering conservation messages directly to travellers and encouraging responsible visitor behaviour.



CAPACITY BUILDING FOR WILDLIFE LAW ENFORCEMENT

WWF Thailand organised:



PROVINCIAL WILDLIFE ENFORCEMENT NETWORK (WEN) MEETINGS



ANNUAL NATIONAL WEN MEETING

OVER 200
LAW ENFORCEMENT
OFFICERS TRAINED



WWF Thailand strengthens the capacity of wildlife law enforcement agencies at both national and provincial levels by supporting training, multi-agency coordination, and institutional collaboration. Capacity-building efforts focus on high-risk trafficking hotspots in over 6 strategic locations in Thailand, including Suvarnabhumi and Don Muang International airports, seaports, and strategic border areas such as the Golden Triangle and Dawna Tenasserim Landscape, equipping frontline officers working at the provincial level with the knowledge and skills to detect and respond to wildlife trafficking involving both live animals and wildlife products.



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GOVERNMENT ADVOCACY AND REGIONAL COOPERATION

WWF Thailand continued to strengthen government engagement and regional collaboration by supporting Thailand's participation in international platforms. Through technical exchanges, high-level meetings, and regional policy dialogues, such as the CITES Conference of Parties, IUCN Regional Conservation Forum, and the ASEAN Working Group on the Convention on International Trade in Endangered Species on Wild Fauna and Flora and Wildlife Enforcement (AWG-CITES and WE), WWF promoted stronger cross-border cooperation, and advanced innovative approaches to combating illegal wildlife trade.



NEXT STEPS



WWF Thailand continues to implement evidence-based demand reduction campaigns targeting priority species in response to emerging market and consumer trends, while strengthening engagement with both the public and private sectors to promote responsible consumer behavior. At the same time, WWF will continue to build the capacity of wildlife law enforcement agencies by supporting intelligence-led investigations, wildlife forensic science, and training for frontline officers, while strengthening cross-border cooperation to combat wildlife trafficking. WWF will also advance policy advocacy and regional collaboration through Thailand Wildlife Enforcement Network (Thailand WEN) and ASEAN



wildlife enforcement mechanisms. Finally, WWF will leverage innovative technologies,

including AI-assisted online monitoring, to enhance the detection and disruption of illegal wildlife trade.



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