



Arendal, March 20, 2025

Dear (former) members and newsletter subscribers of Linking Tourism & Conservation (LT&C),

Last week, Diana Körner and I informed most of you about LT&C's successful merger with Ecotourism Europe (ETE) to form [ETE - LT&C](#) and the launch of its new website.

Today, I am pleased to introduce the website of my small conservation company, [VISION 52](#). While ETE - LT&C and VISION 52 are distinct entities, they share a common goal: advancing [LT&C-Examples](#) that demonstrate how tourism can support national parks and other protected areas, inspiring broader adoption.

VISION 52 focuses on the [30x30 target](#): protecting 30% of the world's land and oceans by 2030. My particular emphasis is on the [Arctic](#), the [East Atlantic Flyway](#), and [Marine Protected Areas](#)—regions where I have long been engaged. As a retiree running a small (non-profit) conservation company, I have the freedom to pursue these goals alongside like-minded individuals, partners and friends.

ETE - LT&C, with its broader focus on ecotourism and its ability to support all the 17 Sustainable Development Goals (SDGs), is well-positioned to implement projects directly. Its structure as a non-profit allows members to support its mission and, in Germany, benefit from tax-deductible donations and membership fees. It also inherits LT&C's established membership base.

I sincerely hope that many former LT&C members will renew their [membership with ETE - LT&C](#) after this transition, and that new members will join. With your support, tourism can further strengthen the global network of protected areas!

If your visions, activities, or interests are similar to mine, we should be able to call each other [Partners](#). All you need to do is use our [contact form](#) and write to me. For example:

- **If you want to share your own story about the development of protected areas with us, or**
- **Are actively involved in one of the existing LT&C-Examples or can describe a new one,**
- **Organize study tours or conservation events with us,**
- **Present your project, campaign, or other activity,**
- **Or if you would like to invite me to lecture on our visions.**

And everyone is welcome to subscribe to our [monthly newsletter](#). It is free and without obligation.

**Spreading visions for an Effective Global Network
of Protected Areas.**

**Sharing News, Moments, Opportunities, and
Positive Surprises toward these visions.**

Looking forward to hearing from you, and sending my

Best wishes,

Peter



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