

FOR TIGERS



ANNUAL REPORT 2025







A WORD FROM THE CHAIR

As we look back on 2025, it was a quieter year in terms of expansion, but a vital one for understanding the current reality of captive tiger welfare in Thailand. While outward activity was more measured, the work of For Tigers remained steady, focused, and increasingly necessary.

We conducted welfare assessments at 36 facilities, equaling the highest number we have ever assessed. This reflects a worrying trend: tiger tourism-style venues have returned to, and in some cases exceeded, pre-Covid levels. Alongside this resurgence, we observed a continued increase in ligers and color morph tigers, raising significant welfare and ethical concerns.

A key achievement of 2025 was the three-day DNP workshop in June, attended by 30 participants from 11 facilities, which provided practical training and reinforced the value of capacity-building as a pathway to long-term change.

In parallel, our scientific work progressed, with a paper on color morph tigers in Thailand recently accepted for publication, highlighting discrepancies between global narratives and on-the-ground realities.

Looking ahead, confirmed funding for 2026 will support further workshops, follow-up engagement, and welfare assessments. While challenges remain, For Tigers continues to work constructively and persistently wherever genuine welfare improvements are possible.

A handwritten signature in black ink that reads "Annie Vera Hunnestad".

ANNIE VERA HUNNESTAD

CHAIRWOMAN



FOR TIGERS OVERVIEW

VISION

Where all captive tigers in Thailand have a good quality of life

MISSION

To secure a high standard of welfare for all Thailand's captive tigers through inspirational collaboration and education.

For Tigers is at the forefront of the fight to end captive tiger suffering in Thailand. Through innovative initiatives and collaborative efforts, we bring about positive change and improve the lives of captive tigers across the country. Recognising the urgent need for intervention, we employ a multifaceted approach to address the various welfare challenges facing these majestic animals. One of our key activities is comprehensive assessments of tiger facilities throughout the country. By conducting on-site evaluations, we gain valuable insights into the living conditions, behaviour, and interactions of captive tigers. These assessments serve as a crucial foundation for identifying areas for improvement and implementing targeted interventions to enhance tiger welfare standards.

For Tigers is dedicated to empowering tiger keepers with the knowledge and skills necessary to provide optimal care for the animals under their charge. Through workshops and training programs, our organization educates keepers on welfare best practices, enrichment techniques, and sustainable management strategies. By equipping keepers with the tools they need to enhance tiger well-being, we can foster a culture of compassionate stewardship.

We also play a pivotal role in fostering collaboration and knowledge exchange among stakeholders in the Thai captive tiger sector. By bringing together tiger facilities, government agencies, NGOs, and other key actors, our organization facilitates dialogue, shares best practices, and promotes collective action to address systemic issues affecting tiger welfare. Through these collaborative efforts, we strive to create a more sustainable and ethical framework for tigers in captivity in Thailand.

BACKGROUND

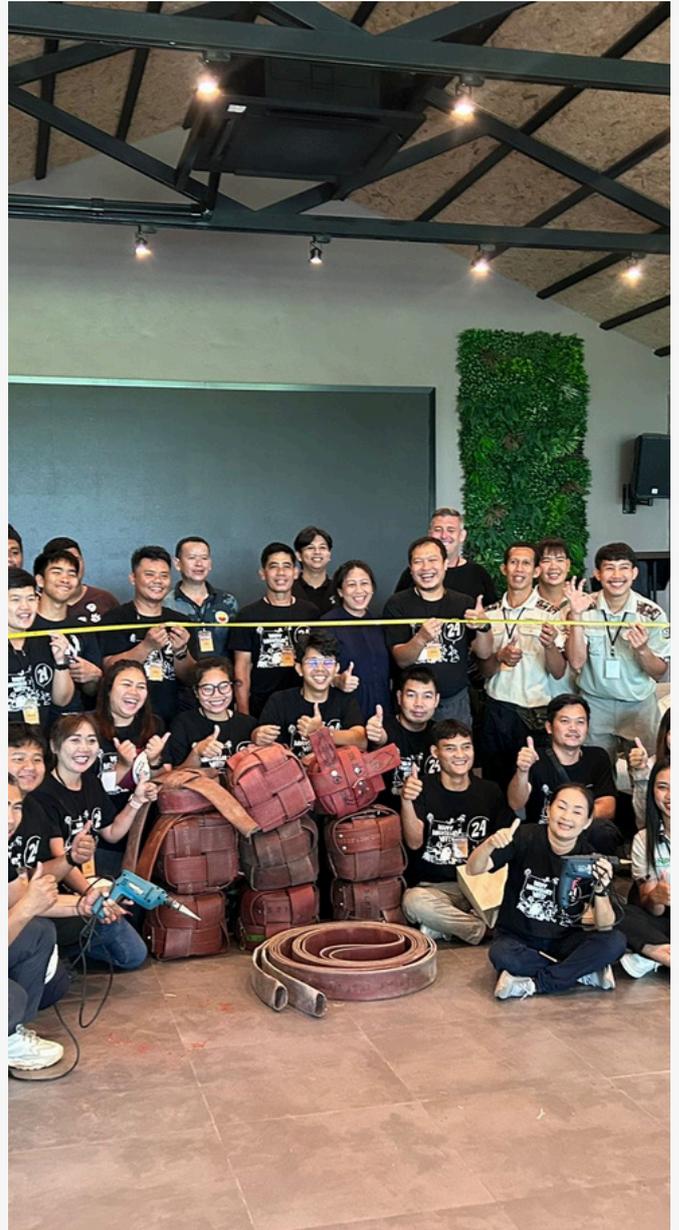


2025 HIGHLIGHTS

In 2025, For Tigers reached a national audience with the Tiger Welfare and Enrichment Workshop, hosted in partnership with the Department of National Parks (DNP). The event brought together representatives from 11 government facilities, marking the first coordinated welfare training programme of its kind in Thailand.

We also provided direct aid to a private facility to improve the lives of three tigers previously housed in small, dark cages. With our support, their cages were slightly upgraded to brighter, more open spaces. Though small, these marked major welfare upgrades for the tigers, and the basis for which future upgrades can be based.

Our research programme expanded, producing new scientific output on tiger colour morphs and preparing groundwork for comparative welfare studies between UK and Thai zoos. The For Tigers Internship Programme continued to support welfare-focused research and data collection, with interns contributing to welfare monitoring and enrichment evaluation.



Tigers benefitted

94



Conferences attended

2



Keepers trained

30



Papers published

1



Facilities assessed

36



Interns mentored

2

DIRECT AID



FLOATING MARKET

- * Direct aid remains a vital component of For Tigers' work, allowing us to respond to urgent welfare needs while supporting longer-term change. In 2025, we began to focus our direct aid efforts on three tigers housed at a privately-managed facility, where conditions were particularly poor.

These tigers were previously kept in small, dark cages with limited access to light or stimulation and restricted opportunity to express natural behaviours.

3

Tigers

1

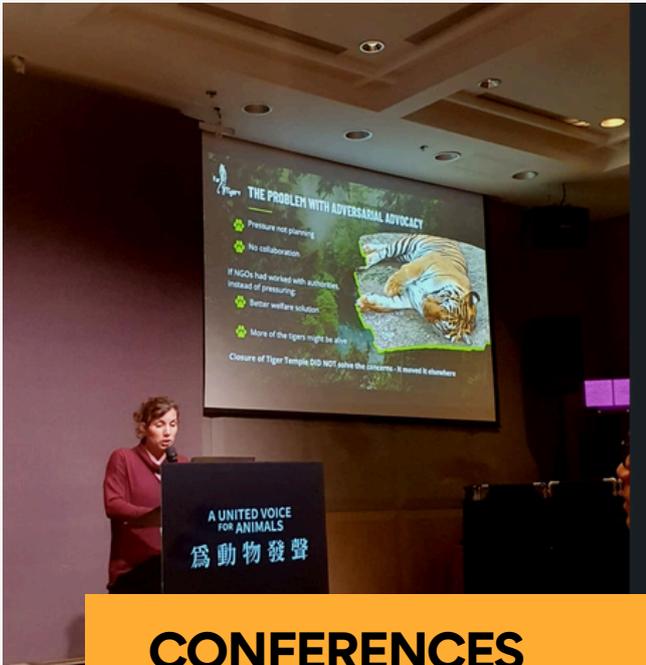
Private facility



- * Improvements included increased cage size, access to natural light, improved ventilation, and the provision of wooden platforms to allow the tigers space off the wet concrete floor, doubling as different substrate as well as promoting resting behaviours. Additionally, ponds were added in each cage giving tigers the choice to cool off, and reducing the usage of hosepipe showers, reducing the wetness of the floors.

These changes have significantly improved the daily lived experience of the tigers and serve as a clear example of how small changes combined with cooperative relationships, can lead to meaningful welfare outcomes.

RESEARCH AND RESOURCE DEVELOPMENT



* Our director and one trustee presented at the Southeast Asian Zoo Association (SEAZA) Annual Conference, sharing insights and the importance of working together. Additionally, our director attended the Animals for Asia (AfA) Conference, contributing to discussions on best cooperative practices in captive welfare via a presentation entitled “Collaborate don’t Alienate”. These conferences strengthened regional networks and collaborations.

CONFERENCES

Research and networking

Presentations

3

Conferences attended

2



* In June 2025, For Tigers conducted the annual welfare assessment of 36 public facilities housing captive tigers in Thailand. This assessment followed procedures similar to previous years. Updates to the scoring system and rating criteria ensured alignment with the latest animal welfare research. The fieldwork was supported by two interns who joined the team, assisting in conducting welfare assessments, independent research and documenting findings.

WELFARE ASSESSMENTS

Research

Facilities assessed

36

Tigers observed

643

RESEARCH AND RESOURCE DEVELOPMENT



* One research paper authored by the For Tigers director was published this year in the Journal of Veterinary Medical Science, “Unveiling welfare concerns in Japanese exotic animal cafes”. A second paper is under revision at Discover Nature entitled “Colour Morphs in Captive Tigers: Implications for Conservation, Welfare and Education”.

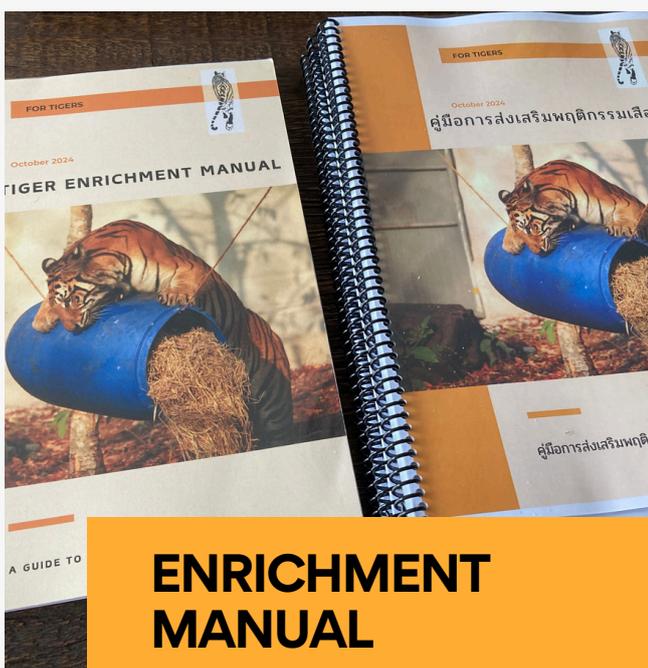
PUBLICATIONS

Scientific Journals Open Access

Educational materials

1

1



* For Tigers’ enrichment manual was updated to include additional resources to aid with creating and maintaining an enrichment programme. These additional resources were translated to Thai and added to the existing enrichment manual to continue supporting local facilities and caretakers in implementing effective enrichment practices.

ENRICHMENT MANUAL

Printed

Translated

Training materials

15

100%

PARTNERSHIP NETWORK



30

Keepers trained



91

tigers benefit



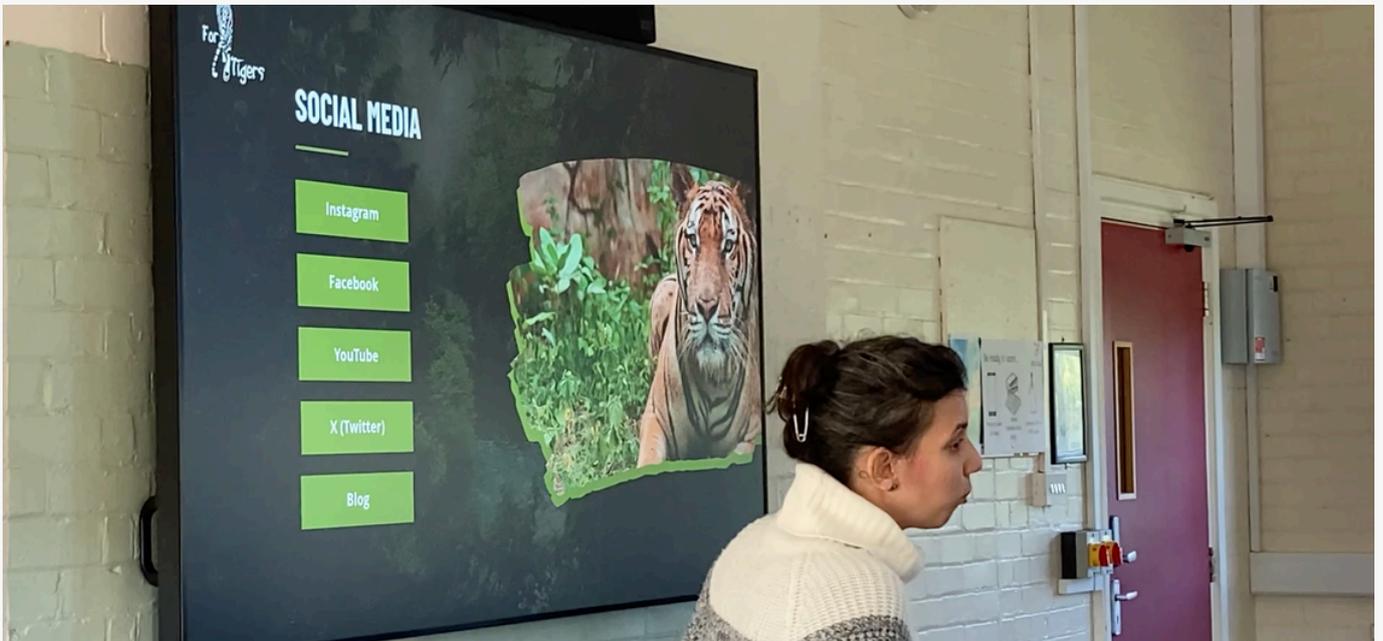
12+

Tiger hose balls created

FOR TIGERS CONTINUES TO FOSTER MEANINGFUL RELATIONSHIPS THAT DRIVE IMPACTFUL CHANGES IN TIGER WELFARE ACROSS THAILAND.

For Tigers achieved a country-first by securing the participation of the Department of National Parks (DNP) in our tiger welfare workshop program. Three days of intensive training were held at Wildlife Friends Foundation Thailand (WFFT), with 30 staff attending from 11 DNP facilities. This unprecedented engagement represents a major step forward in fostering collaboration between government authorities and NGOs to improve tiger welfare in Thailand.

The workshop provided in-depth training materials and practical guidance on enrichment, husbandry, and facility management, laying the groundwork for sustained improvements across multiple facilities. Following the success of this initiative, For Tigers is now exploring opportunities to expand similar collaborations with additional DNP sites in the coming years.



PUBLIC AWARENESS (EDUCATION)

For Tigers remains committed to providing clear, objective, and accessible information about tiger welfare. This year, our efforts to raise public awareness continued through regular newsletters, website blogs, and responsible use of social media channels. These platforms allow us to effectively communicate welfare issues, share updates, and inspire positive change.

Due to external factors, there was no Tiger Walk hosted this year. However, fundraising in other smaller events continued mainly in an online capacity.

* Our director collaborated with a school in France, taking part in an online talk aimed at 12-14 year-old students about tiger welfare issues. The French students practiced their English while also preparing questions and learning about the plight of tigers worldwide. The results: creation of posters to demonstrate their understanding of the issues presented.

* For a second year running, our director collaborated with Anglia Ruskin University as part of their Live Briefs programme. This innovative project tasked students with analyzing For Tigers' communication and social media to identify potential improvements. The insights and recommendations provided by the students will help us enhance our outreach and audience engagement.

£886

in donations



7%

of the website
translated into Thai



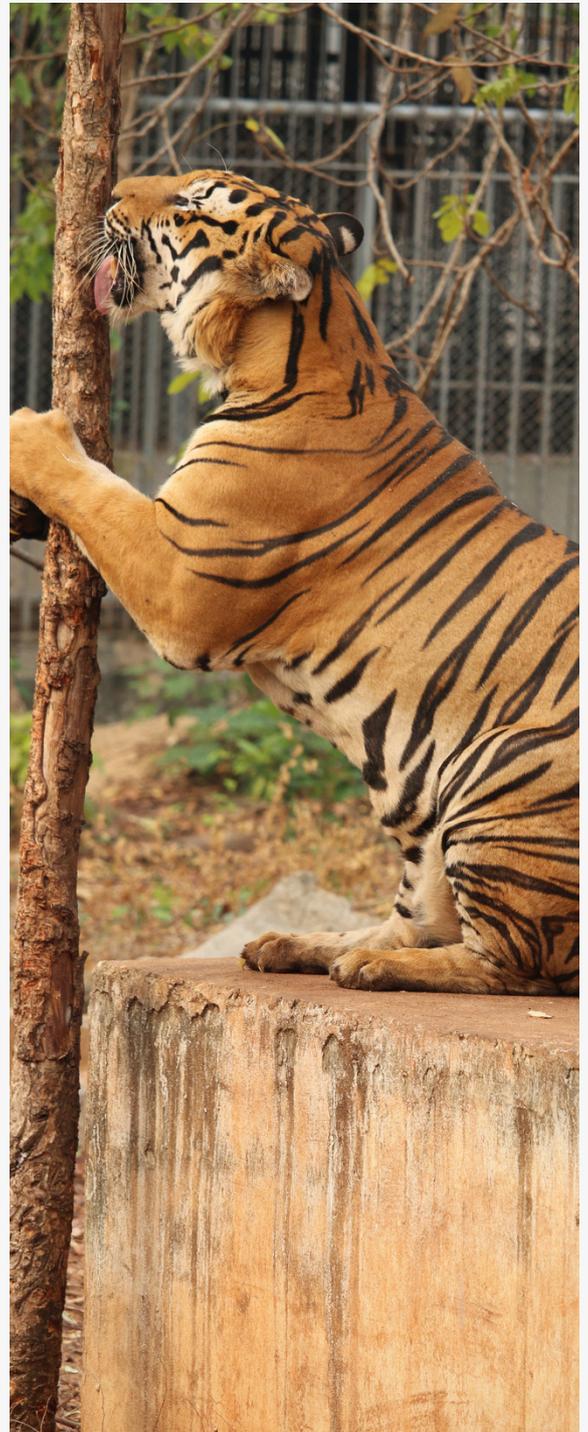
FUTURE OUTLOOK

FUTURE PLANS

For Tigers remains committed to enhancing captive tiger welfare across Thailand. In 2026, we will continue supporting two Department of National Parks (DNP) facilities by providing enrichment items and perform followups and aid to additional DNP facilities housing tigers after the workshop success. To empower ethical tourism, we will refine and update educational materials helping visitors identify welfare-friendly venues. Building on this year's success, we plan to deliver tiger welfare workshops at four additional facilities, focusing on enrichment practices and improving staff expertise. To ensure inclusivity, all materials and our website will be translated into Thai. We will also expand research collaborations with zoos and NGOs to innovate solutions for ongoing welfare challenges. By identifying more facilities open to advice and training, fostering partnerships, and working closely with Tiger World to transition toward a welfare-first model, For Tigers continues to drive sustainable change for captive tigers.

INNOVATION

For Tigers continues to innovate in the captive tiger welfare industry by collecting and analyzing detailed, long-term data on tiger welfare across multiple facilities within Thailand, providing grassroots-level enrichment workshops to build capacity among caretakers, and fostering collaboration with NGOs, zoos, sanctuaries and government facilities.



These efforts aim to drive behaviour change and lay the groundwork for policy improvements that will enhance tiger welfare on a national scale.

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