

Creating tourism experiences around coral restoration: TUI Care Foundation launches TUI Sea the Change Aruba

- *New initiative restores 6,000 m² of coral reef and engages local communities and visitors in marine conservation*
- *A land-based experience centre makes coral restoration accessible through hands-on learning and educational activities*
- *Programme is launched as part of the TUI Care Foundation's Marine May, which emphasises the importance of marine conservation*

Berlin, 21 May 2026. *The TUI Care Foundation today announces the launch of TUI Sea the Change Aruba, a new marine conservation initiative that restores coral reefs and engages local communities, school groups and visitors in hands-on conservation activities. A key milestone of the project is the opening of a new experience centre, designed to make coral restoration more accessible and inspire greater awareness of marine ecosystems.*

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www.tuicarefoundation.com

Coral reefs are amongst the most biodiverse ecosystems on the planet, yet they are under increasing threat from climate change, pollution and human activity. In Aruba, reef degradation has had a direct impact on marine biodiversity and the livelihoods of local communities that depend on healthy ocean ecosystems. Through TUI Sea the Change Aruba, the TUI Care Foundation and its local partner ScubbleBubbles Foundation aim to restore damaged reef areas and build long-term resilience through education and community engagement.

Innovative coral restoration techniques are at the core of the project. A coral nursery has been constructed, where volunteers and staff focus on growing the coral to a more mature state before out-planting it to thrive on the natural coral reefs that surround Aruba.

This propagation of coral fragments and their transplantation onto degraded reef areas helps to rebuild marine habitats and strengthen biodiversity. Alongside these activities, the project actively involves local community members, providing training and employment opportunities linked to reef restoration and marine conservation.

A central feature of the initiative is a newly established land-based coral nursery, which will serve as a hub for education, research and visitor engagement. The centre is set to open during the summer and will offer interactive, hands-on learning opportunities where local residents, school groups and tourists can discover more about coral ecosystems and participate in restoration activities. Visitors will be able to engage in different stages of the restoration process, from coral fragmentation and monitoring to learning about marine biodiversity and ecosystem health. The centre will also host events such as workshops and science-focused sessions, creating a dynamic space for environmental education.

Guided experiences also allow participants to explore the underwater environment through snorkelling and visits to coral nurseries, providing a direct connection to the restoration work taking place in Aruba's coastal waters. Through these combined efforts, the project is expected to reach up to 35,000 people, raising awareness about the

importance of coral reefs and the role tourists and the local community can play in protecting them.

TUI Sea the Change Aruba is part of the international TUI Sea the Change programme, which protects and preserves the marine environment in tourism destinations including the Balearics and Türkiye.

The TUI Care Foundation's 'Marine May' is a month of activities dedicated to ocean preservation. Through a series of project launches and educational activities, it emphasises the importance of sustainable practices to safeguard marine ecosystems for local communities and generations to come.

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About the TUI Care Foundation

Building on the potential of tourism as a force for good, the TUI Care Foundation supports and initiates projects which create new opportunities and contribute to thriving communities in tourism destinations all over the world. Connecting holidaymakers to good causes, it supports education and training opportunities for young people; drives the protection of natural habitats and the marine environment; and helps local communities to thrive sustainably and benefit from tourism. The TUI Care Foundation builds on strong partnerships with local and international organisations to create meaningful and long-lasting impact. The independent charitable organisation was founded by TUI, one of the world's leading tourism businesses, and is based in the Netherlands. Website: www.tuicarefoundation.com

About ScubbleBubbles Foundation

ScubbleBubbles Foundation aims to empower, educate and engage more local youth on Aruba in ocean conservation, which it strives to achieve through five main activities, as well as scuba diving instruction. Its main activities include organising educational sessions about corals to children at schools and camps, offering PADI certification at a reduced cost to local youth who volunteer with the foundation, conducting monthly beach cleanups, engaging in coral restoration activities, and conducting regular reef cleanups. Website: <https://scubblebubbles.org/>

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