

Ten years of Turtle Aid: TUI Care Foundation protects over 2.8 million sea turtle hatchlings and launches turtle-friendly business certification

- *More than 2.8 million sea turtle hatchlings protected worldwide since 2016 through the TUI Turtle Aid programme*
- *New turtle-friendly certification recognises twelve hotels committed to protecting nesting sites and reducing environmental impact*
- *Certification scheme is launched as part of TUI Care Foundation's Marine May, which emphasises the importance of marine conservation*

Berlin, 29 May 2026. *Sea turtles are amongst the most endangered marine species, facing increasing threats from coastal development, light pollution, climate change and marine debris. Through TUI Turtle Aid, the TUI Care Foundation is working with local partners in key nesting destinations such as Cabo Verde, Greece, Türkiye and Italy to protect nesting beaches, support hatcheries, and raise awareness amongst local communities and visitors.*

TUI Care Foundation
Pariser Platz 6a
10117 Berlin

www.tuicarefoundation.com

The TUI Care Foundation today highlights the impact of this global programme, which has protected more than 2.8 million sea turtle hatchlings since its launch in 2016. A key example of the programme's impact is the TUI Turtle Aid project in Cabo Verde, which has recently completed its second phase. On the island of Sal, continuous conservation efforts in this three year-phase between 2023 and 2025 led to the protection of more than 78,000 nests. Nearly 5,800 of these were relocated to conservation hatcheries to shield them from threats such as light pollution, resulting in over 306,000 hatchlings safely reaching the ocean. Additional nests were relocated to safer beach locations, further increasing survival rates.

Protection efforts have also focused on safeguarding nesting females through night patrols and the use of drone technology. More than 1,500 drone flights were conducted during the project period, contributing to a 62% reduction in turtle mortality rates since 2022. These efforts, combined with strengthened collaboration with local authorities, have significantly improved the protection of nesting beaches.

Beyond direct conservation, the project has reached tens of thousands of people through education and awareness activities. Over 71,000 visitors were engaged through presentations and nest excavations at conservation hatcheries, hotel-based initiatives and exhibitions, whilst school workshops, youth programmes and media outreach have strengthened local understanding of marine conservation.

Building on this success, the TUI Care Foundation has developed a global turtle-friendly certification for beachfront hotels and tourism businesses. The certification recognises establishments that actively reduce their impact on sea turtle habitats, for example by adapting lighting, protecting nesting beaches and training staff in conservation practices. Twelve hotels across key destinations have now been recognised under this initiative, marking an important step in engaging the tourism sector in marine conservation:

In Türkiye:

- Crystal Paraiso Verde Resort & SPA in Belek
- Lykia World Hotel in Manavgat
- Port Nature Luxury Resort Hotel & SPA in Belek
- Robinson Club Nobilis in Belek

In Greece:

- Aquila Rithymna Beach Hotel in Rethymno, Crete
- Caldera Beach Hotel in Gerani, Crete
- Caldera Creta Paradise Resort in Gerani, Crete
- Euphoria Resort in Kolymvari, Crete
- Geraniotis Hotel & Resort in Platanias, Crete
- Grecotel Caramel Resort, in Rethymno, Crete
- Grecotel Creta Palace Resort, in Rethymno, Crete
- Mike Hotels & Apartments in Maleme, Crete

TUI Care Foundation
Pariser Platz 6a
10117 Berlin

www.tuicarefoundation.com

The TUI Care Foundation also invites the public to directly support conservation efforts by adopting a sea turtle through its website. Through this initiative, individuals can contribute to the protection of nesting sites and hatchlings, helping to ensure that future generations of sea turtles can thrive. 100% of the donations go directly towards supporting the TUI Turtle Aid programme and its projects worldwide.

The TUI Turtle Aid programme demonstrates how tourism, conservation and community engagement can work together to protect marine biodiversity. By combining on-the-ground conservation with education, partnerships and innovative initiatives such as the turtle-friendly certification, the programme continues to create lasting impact in destinations around the world.

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.

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

Contact:

TUI Care Foundation

Manuel Ferreira

Head of Programme Management and External Communications

+44 7471 260915

manuel.ferreira@tui.com

TUI Care Foundation
Pariser Platz 6a
10117 Berlin

www.tuicarefoundation.com