



WORKING TOGETHER TO PROTECT THE HAWKSBILL TURTLE



Royal Caribbean INTERNATIONAL

# HAWKSBILL TURTLES IN ASIA-PACIFIC

Hawksbill turtles are one of the most beautiful and important species in the ocean. Unfortunately, because of their unique shell, which is made up of an elegant pattern of amber, yellow and brown colours, these distinct sea creatures are being pushed to the edge of extinction and are now listed globally as critically endangered.



## MAINTAINING THE HEALTH OF OUR OCEANS

The hawksbill turtle plays a very important role in maintaining the health of our oceans, whether it's through their appetite for algae that helps promote coral growth, to supporting vital feeding grounds for other reef communities.



500K

Almost half a million hawksbill turtles have been supplied to feed the tortoiseshell trade and is on the rise as emerging markets continue to demand supply.

75%

Percentage of hawksbill turtle population lost from the Pacific Ocean in the last 3 generations.

4,800

There are only 4,800 breeding females remaining in the Pacific Ocean. And as it takes, on average, 30 years for them to come into breeding condition, urgent action is required now.

## HAWKSBILL TURTLE PROTECTION STATUS

LEAST CONCERN

NEAR THREATENED

VULNERABLE

ENDANGERED

CRITICALLY ENDANGERED

EXTINCT IN THE WILD

EXTINCT



## WHY ARE THEY BEING POACHED?



Tortoiseshell industry (jewellery, decorative pieces, motifs, furniture)



Food



Culture and religious practices



Trading item (used instead of money)

## DEADLY THREATS CAUSING POPULATION DECLINE



Tortoiseshell industry (jewellery, decorative pieces, motifs, furniture)



Poaching



Unsustainable fishing and accidental capture



Coastal development



Climate change



Lack of consistent legislation



## TO HELP PROTECT THE HAWKSBILL TURTLE, ROYAL CARIBBEAN AND WWF-AUSTRALIA WILL COMBINE THE POWER OF PEOPLE, SCIENCE AND KNOWLEDGE.

Power of people – education (we will equip tourists with the right knowledge to help them make informed choices when buying souvenirs abroad.)

Science – DNA Technology (apply ground-breaking technology to extract DNA from tortoiseshell products to determine the source)

Knowledge – trade and value of turtles (will help implement effective zero poaching practices)

## MONEY TALKS

Marine turtle tourism brings in almost three times as much money as the sale of turtle products such as meat, leather and eggs. The worldwide decline in sea turtle populations jeopardizes jobs, tourism and coastal economies, especially in developing countries, two thirds of which are home to sea turtles.

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