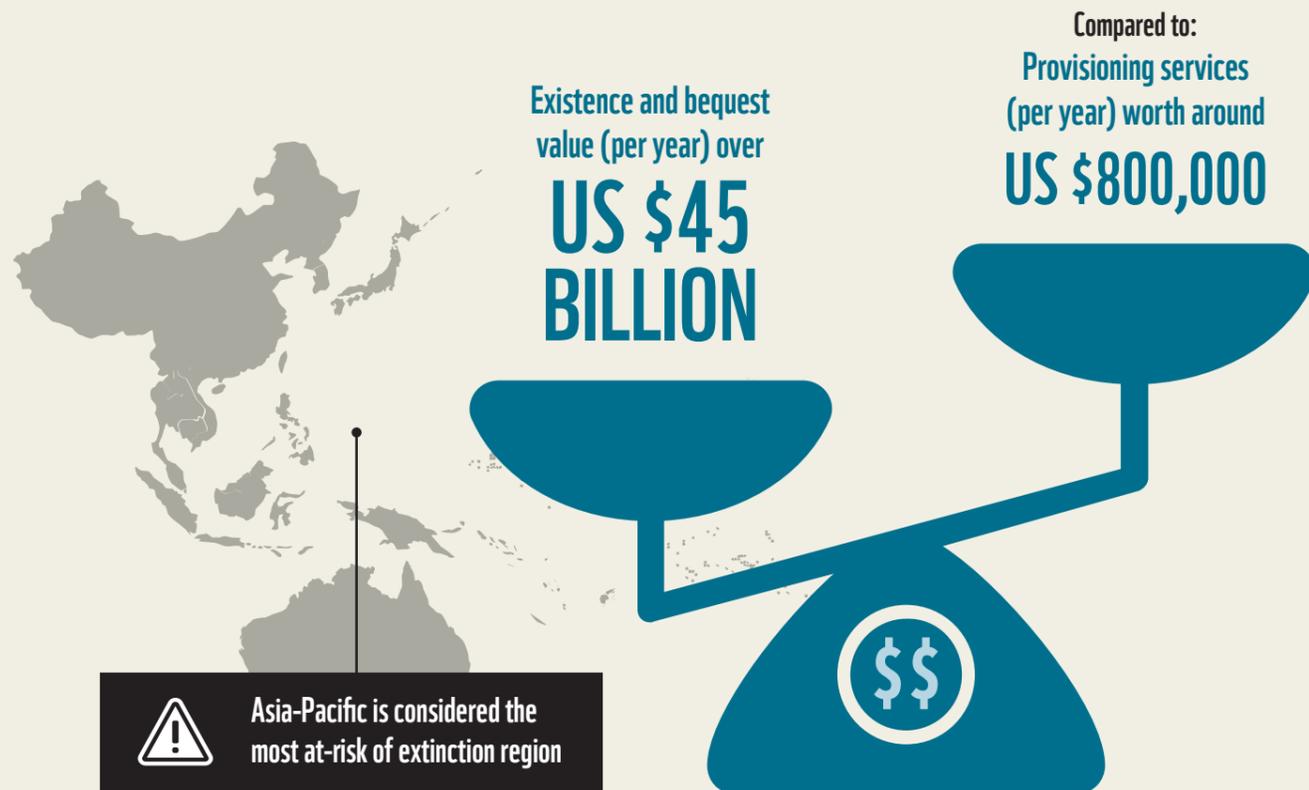




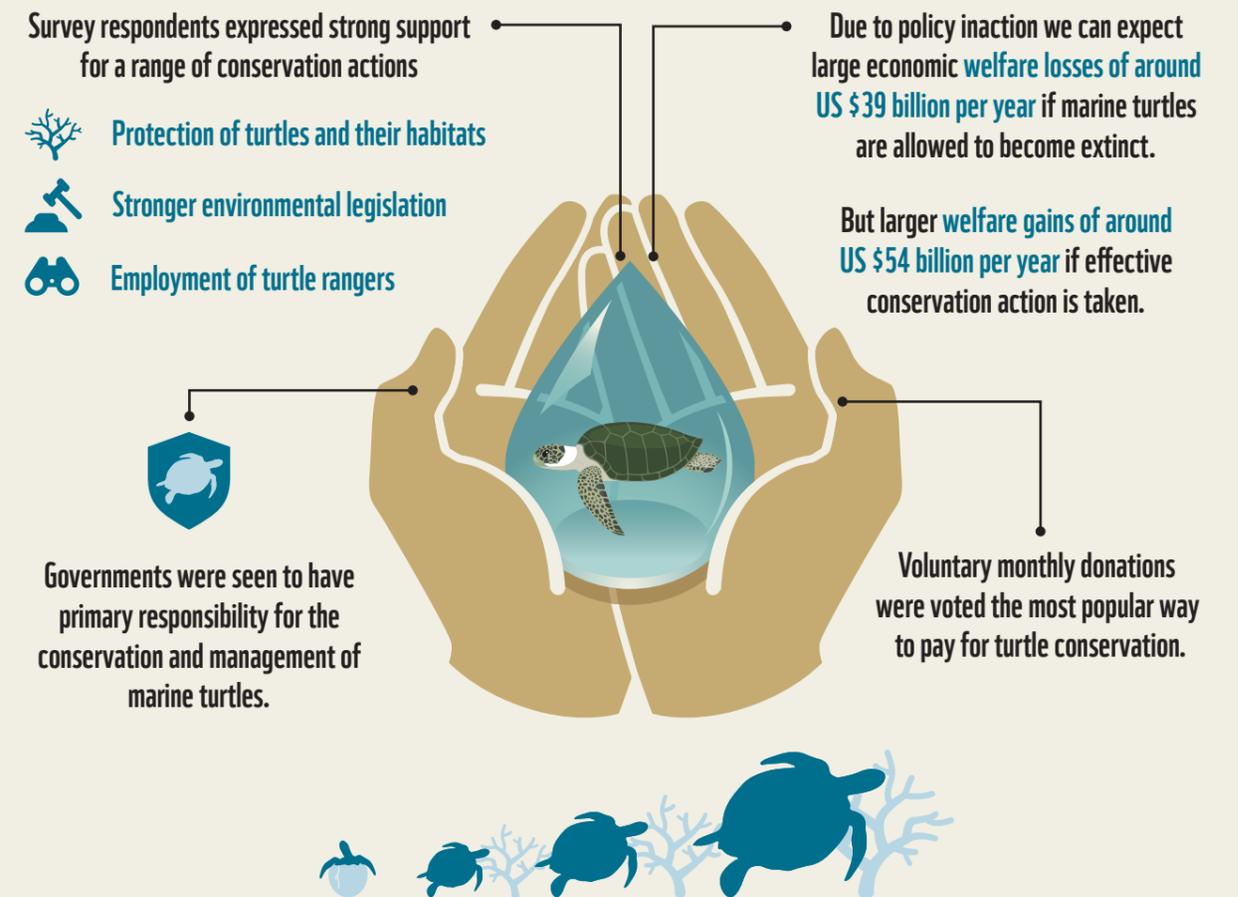
THE ECONOMIC VALUE OF MARINE TURTLES IN THE ASIA-PACIFIC REGION

Marine turtle populations are in decline, particularly in the Asia-Pacific region. They require urgent intervention as they are at high risk of extinction. Unsustainable turtle harvests (for use and trade) are considered one of the greatest threats.

Investing in marine turtle conservation delivers huge economic benefits. The value of marine turtles in the Asia-Pacific region equates to:



There is huge loss to both marine turtles and people if 'business as usual' (the status quo of policy inaction) is maintained.



Governments should work with all stakeholders to develop innovative financing mechanisms that can tap public willingness-to-pay to conserve marine turtles and ensure that coastal communities earn more from conserving marine turtles than from harvesting them.

We estimate that **82%** of the general population is willing to donate funds to conserve marine turtles.

This implies that over **576 MILLION** households in the Asia-Pacific region would be willing, in principle, to donate funds for conserving marine turtles.

Median willingness-to-pay is **\$US 79** per household per year to ensure stable or increasing populations of marine turtles and avoid extinctions.

How we calculated the economic value of marine turtles in the Asia-Pacific region.

