TUI Care Foundation celebrates 10 years of empowering over 12,000 tourism entrepreneurs worldwide

- *Over 12,000 entrepreneurs representing 1,822 tourism SMEs have received support to launch or grow their businesses during the past decade*
- *Businesses supported by the TUI Care Foundation are creating jobs, protecting nature, preserving cultural heritage and strengthening local tourism economies*

Berlin, 12 November 2026. *From restoring coral reefs in Indonesia and growing fresh produce in the arid landscapes of Cabo Verde, to preserving centuries-old Mayan craftsmanship in Mexico - local entrepreneurs are proving that tourism can be a powerful catalyst for local economic and community development. As the TUI Care Foundation celebrates its tenth anniversary, it also marks a decade of supporting local people with bold ideas to bring the benefits of tourism closer to the communities that make destinations special.*

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Over the past ten years, the TUI Care Foundation has supported more than 12,000 entrepreneurs in 1,822 small and medium-sized tourism enterprises to incubate, launch or accelerate their businesses. Together with over 100 local and international partners, the Foundation has invested in entrepreneurs across 50 destinations worldwide, helping them gain access to finance, mentoring, professional training, tourism markets and international networks.

Tourism is driven by small and medium-sized enterprises, yet many face barriers to finance, business expertise and market access. In response, the TUI Care Foundation has developed an approach that goes beyond traditional grant funding.

Through its **TUI Futureshapers programme**, entrepreneurs receive tailored support at every stage of their journey, from developing an initial business idea and testing new concepts to scaling established businesses through mentoring, investment readiness and connections to tourism value chains. The TUI Care Foundation also draws on its global Changemaker Network of more than 250 tourism professionals, who have already supported entrepreneurs through over 300 voluntary mentorships, helping them strengthen their businesses.

The impact of this approach is already being felt in destinations around the world. On the Indonesian island of Bali, entrepreneur Leon Boey transformed concern for rapidly disappearing coral reefs into meaningful action through **Livingseas**, a social enterprise that restores marine ecosystems whilst creating new tourism experiences. Supported by the TUI Care Foundation, Livingseas expanded its operations, acquired its own boat and has now restored more than 5,800 square metres of coral reefs, creating employment whilst protecting one of Bali's most valuable tourism assets.

Thousands of kilometres away on the Cape Verdean island of Sal, family-owned and women-powered **Milot Hydroponics** has shown how innovation can overcome

environmental constraints. Using hydroponic farming techniques, cousins Eveline Lobo and Susana Lobo now supply fresh fruit and vegetables to local communities and hotels despite the island's scarce fertile land. With support from the TUI Care Foundation, the company has more than doubled its production area, expanded employment opportunities for local young people and increased monthly revenue by 112%, reducing dependence on imported food while strengthening local tourism supply chains.

Meanwhile, in Mexico's Yucatán Peninsula, artisan Carlos Nabté has transformed traditional Mayan limestone carving into a thriving tourism business. Support from the TUI Care Foundation helped him develop new products for Donia Way featuring its Maya-inspired character, Way Tun. He also strengthened his marketing to reach tourism markets, connecting centuries-old craftsmanship with international visitors and generating new income for local artisans. As Carlos reflects: "For years, I had to go door-to-door to sell my products. Thanks to the support from the TUI Care Foundation, that's a thing of the past."

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Today, the Foundation's entrepreneurship programmes support a diverse community of founders, including women entrepreneurs, young innovators, LGBTQIA+ business owners, rural enterprises, social entrepreneurs and travel technology start-ups. Whether developing circular economy businesses in Zanzibar, empowering women tour guides in European cities, strengthening agritourism enterprises in Albania or helping young entrepreneurs bring their ideas in tourism to life in Spain, each initiative shares the same ambition: ensuring local communities benefit more directly from tourism.

Alexander Panczuk, Managing Director of the TUI Care Foundation, said: "Entrepreneurs are amongst the greatest drivers of positive change in tourism. They create jobs where opportunities are scarce, preserve traditions that might otherwise disappear and develop solutions that help protect the destinations on which tourism depends. Over the past ten years, we have learned that the best ideas almost always come from local people themselves. Our role is to provide the knowledge, partnership, mentoring and market access that allows those ideas to flourish. Supporting over 12,000 entrepreneurs is a significant milestone, but what matters most is the impact these businesses continue to create for their communities every single day."

Building on a decade of experience, the TUI Care Foundation continues to expand its support for entrepreneurs through partnerships with international organisations, governments, development agencies and tourism businesses. By helping local enterprises grow and become part of tourism value chains, the Foundation aims to create stronger local economies, more resilient destinations and tourism experiences that generate benefits for people and places alike.

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; promotes the protection of natural habitats and the marine environment; and helps local communities to thrive and benefit from tourism. The TUI Care Foundation builds on strong partnerships with local and international organisations to create meaningful impact in the communities and destinations they serve. The independent charitable organisation was founded by TUI, one of the world's leading tourism groups, and is based in the Netherlands.

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