TUI Forest Mallorca wins Global Responsible Tourism Award

- *TUI Care Foundation's reforestation initiative in Mallorca recognised at the 2026 Global Responsible Tourism Awards for its contribution to climate resilience and ecosystem restoration*
- *The award celebrates the partnership between the TUI Care Foundation and the Government of the Balearic Islands to restore natural habitats and engage local communities in conservation*
- *Three additional TUI Care Foundation projects in Bali, the Dominican Republic and Greece also recognised as global finalists following regional Gold awards*

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London, 4 November 2026. *The TUI Care Foundation's TUI Forest Mallorca project has been named the global winner in the Adapting to Climate Change category at the 2026 Global Responsible Tourism Awards. The award was presented during the International Centre for Responsible Tourism (ICRT) Global Summit in London, recognising the project's innovative approach to restoring ecosystems, strengthening biodiversity and building resilience to climate change in one of Europe's most popular tourism destinations. Alexander Panczuk, Managing Director of the TUI Care Foundation, and Joan Simonet Pons, Minister for Agriculture, Fisheries and Natural Environment of the Government of the Balearic Islands, received the award in recognition of their joint commitment to protecting Mallorca's natural environment.*

Developed by the TUI Care Foundation in partnership with the Government of the Balearic Islands, TUI Forest Mallorca focuses on restoring degraded landscapes in the Península de Llevant Natural Park in the north-east of the island. The area has been affected by repeated wildfires, land-use pressures and the increasing consequences of climate change. By planting of native, fire-resistant tree and plant species, rehabilitating coastal dunes and protecting vulnerable habitats, the project aims to strengthen the resilience of local ecosystems, prevent desertification and safeguard biodiversity for future generations.

The initiative goes beyond traditional reforestation by actively involving local communities, conservation specialists, students and tourism stakeholders in the restoration of Mallorca's natural heritage. More than 1,100 people have already participated in restoration, conservation and environmental education activities. The project also creates opportunities for local employment and connects visitors with nature conservation, demonstrating how tourism can contribute to the long-term protection of the natural environments on which destinations depend. By combining ecological restoration with environmental education and community participation, TUI Forest Mallorca offers a practical model for adapting to climate change through cooperation between the public and private sectors.

Alexander Panczuk, Managing Director of the TUI Care Foundation, said: "Receiving this Global Responsible Tourism Award is a tremendous honour and an important

recognition of what can be achieved when the tourism sector and public institutions work together towards a common goal. It is particularly meaningful to receive the award in the category of Adapting to Climate Change, because destinations around the world are increasingly experiencing the consequences of a changing climate. Initiatives like TUI Forest Mallorca show how we can mobilise partnerships and resources to support local action. We hope this recognition will inspire more destinations and tourism businesses to invest in protecting the natural environments and communities on which tourism depends."

Joan Simonet Pons, Minister for Agriculture, Fisheries and Natural Environment of the Government of the Balearic Islands, said: "Mallorca's natural landscapes are amongst our greatest treasures, but they are also increasingly vulnerable to wildfires, drought and the effects of climate change. Protecting and restoring these ecosystems is a responsibility we share across society. Our partnership with the TUI Care Foundation demonstrates how public institutions, the tourism sector and local communities can work together to strengthen the resilience of our natural environment. By restoring native vegetation, protecting biodiversity and involving residents and visitors in conservation, we are investing in a more sustainable future for Mallorca. This international recognition encourages us to continue building partnerships that deliver lasting benefits for our island and its people."

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The international jury particularly praised TUI Forest Mallorca for bringing together public authorities, conservation specialists, local communities and tourism businesses to address desertification and climate-related environmental challenges. The judges highlighted the project's integration of nature conservation into tourism development and visitor education, recognising its potential to inspire similar approaches in other destinations facing increasing climate pressures.

The award also marks a wider success for the TUI Care Foundation, with three additional projects reaching the global finals after winning Gold at the regional Responsible Tourism Awards earlier in 2026. **TUI Sea the Change Bali**, which supports coral reef restoration and engages visitors in marine conservation, was a finalist in the *Nature Positive* category. **TUI Forest Dominican Republic**, which restores mangrove forests while supporting local employment, and **TUI Field to Fork Greece**, which connects regenerative agriculture with tourism supply chains and local producers, were both finalists in the *Regenerative Tourism* category. Together, the four recognised initiatives demonstrate the breadth of the TUI Care Foundation's work to harness tourism as a force for environmental protection, community development and more resilient destinations.

The Global Responsible Tourism Awards, organised by ICRT Global, celebrate initiatives that take responsibility for the economic, social and environmental impacts of tourism and demonstrate measurable positive change. In 2026, 34 global finalists from 24 countries competed across six categories, having qualified through regional Gold awards.

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.

About the Ministry of Agriculture, Fishing and Environment of the Balearic Islands

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Among other responsibilities, the Ministry of Agriculture, Fishing and Environment of the Balearic Islands is responsible for the planning and management of natural resources and areas in the region. It is responsible for forestry planning and management with the aim of preventing and extinguishing fires. An important element is also the administration of forest health and the protection of the biological equilibrium of forest ecosystems.

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