

## **Launch of TUI Forest Mallorca – Ministry of Agriculture, Fishing and Environment for the Balearic Islands and TUI Care Foundation start extensive reforestation project**

- *Launch of TUI Forest Mallorca by Joan Simonet Pons, Minister of Agriculture, Fishing and Environment for the Balearic Islands; Sebastian Ebel, CEO of TUI Group and Thomas Ellerbeck, Chairman of the TUI Care Foundation*
- *Up to 50,000 native trees will be planted by 2027, including fire-resistant species*
- *Reforestation will be complimented by awareness raising activities, environmental education and nature experiences for local residents and tourists.*

TUI Care Foundation  
Pariser Platz 6a  
10117 Berlin

[www.tuicarefoundation.com](http://www.tuicarefoundation.com)

**Mallorca, 26 October 2023.** *The Ministry of Agriculture, Fishing and Environment of the Balearic Islands and TUI Care Foundation have joined forces for an extensive reforestation project in Mallorca´s Península de Llevant Natural Park. The project is based in the northeast of the island, where up to 50,000 trees will be planted. It will also contribute to the conservation of endangered animal species and will support communities adjacent to protected areas, through the generation of jobs in nature conservation and sustainable tourism experiences.*

A century of degradation has left the pristine landscape and 5200-year history of the Península de Llevant Natural Park at risk from wildfires. To mitigate this, TUI Forest Mallorca has been launched to offer comprehensive intervention, including forestry operations and strategic planting of native trees, including fire-resistant species. The existing enclosure will extend to the coastline, protecting key areas including the Cap Ferrutx and Cap des Freu Nature Reserves. In new areas like Son Real, fenced and unfenced small forests will encourage natural reforestation.

The initiative was launched this Wednesday with opening remarks from Joan Simonet Pons, Minister of Agriculture, Fishing and Environment for the Balearic Islands; Sebastian Ebel, CEO of TUI Group and Thomas Ellerbeck, Chairman of the TUI Care Foundation.

Thomas Ellerbeck, Chairman of the TUI Care Foundation: "Preserving the biodiversity of our natural environment is not just a responsibility, it's a commitment to the future. The TUI Forest on Mallorca is an example of the TUI Care Foundation´s dedication to this cause. Our ambition is to plant five million trees in our TUI Forest projects worldwide. These new forests will protect and preserve biodiversity – but they will also improve local livelihoods through the development of sustainable nature-based tourism experiences. Initiatives like these clearly show that tourism is a force for good".

Joan Simonet Pons, the Minister of Agriculture, Fishing and Environment for the Balearic Islands, stressed the importance of this type of project in which there is collaboration

between a public administration and a private enterprise. "We are aware of the importance of the conservation and protection of all the ecosystems in the Balearic Islands, both terrestrial and marine. That is why we are grateful to the TUI Care Foundation for its support to continue with initiatives such as these, which improve the resilience of forests in the face of climate change and at the same time guarantee the protection of wildlife in these natural spaces".

The TUI Forest Mallorca builds on a previous reforestation project that was initiated by TUI and the Government of the Balearic Islands in 2009 with the aim to plant more than 60,000 trees in the Península de Llevant.

TUI Forest Mallorca is part of the TUI Care Foundation's global TUI Forests programme, which is planting trees and taking forest-based experiences to the heart of tourism communities. With the TUI Forest programme the TUI Care Foundation aims at planting at least 5 million trees in reforestation projects worldwide.

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### ***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.

### ***About the Ministry of Agriculture, Fishing And The Natural Environment***

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.

#### **Contact:**

#### **TUI Care Foundation**

Anna-Lena Strehl  
Head of External Affairs  
+49 151 22952553

#### **Ministry of Agriculture, Fisheries and the Natural Environment**

Antoni Crespi Costa  
Adjunt al cap de premsa

anna.lena.strehl@tui.com

Gabinet de la Conselleria d'Agricultura,  
Pesca i Medi Natural  
acrespi@comunicacio.caib.es  
Extensió: 77188 / Ext. mòbil: 91611

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10117 Berlin

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