

Discover the impact: TUI Care Foundation invites travellers to experience its global projects first-hand

- *New selection of immersive experiences allows visitors to engage directly with TUI Care Foundation initiatives*
- *Experiences span marine conservation, sustainable food systems, cultural heritage and circular economy innovation*
- *Recently launched TUI Futureshapers London tour places spotlight on powerful storytelling and women-led guiding*

Berlin, 18 December 2025. *The TUI Care Foundation unveils a series of immersive experiences that invite travellers and local residents to explore its global projects in a personal and meaningful way. These curated activities open a window into the Foundation's work around the world – from protecting marine ecosystems to supporting local food production, fostering cultural heritage and advancing circular innovation.*

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Alexander Panczuk, Managing Director of the TUI Care Foundation, says: "The experiences reflect the TUI Care Foundation's mission to connect holidaymakers with good causes. They demonstrate how local communities, cultural heritage and natural ecosystems can benefit when tourism is used as a force for good. Every experience is hosted by local partners and communities involved in the projects themselves, offering visitors a rare opportunity to learn, connect and contribute."

In **Bali**, guests can join marine conservation experts and witness first-hand how damaged coral reefs are being restored. After snorkelling above vibrant restoration structures in Padangbai that are supported through the TUI Sea the Change programme, participants learn how community members, young conservationists and trained divers work together to revive an ecosystem vital to Indonesia's coastal biodiversity.

Guests can also explore coral-rich waters in the **Dominican Republic**, as well as observe restoration areas and learn about the importance of healthy reef systems for coastal resilience. Led by marine biologists managing the local TUI Sea the Change programme in the Bávaro area, a guided catamaran ride highlights how marine biodiversity underpins the livelihoods of coastal communities.

In **Cape Verde**, visitors are introduced to sustainable food production at Milot Hydroponic's farm, that forms part of the TUI Field to Fork programme. The experience provides insights into innovative agriculture on an island with limited arable land and highlights how communities are adapting to environmental pressures. Coastal villages, unique desert landscapes and the natural salt lakes of Pedra de Lume add cultural depth to the tour which is done in 4x4 vehicles.

The Foundation's circular economy work also comes to life in **Zanzibar**, where visitors can engage with the Destination Zero Waste programme. Through a visit to the Chako upcycling centre, guests learn how discarded glass is transformed into artisan tableware,

lamps and decorative items. The initiative creates skills, employment and new economic opportunities whilst also reducing waste in a fragile island environment.

In **Cambodia**, the TUI Colourful Cultures programme offers visitors the chance to experience Phare, the Cambodian Circus – a powerful blend of theatre, acrobatics, dance and live music. The performers are young artists trained at Phare Ponleu Selpak, a non-profit school supported by the Foundation, where underprivileged young people build bright futures through vocational training in the performing arts.

Visitors can experience how tourism and sustainability intersect in a unique volcanic landscape in **Lanzarote**. Through an experience inspired by the island's long-standing commitment to environmental stewardship, guests learn about Lanzarote's biosphere status and the role of responsible tourism in preserving fragile ecosystems. The experience was set up as part of the TUI Field to Fork programme and highlights how local culture, architecture and land use have evolved in harmony with nature, reflecting the island's pioneering approach to sustainable destination management.

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The most recently launched experiences offer guided city tours in **London**, which invite visitors to explore the city through the eyes of women who bring their cultural heritage to life. The latest tour is led by Nadia, a London-based guide with deep personal ties to Damascus. Through storytelling, landmark visits and a traditional Syrian tea break, guests are introduced to Syrian culture, migration histories and the power of personal narratives. This experience was created as part of the TUI Futureshapers London programme, which supports women to train as tour guides, develop their own tours and gain a pathway towards financial independence. For participants, it is an opportunity to engage meaningfully with diverse perspectives while supporting women who are building new careers in the tourism sector.

To support the projects, these tours are also all made available on the experiences platform of TUI Musement, TUI's tours and activities business. Details on the offered experiences can be found through the below:

<https://tuicarefoundation.com/experiences/>

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.

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