

## **Empowering local communities in Jamaica - TUI Care Foundation supports young entrepreneurs and local artisans and creatives**

- *TUI Care Foundation launches two new projects to support entrepreneurship, cultural heritage preservation, and creative industries in Montego Bay, Jamaica*
- *TUI Futureshapers Jamaica strengthens the tourism entrepreneurial ecosystem by providing technical support, mentorship, and training in business skills to 170 entrepreneurs*
- *TUI Colourful Cultures Jamaica fosters cultural preservation and creative skills development, benefitting 190 local artists and young people whilst also creating new tourism experiences*

**Berlin, 19 March 2026.** *With its growing tourism sector, Montego Bay is one of Jamaica's premier tourism destinations. Yet it still faces significant social-economic challenges, with many local residents facing poverty and income inequality. Alongside this, the city's rich cultural heritage and creative potential remain largely untapped, with many talented artists and creatives leaving to pursue opportunities elsewhere.*

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To address these challenges, the TUI Care Foundation is launching two complementary programmes in Montego Bay in partnership with implementing agency Target 8.9. Both initiatives aim to strengthen the local tourism value chain, preserve cultural heritage, and create sustainable economic opportunities for the local population.

The TUI Futureshapers Jamaica project will strengthen the tourism entrepreneurial ecosystem by supporting start-ups and micro, small and medium enterprises (MSMEs) with the tools and resources needed to improve their competitiveness through innovation and achieve sustainable growth. The two-year programme will provide technical support to 170 entrepreneurs, with a strong focus on women and young people, aiming at creating or maintaining 150 jobs and supporting 750 livelihoods. The programme includes specialised training streams in investment readiness and digital transformation, mentorship and coaching, networking events, and themed challenges, with grant awards to support business acceleration.

The project addresses critical barriers that prevent local businesses from fully benefiting from tourism, including limited access to finance, technical skills gaps, and market access challenges. By empowering local entrepreneurs and fostering innovation within the tourism value chain, it aims to create a more inclusive and sustainable tourism economy in Montego Bay. The initiative is part of the global TUI Futureshapers programme which includes projects in 17 destinations including Dominican Republic, North Africa, Greece, Portugal and Sweden, and empowers people to turn social challenges into entrepreneurial opportunities in holiday destinations.

Complementing this focus on local community empowerment, TUI Colourful Cultures Jamaica boosts the creative economy in Montego Bay by fostering a vibrant creative ecosystem, showcasing Jamaican culture, and empowering local artists. The initiative will

provide technical training for 120 creatives and 70 young people in business skills, intellectual property awareness, as well as storytelling and creative techniques. It will also document and digitally preserve 20 cultural stories and traditions from elderly community members, host cultural events, and develop unique cultural tourism experiences.

The project addresses the challenges faced by Montego Bay's cultural and creative industries, which contribute significantly to Jamaica's global image, but often struggle with limitations in creative and technical skills, digital capabilities, market development, and access to financing. The initiative is part of the global TUI Care Foundation Colourful Cultures programme which aims to protect cultural heritage and empower creatives in tourism destinations. The programme empowers artists and artisans to professionalise, gain access to new markets and promote their cultural heritage through tourism.

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### ***About the TUI Care Foundation***

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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 Target 8.9***

Target 8.9 is a global development agency initiated by TUI Care Foundation. It is dedicated to mobilising both non-financial and financial resources to create meaningful and sustainable impacts in local tourism destinations, aligned with target 8.9 of the United Nations' Sustainable Development Goals (SDGs). This specific objective within the SDGs aims to promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all, with an emphasis on the tourism sector and highlighting local culture and products. Target 8.9's primary focus is on fostering inclusive economic opportunities and social development, with a strong emphasis on conservation and landscape restoration.

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