

Bringing local craftsmanship to the sky: TUI Care Foundation launches new phase of TUI Colourful Cultures Croatia and partnership with TUI Airline

- *Next phase of the project supports over 200 women artisans in Dubrovnik, strengthening cultural heritage and income opportunities*
- *New partnership with TUI Airline brings artisan-designed products to onboard experience on TUI's 787 long haul programme*
- *Programme expands workshops, festivals and tourism partnerships to connect artisans with local and international visitors*

Berlin, 1 May 2026. *The TUI Care Foundation has today launched the second phase of TUI Colourful Cultures Croatia, a programme supporting women artisans in Dubrovnik which preserves traditional crafts and strengthens their connection to tourism. At the same time, the Foundation marks a new milestone through a partnership with TUI Airline, bringing local craftsmanship to a global audience by featuring artisan-inspired designs onboard its long-haul programme.*

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Dubrovnik is renowned for its rich cultural heritage and strong tourism economy, yet increasing tourism pressure has made it more difficult for local artisans to sustain their livelihoods. Rising costs, limited access to workspace and unstable income opportunities particularly affect women artisans, young creatives and custodians of traditional skills. At the same time, demand for authentic cultural experiences amongst visitors continues to grow.

Building on this the new phase of the project, TUI Colourful Cultures Croatia expands its activities to support 215 women artisans and artists over the next three years. Participants will receive training in traditional crafts such as embroidery, weaving, painting, soap-making and clay modelling. Selected artisans will also benefit from intensive mentoring combining craft skills with entrepreneurship, digital marketing and business management. These activities enable participants to develop nano-businesses, strengthen their income opportunities and increase their economic independence.

The programme also delivers a wide range of cultural engagement activities connecting local communities with visitors. A total of 40 pop-up Art & Craft events will take place in partner hotels, alongside 150 free workshops, ensuring broad access for both residents and tourists. Youth engagement is further strengthened through activities in schools and kindergartens, while the expanded Art & Craft Festival is expected to attract around 12,000 visitors. Through new partnerships with hotels, travel agencies and cruise operators, the project will also develop 75 cultural and culinary experiences, creating new pathways for artisans to access tourism value chains.

These activities build on the success of the first phase, which delivered more than 200 workshops, engaged over 1,000 participants and significantly increased the visibility and income opportunities of local artisans. The second phase adapts and scales this

successful model to respond to the current challenges facing Dubrovnik's cultural and creative sector.

Alongside this, the TUI Care Foundation has launched a new collaboration with TUI Airline, offering an innovative platform to showcase traditional craftsmanship to travellers worldwide. For the first time, artisans from four TUI Colourful Cultures projects worldwide were invited to contribute to a design competition inspiring the artwork for onboard amenity collections on TUI's 787 long haul programme.

Amongst the selected designs are works by two artisans from the Croatian project, both supported through the Foundation's partner organisation DEŠA. Fatima Cimic was recognised for her design inspired by traditional Konavle embroidery, a centuries-old craft known for its intricate, symmetrical patterns. Ivana Kralj impressed the jury with a contemporary interpretation of the same heritage, reimagining traditional motifs in a modern and refined style. Their designs will now be featured on onboard products, bringing Croatian craftsmanship to an international audience. The Croatian designs join two submissions from Mexico as the winners of the design competition.

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Alexander Panczuk, Managing Director of the TUI Care Foundation, said: *"With the new phase of TUI Colourful Cultures Croatia, we are continuing to support artisans in preserving their cultural heritage whilst creating sustainable income opportunities. At the same time, our partnership with TUI Airline allows us to bring these traditions to a global audience, demonstrating how tourism can actively contribute to safeguarding culture and supporting local communities."*

Jill Nye, Director Customer, Cabin and Inflight Services at TUI Airline, said: *"At TUI Airline, we are absolutely passionate about crafting inflight experiences that feel truly personal, meaningful, and unforgettable for every single customer. Our vibrant Colourful Cultures designs launching on our 787 long-haul fleet from 1 May are a brilliant celebration of what's possible when creativity and collaboration come together."*

By uniting TUI Airline, the TUI Care Foundation, and incredibly talented local artisans from Croatia and Mexico, we've created something genuinely special. The result? A warm, inspiring, and beautifully distinctive cabin experience that customers can not only see but truly feel bringing destination stories to life in an authentic way while proudly supporting the communities behind them."

Through initiatives such as TUI Colourful Cultures Croatia, the TUI Care Foundation highlights how tourism can play a key role in protecting cultural heritage whilst creating inclusive economic opportunities. By connecting artisans with visitors and global platforms, the programme ensures that traditional skills remain a vibrant and valued part of local life.

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. www.tuicarefoundation.com

About DEŠA

DEŠA is a civil society organization working on sustainable social - economic, cultural and environmental empowerment and community building. DEŠA strengthens social capital, especially the role of women and youth as bearers of positive changes in society. DEŠA's mission is realized through awareness raising, lifelong learning and education, counseling, volunteering and direct work in the community.

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