

Empowering women as city tour creators and guides across Europe: TUI Care Foundation launches TUI Futureshapers Women City Guides

- *New programme supports 40 women in London, Edinburgh, Amsterdam and Berlin to develop city tours and build income-generating careers*
- *Project builds on the success of TUI Futureshapers London tours, now offered to the public and showcasing diverse cultural perspectives*
- *Initiative combines storytelling, practical guiding skills, tour development and business mentoring*

Berlin, 4 June 2026. *The TUI Care Foundation today announces the launch of TUI Futureshapers Women City Guides, a new initiative that supports women from diverse backgrounds to train as tour guides and develop their own community-centred tours in London, Edinburgh, Amsterdam and Berlin. The programme builds on the success of TUI Futureshapers London, which has already generated a series of tours available to visitors and presenting authentic cultural narratives from female guides.*

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www.tuicarefoundation.com

Tour guides play a key role in connecting travellers with local cultures and communities, yet the profession has historically been male dominated, despite a growing demand for inclusive and authentic experiences. TUI Futureshapers Women City Guides addresses this gap by providing structured training in storytelling, tour design and practical guiding skills, along with business and self-employment support.

The previous phase of the project was piloted in London and demonstrated the value of this approach with a portfolio of tours led by women with rich cultural backgrounds. These experiences, now available to the public through tours and activities businesses such as TUI Musement, include *Exploring Syrian Heritage in London: Stories of Art, Food and Tradition*, which invites guests to explore Syrian culture through local art, cuisine and history; *Iberian Footprints in the Heart of London: Queens, Wine & Waterways*, highlighting historical connections and cultural influences; *Saudi Cultural Experience in London: Traditional Hospitality and Belly Dancing Tour*, an immersive cultural walk celebrating tradition and performance; and *Discover Palestine in London: History, Culture & Hidden Connections*, which offers an intimate exploration of Palestinian heritage in the city.

TUI Futureshapers Women City Guides expands on this model over the next two years and across multiple locations, supporting 40 women in London, Edinburgh, Amsterdam and Berlin through a comprehensive curriculum that starts with foundational courses in place-based storytelling, designing engaging routes and the principles of responsible tourism, and extends into practical guidance on developing unique tour concepts. The project also includes mentoring on self-employment, freelancing and visibility-building within local tourism ecosystems.

As the tours are shaped, the programme will showcase participants' work through a series of community events, open days, public launches and networking activities across

the four cities. These visibility opportunities bring together local tourism stakeholders, policymakers, civil society and the public to celebrate the women's achievements and help the new tours gain traction within local tourism markets.

Alexander Panczuk, Executive Director of the TUI Care Foundation, said: *"TUI Futureshapers Women City Guides reflects our commitment to inclusion and diversity in tourism. By equipping women with skills in storytelling, guiding and business development, we are helping open pathways to meaningful economic opportunities whilst enriching cultural exchange for visitors. The success of the London tours shows how deeply authentic experiences can transform how people see a city - and we are excited to expand this across Europe."*

This initiative forms part of the global TUI Futureshapers programme, which empowers people to turn social challenges into entrepreneurial opportunities in destinations such as Portugal, Spain, Greece, Dominican Republic, Colombia, Tunisia, Egypt, Morocco, Namibia, Zanzibar and Laos, among others.

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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. www.tuicarefoundation.com

About Women in Travel CIC

Women in Travel CIC is an award-winning UK-based social enterprise that connects underserved, diverse female talent to employment and entrepreneurship opportunities in the travel, tourism and hospitality industries. By partnering with organisations and employers, Women in Travel offers talent services, education and events that drive greater diversity, equity and inclusion across the sector. Website: www.womenintravelcic.com

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