

Empowering Cambodian Tourism Entrepreneurs: TUI Care Foundation launches new Futureshapers project

- *Initiative supports over 80 growth-stage tourism businesses across Cambodia to enhance digital skills and sustainability*
- *More than 15 high-potential tourism enterprises receive intensive mentoring to become fully investment-ready*
- *Programme aims to maintain or create 240 jobs and support local communities*

Berlin, 20 August 2026. *The TUI Care Foundation, in partnership with development agency Target 8.9, has officially launched the TUI Futureshapers Cambodia project to bolster the resilience, competitiveness and sustainability of the country's crucial tourism sector. The collaborative initiative focuses on empowering small and medium-sized enterprises (SMEs) in tourism hubs such as Siem Reap. By bridging critical gaps in digital literacy and sustainability, the programme ensures local communities benefit directly from the travel industry. The project is implemented in close cooperation with the German Development Agency, GIZ.*

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Cambodia's tourism sector is an essential economic engine, generating approximately 12% of Gross Domestic Product prior to the pandemic. However, many local tourism businesses struggle with limited access to modern digital tools and formal financing options. The TUI Futureshapers Cambodia programme addresses these challenges by delivering targeted technical assistance and operational training. Through a series of specialised accelerator cohorts, at least 80 tourism SMEs, including accommodation providers, tour operators and handicraft businesses, benefit from tailored digital and sustainability assessments. Over 160 entrepreneurs participate in practical workshops covering search engine optimisation, digital marketing, and sustainable tourism certifications.

A critical component of the programme is preparing enterprises for capital investment. A dedicated cohort of 15 high-potential businesses receive bespoke one-to-one mentorship in financial planning and business valuation. This tailored preparation enables at least five businesses to successfully secure external funding through impact investments or blended finance models.

Environmental and social sustainability sit at the heart of this initiative's methodology. During workshops, participating businesses learn about international eco-certification standards to improve their green credentials. Entrepreneurs also gain cutting-edge skills in leveraging artificial intelligence to maximise their online booking visibility and reach global travellers.

The initiative also actively works to engage the next generation of Cambodian changemakers. Through sustainable tourism bootcamps and community events, the programme empowers at least 100 young people to advocate for eco-friendly travel

options. These activities help diversify travel experiences beyond the famous temple of Angkor Wat, spreading economic benefits into rural areas.

TUI Futureshapers Cambodia is part of the global TUI Futureshapers programme that empowers young people to turn social challenges into entrepreneurial opportunities in tourism destinations including the UK, Spain, Tunisia, Egypt, Greece, Albania, Morocco, Colombia, Jamaica, Cape Verde, Namibia and Tanzania.

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 Target 8.9

Target 8.9 is a global development agency initiated by the TUI Care Foundation. It is dedicated to mobilising both non-financial and financial resources to implement destination initiatives that create meaningful and sustainable impacts in tourism destinations. The organisation's activities align with target 8.9 of the United Nations' Sustainable Development Goals (SDGs) – which 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.

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