

Sustainably transforming tourism through impact investment – TUI Care Foundation launches new TUI Futureshapers Global initiative

- *Empowering small enterprises in sustainable tourism through an impact investment mechanism as well as an extensive mentorship programme*
- *15 companies from across the world will benefit from the programme - beneficiaries include Astungkara Way, an ecotourism development agency in Bali, and Siem Reaper, a locally owned bicycle tour provider in Cambodia*
- *The initiative is launched as part of the TUI Care Foundation's Entrepreneurship October, a month dedicated to highlighting support for sustainable businesses in tourism destinations*

Berlin, 16 October 2024. *The tourism sector accounts for more than 10% of global GDP and jobs. However, for small businesses seeking to thrive in the industry, access to funding opportunities and technical support is not always available. To address this, the TUI Futureshapers programme, in cooperation with UnTours, is providing flexible and affordable capital to entrepreneurs who maximise the positive impact of tourism on local communities. The initiative will support 15 businesses globally, focusing on underrepresented groups in tourism business ownership, such as women, ethnic minorities, and social enterprises with community or environmental impact.*

The partnership combines UnTours Foundation's expertise in creative, catalytic investing with the TUI Care Foundation's extensive access to the tourism ecosystem, which opens doors to markets, shared knowledge, and professional mentoring from tourism experts within TUI Group. The TUI Futureshapers initiative offers more than just financial support; it also provides technical assistance and mentoring to ensure the success and sustainability of the businesses. Funds will be reinvested as capital becomes available, which allows for continued support of new ventures in the future.

The TUI Care Foundation and UnTours Foundation are jointly building the investment pipeline, making investment decisions, and providing follow-up support to investees. The partnership sets a strong example for other foundations and investors by showing that investing in locally owned, community-enhancing, and environmentally positive tourism businesses can bring positive impact and financial sustainability.

One of the first investees receiving support through the programme is Astungkara Way, an ecotourism development agency in Bali, Indonesia. This business promotes rural economic development and preserves traditional practices through immersive travel experiences centred around agriculture. Visitors can enjoy activities like trekking, farm tours, glamping and educational courses on sustainable farming. The programme helps Astungkara Way to expand its rural trail network and further support local farmers by connecting them to new markets.

In Cambodia, Siem Reaper Travel, a locally owned bicycle tour company which specialises in sustainable travel adventures, is also receiving support through the programme. Offering guided cycling vacations and immersive cultural experiences across four countries in Southeast Asia, the business is committed to uplifting local communities by promoting

sustainable tourism practices, which create economic, environmental, and social benefits. Siem Reaper Travel also focuses on youth development through a Local Guide Training Center and places a strong emphasis on environmental protection. Through the TUI Futureshapers programme, the business has been able to upgrade its bicycle fleet and enhance its marketing efforts.

Another beneficiary includes Coral Colabs, the business behind Global Coralition, whose mission is to unite art, science and communities to regenerate marine ecosystems across 50 reef sites by 2050. With the programme's support, the company is building a coral farm in the Dominican Republic, adding a new element to its work with local artists to create underwater sculptures where travellers can attach corals to foster reef growth. The coral farm will provide educational experiences for local and international tour groups, who can already contribute to marine conservation by planting mangroves in nearby areas. Their efforts have boosted marine protection and ecotourism, creating sustainable financial opportunities while advancing conservation and environmental education.

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In Rwanda, the programme supports Red Rocks Rwanda, a social enterprise promoting sustainable tourism in and around the Volcanoes National Park. With the programme's assistance, the business is expanding its marketing efforts and develops new services to add value to international tourists who book experiences such as cooking classes, nature walks and other community-based tourism experiences.

These partnerships are all part of the global TUI Futureshapers Programme, which empowers people to turn social challenges into entrepreneurial opportunities in destinations such as Cape Verde, Zanzibar, Senegal, Portugal, Greece and Tunisia.

The TUI Care Foundation's 'Entrepreneurship October' is a month of activities dedicated to supporting sustainable businesses in tourism destinations. Through a series of project launches, it highlights the importance of empowering small businesses in tourism destinations with a holistic approach of financial assistance, mentoring and access to the tourism market.

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 UnTours Foundation

UnTours Foundation's mission is to unleash capital and kindness to nurture ideas and build healthy, sustainable communities. The Foundation works to alleviate poverty by providing low-interest loans and flexible investments to social entrepreneurs and businesses, both across the United States and around the world. Its capital creates employment and valuable goods and services in economically impoverished communities, and the Foundation seeks to fuel projects that are leading-edge, replicable, and green. By investing rather than giving grants, UnTours Foundation recycles its resources, making capital available again and again to visionary investees. <https://untoursfoundation.org/>

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