

## Biodiversity

Our strategic objective is not the short-term marketing of protected areas but the long-term sustainable valorisation of biological diversity as the natural assets of holiday regions – to conserve the natural foundations of the tourism industry.

TUI therefore actively supports graded environmental protection policies in its holiday regions:

- Species protection
- Nature protection
- Landscape protection

In addition, our proactive environmental policy work influences decision making in the destinations. And our model projects, cooperation activities and our own dedication and commitment demonstrate that sustainable tourism development can make a valuable contribution to the conservation of biodiversity.

### Further information



### TUI's Little Guide to Preserving Species

Fair Souvenirs  
and Biodiversity



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