

Empowering  
Entrepreneurship  
Initiative

**TOURISM  
RECOVERY  
PROGRAMME**

# OUTREACH KIT FOR PARTNERS

JUNE 2021

Supported by the



Federal Ministry  
for Economic Cooperation  
and Development

**giz**

Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

**enpact**

 **TUI CARE  
FOUNDATION**

# ■ Programme Overview

The Tourism Recovery Programme is a training, mentoring and financial support programme designed for travel & tourism entrepreneurs in Egypt, Mexico, South Africa, and Kenya to build resilient, sustainable tourism businesses and take steps towards recovering from the pandemic.

Applications Open  
June 1 to June 20



**100**  
**Egyptian**  
businesses



**45** **Kenyan**  
businesses



**70** **South African**  
businesses



**100**  
**Mexican**  
businesses

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## Programme Benefits

How do tourism businesses benefit from joining the programme?

By joining the programme, businesses receive:

- **Dedicated mentoring** from TUI Group and global tourism experts
- **Direct financial support** (Up to 9,000 Euro per business)
- Virtual learning programme covering Resilient leadership, Sustainability and green recovery, Business Model Innovation and Digital Transformation
- Peer-to-peer **learning and networking opportunities** within a global tourism and entrepreneurship network
- Increased collaboration in the **European and particularly the German market**

**Check out the experiences of our tourism & travel entrepreneurs below!**



**You support  
us through:**

- a) Sharing **one dedicated post** across your 2 most active social media channels (Facebook, LinkedIn, or Instagram)
- b) Sharing **one dedicated mailshot** among your network of entrepreneurs and ecosystem enablers
- c) Mention of the Tourism Recovery Programme in **your upcoming community newsletter**
- d) Sharing the opportunity on **your website or platform** (if applicable)

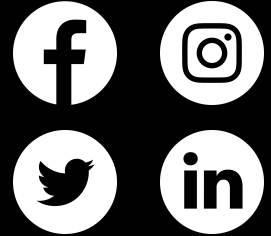
Do you provide a service/product that can support the growth of tourism & travel businesses? You can also become a **Content Partner!**  
Let us know!

**We Offer:**

## Recognition & Awareness

- a) Recognition as **Outreach/Community Partner** across our social media channels on Facebook, LinkedIn & Instagram Group Post
- b) One **dedicated post** on twitter & instagram story per partner
- c) Recognition as Outreach/Community Partner on **enpact website**
- d) Recognition as Outreach/Community Partner in **programme publications**
- e) Recognition in **public & private events**: Info sessions, Kick-off with participants
- f) Potential **speaking slots** in enpact networking and international community events [Depending on interest & availability]

**Check out our channels:**

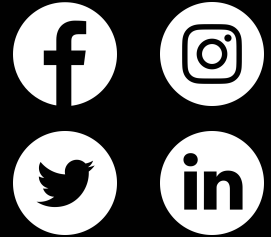


**We Offer:**

## Outreach support

- a) Sharing **one dedicated announcement/opportunity** across our social media channels.
- b) Sharing one **announcement/opportunity** in Tourism Recovery Programme newsletter
- c) **Priority listing** for partner updates in our enpact monthly newsletters until **December 2021**
- d) **Priority consideration** for future partnerships and collaboration opportunities (To be further specified with your entity depending on our upcoming projects)

**Check out our channels:**



# Visual Assets

Download  
the asset by  
clicking on  
the visuals!



Empowering  
Entrepreneurship  
Initiative

## TOURISM RECOVERY PROGRAMME

ARE YOU A TRAVEL & TOURISM BUSINESS OWNER?

GROW & RECOVER TODAY WITH DIRECT SUPPORT!



9000 Euros  
Financial Support



Virtual  
Training Programme



Dedicated  
Mentoring

APPLY BY 20 JUN 2021

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## TOURISM RECOVERY PROGRAMME

ARE YOU A TRAVEL & TOURISM ENTREPRENEUR?

TAKE THE 1ST STEP ON THE PATH TO RECOVERY TODAY!



9000 Euros  
Financial Support



Virtual  
Training Programme



Dedicated  
Mentoring

APPLY BY 20 JUN 2021

Supported by the



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**Please make sure to tag the enpact channels!**

## Text Assets

Feel free to copy the caption & customize to your audience!

### Linkedin:

Opportunity for travel & tourism entrepreneurs by enpact & TUI Care Foundation!

If you operate in the travel & tourism sector, you can now receive direct support to grow a more resilient, sustainable business and take the first step on the path of recovery.

Apply now for the Tourism Recovery Programme to receive dedicated mentoring, financial support of up to 9,000 Euro, training, access to global tourism network, and market expansion opportunities in Germany & Europe.

<https://enpact.org/open-applications/tourism-recovery-programme/>

Deadline: 20th of June!

### Hashtags:

#EmpowerTogether #enpactEEI  
#TourismRecovery #EmpowerTourism  
#GreenRecovery #RethinkingTourism  
#TravelEntrepreneurship #GreenTourism

### Twitter:

Are you a travel & tourism business owner in Egypt, Mexico, South Africa or Kenya?

This is your chance to take the first step towards recovery and growing a more sustainable, resilient business!

Learn more & apply by June 20:

<https://enpact.org/open-applications/tourism-recovery-programme/>

### Facebook & Instagram:

enpact & TUI Care Foundation launched the Tourism Recovery Programme to support travel & tourism business in overcoming challenges of the pandemic and getting started on the path to recovery!

The programme provides travel & tourism businesses in Egypt, Mexico, South Africa, & Kenya with dedicated mentoring, financial support of up to 9,000 Euro, training and global expansion opportunities.

Learn more & apply before June 20:

<https://enpact.org/open-applications/tourism-recovery-programme/>



# Special thanks to our 2020 supporters!

Check out a  
few of our  
exceptional  
outreach  
partners who  
supported the  
initiative last  
year!



**TURISMO**  
SECRETARÍA DE TURISMO

**BMW Foundation**  
Herbert Quandt



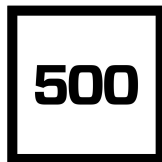
**INJAZ Egypt**  
100 YEARS OF ACHIEVEMENT  
A Member of JA Worldwide



**ASHOKA**  
Everyone A Changemaker™



**Jakarta**



**PARACHUTE 16**



**TRAVEL  
MASSIVE**



**Kenya Tourism Federation**

**Thank you for  
your support!**

**Questions?  
Contact us:**

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