

## **TUI operates more flights to Lapland and names Boeing 737-8 “Ivalo”**

- **Over 50,000 holidaymakers will fly with TUI to explore Finland’s wintery North**
- **Local celebrity and husky dog “Diesel“ became plane’s godfather**
- **Non-stop flights from Amsterdam to Ivalo start next winter**
- **“Ivalo” is the third TUI Boeing 737-8 named after a destination in Lapland**

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**Ivalo, 14th February 2024.** Not only is Finland an important source market for TUI, but the country is also a destination on its own. The province of Lapland in northern Finland is a favorite winter holiday spot for TUI’s customers and it will grow even more for next winter. This winter season TUI, Europe’s leading leisure, travel and tourism company, will fly over 50,000 holidaymakers from the United Kingdom, the Netherlands, Belgium, Spain and Portugal with its own airplanes to Lapland.

On Valentine's Day, a special flight from TUI fly Netherlands landed at Ivalo – the northern-most airport in Finland and also in the global flight programme of TUI. More than 180 travel agents, product managers, influencers, affiliate partners and media from all across the Netherlands joined flight OR9443 which landed at 11:20a.m. They all don’t only just come to witness the name giving ceremony, but to also have an introduction to all the beauty Finnish Lapland has to offer. The day is filled with activities like husky and reindeer sledding, a snow scooter experience and outdoor dining.

“Ivalo” is the third Boeing 737-8 airplane named after a destination in Lapland. The previous jets – “Kittilä”, was named in 2018, and “Rovaniemi” in 2022 – with Santa Claus himself being the godfather. “Ivalo”, the latest addition to the TUI fleet, has “Diesel”, the local celebrity husky dog, as its godfather. “Diesel” is the nearly seven years old husky dog of active TikTok user Pauliina Mäki from the kennel “Happy Huskies” and usually the most popular, big and blue-eyed husky in her videos.

“We are delighted to welcome our new airplane “Ivalo” to its home airport for its name-giving. As an ambassador of Lapland, the Boeing 737-8 will be a guest all over the world, making the close relationship of Finland and TUI even more visible. And, it is also a great example of our commitment to continue on our journey of becoming

Europe's most fuel-efficient airline. Flying more sustainable will help us to ensure that our guests can enjoy Europe's landscapes and support regional and local tourism which is so important to many young citizens and their development opportunities", said Marco Ciomperlik, Chief Airline Officer of TUI Group.

"Today, we celebrate the name giving of our Boeing 737-8 'Ivalo'. And at the same time, we are using this festive occasion to introduce the destination Ivalo to a large group of people we brought along. From travel agents to influencers, affiliate partners and press, group & incentives, product managers and airline colleagues. We are grateful for the hospitality and enthusiasm to receive us on this Valentine's day and the warm welcome for our customers throughout the winter", said Arjan Kers, Managing Director TUI Belgium & Netherlands. And, there are more good news because from next Winter TUI flights will go non-stop from Amsterdam to Ivalo and skipping the quick stop in Kittilä.

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"We are very proud that once again one of TUI's airplanes has been named after a destination in Lapland and that Ivalo is now acting as an ambassador for the region worldwide. We have excellent cooperation with our travel industry partners, of which this current record-breaking Lapland season is living proof. Lapland has become an even more attractive travel destination internationally, and in enabling this, TUI has been a significant partner for us," says Jonna Pietilä, Area Manager for Lapland Airports at Finavia.

By the way: the work to create a true TUI Winter Experience in Lapland started already some months ago. Preparations began already in June last year and during the current season more than 50 reps and over 30 entertainers from the TUI family are based in Rovaniemi, Kittilä and Ivalo. All of them are dedicated to making holidaymakers' Christmas dreams and ski vacations come true this season. From November each year guests will enjoy snowmobile rides, cookie making, sleigh rides around the snow village and last but not least, a visit to Santa Claus himself.

Finland is also the place where TUI's cruise ships are built. The Meyer Turku shipyard in the southern Finnish city of Turku built two vessels for TUI Cruises in 2018 and 2019 and mid of 2024 the latest cruise ship will join TUI's fleet: the brand-new Mein Schiff 7.



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