

New Star on the Black Sea: TUI names Boeing 737-8 “Varna”

- **TUI COO Marco Ciomperlik: “Bulgaria is an exciting rising star in the European holiday market”**
- **Summer destination on the rise: Increasing flight capacity to Bulgaria**
- **TUI Airline: Weekly direct flights to Varna and Burgas**

Varna/Hanover, 24 September 2026. TUI has named a new Boeing 737-8 “Varna”, making the Bulgarian coastal city a flying ambassador for the region. As the namesake of a TUI aircraft, Varna will represent Bulgaria’s Black Sea coast throughout TUI’s international route network. Varna is known for its long sandy beaches, vibrant seaside resorts, cultural diversity and excellent value for money. The aircraft’s godfather is Bulgarian Minister of Tourism Dr. Ilin Dimitrov.

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“Bulgaria is an exciting rising star in the European holiday market. Families in particular are increasingly discovering Bulgaria’s Black Sea coast for themselves. By naming our Boeing ‘Varna’, we are making a visible commitment to the growing importance of this destination within the TUI portfolio,” said Marco Ciomperlik, Chief Operating Officer of TUI Group.

“Today, Varna spreads wings. The name of our seaside capital will soar across Europe as an ambassador for Bulgaria and the Bulgarian Black Sea coast. This is a symbol of our strong partnership with TUI and a recognition of our potential as a modern and attractive destination. Our goal is to develop air connectivity and enable more and more European tourists to discover Bulgaria. We thank TUI for their trust – together, we are opening up our country even further to Europe”, said Dr. Ilin Dimitrov, Minister of Tourism.

This positive development is also reflected in TUI’s flight programme. TUI Airline has further increased capacity to Bulgaria this year, responding to continued demand for holidays on the Black Sea coast.

“Today marks a special milestone for Varna Airport and our long-standing partnership with TUI. We are proud that the aircraft being named today will carry the name “Varna” - a meaningful gesture and a historic moment for the city and our airport. We are delighted that such an important partner has chosen our airport for this aircraft naming ceremony. With the new incentive scheme - a programme designed to stimulate air connectivity - recently approved by the national authorities, we will be

able to offer additional opportunities for airlines and tour operators. We are confident that this will help us attract even more passengers to the Bulgarian Black Sea airports in Varna and Burgas in the years ahead”, said Michael Reusch - CEO of Fraport Twin Star Airport Management AD.

By naming the aircraft after Varna, TUI is deliberately highlighting Bulgaria’s growing importance within its holiday portfolio. The regions around Varna and Golden Sands as well as Burgas and Sunny Beach are particularly popular. Families value the long sandy beaches, modern all-inclusive hotels and outstanding value for money. TUI has built up a comprehensive portfolio of hotels and experiences in Bulgaria and continues to expand its offering. This year, one of TUI’s bestsellers in Bulgaria, the GRIFID Noa Hotel in Varna also hosts the TUI annual Senior Leadership Team Meeting, underlining the destination’s strategic relevance for the TUI Group.

The new Boeing 737-8 is among the most modern and efficient aircraft in its class.

Through the ongoing expansion of its fleet, TUI fly continues to invest in more modern and sustainable aviation while supporting the growth of high-demand holiday destinations.

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