

TUI Musement adds 250,000 live events to experiences portfolio through EVENTIM partnership

- Over 250,000 concerts, gigs, festivals, theatre performances and sports events available every year in UK and Germany
- Partnership grows TUI Musement experiences portfolio to include live events alongside excursions, activities and attractions
- Expanded offering reflects growing demand for event-led travel and live entertainment, both with locals and travellers

TUI Group
Group Corporate &
External Affairs
Karl-Wiechert-Allee 23
30625 Hannover

group.communications@tui.com
www.tuigroup.com

Palma de Mallorca, 20th August 2026 – TUI Musement, the global Tours & Activities business of TUI, has strengthened its live events portfolio through a new partnership with EVENTIM, Europe's leading ticketing and live entertainment group and number two worldwide.

Through the collaboration, TUI Musement will offer access to more than 250,000 live events across Germany and the UK each year, including concerts, gigs, festivals, theatre performances and sports events. Through integrating live events with its existing portfolio of excursions, activities and attractions, TUI Musement is strengthening its position as a leading Tours & Activities business by giving travellers and locals a broader choice of memorable experiences.

The partnership supports TUI Musement's strategy to grow its city experiences and local offering, responding to demand for cultural, urban and event-driven activities. Demand for event-led travel continues to grow, with trips being built around concerts, festivals, theatre and major sporting events. In the UK, music tourism reached a record high in 2025, while Germany continues to see strong demand for live entertainment. TUI Musement is now well positioned to capture this growing demand.

"Our ambition is to continuously broaden the range of experiences we offer to customers. Live events are a natural extension of our portfolio and an increasingly important part of how people plan leisure time and travel today. Partnering with EVENTIM enables us to offer access to more live events in a focused and scalable way, starting with Germany and the UK and building from there", said Peter Ulwahn, CEO of TUI Musement.

"Our partnership with TUI Musement underlines the growing relevance of live entertainment as an integral part of the broader experience economy. It combines TUI Musement's connection to travellers seeking extraordinary events and EVENTIM's extensive live entertainment portfolio. Together, we are creating new opportunities for even more memorable travel experiences – while at the same time unlocking additional reach and value for promoters and partners across our network", said Alexander Ruoff, COO of EVENTIM.

The partnership with EVENTIM also reinforces TUI's city break and year-round leisure activities offering, complementing partner hotels in the UK and Germany, including the Riu Plaza London Victoria and Riu Plaza Berlin.

Tickets will be available through the TUI and TUI Musement apps and websites in the UK and Germany.

TUI Group
Group Corporate &
External Affairs
Karl-Wiechert-Allee 23
30625 Hannover

group.communications@tui.com
www.tuigroup.com

Notes to editors:

Event Examples

- Germany: [Rock am Ring 2027](#)
- Germany: [Ehrlich Brothers - Wonderworld - Aufbruch ins Unmögliche](#)
- UK: [Jack White](#)
- UK: [Peter Kay](#)

This announcement and photos can be found in the press section on www.tuigroup.com

About TUI Musement

TUI Musement is a global Tours & Activities business that combines a highly curated product portfolio, scalable digital platforms and in-destination service by local teams, to source, develop, distribute and deliver products in three categories:

- Experiences: Excursions, activities & attraction tickets
- Transfers: Between airports, hotels and ports
- Tours: Multi-day itineraries encompassing hotels, experiences, guides and transportation

Available in all major beach and city destinations, products are sourced from leading travel businesses or developed in-house by TUI teams, including TUI Musement experiences, the flagship selection of TUI Group. Products are distributed to customers, including the 34.7+ million TUI customers, through TUI websites and apps – such as the Tours & Activities dedicated TUI Musement app, as well as in-destination local teams and B2B partners, including some of the world's leading OTAs, tour operators, airlines, hotels, travel agencies and cruise lines. TUI Musement is one of the major growth areas of the TUI Group and employs approximately 7,000 people worldwide.

About TUI Group

The TUI Group is a leading global tourism group. The group is headquartered in Germany. TUI shares are listed on the MDAX index of the Frankfurt Stock Exchange and on the regulated market of the Lower Saxony Stock Exchange in Hanover. The TUI Group offers its more than 34.7 million customers integrated services from a single source and covers the entire tourism value chain under one roof. The Group owns more than 460 hotels and resorts with premium brands such as RIU, TUI Blue, and Robinson, as well as 18 cruise ships, ranging from the luxury class MS Europa and MS Europa 2 and the HANSEATIC class expedition ships to the Mein Schiff fleet of TUI Cruises and cruise ships at Marella Cruises in the UK. The group also includes leading European tour operator brands and online marketing platforms, for example for hotel-only or flight-only offers, five airlines with

125 modern medium- and long-haul aircraft, and around 1,200 travel agencies. In addition to expanding its core business with hotels and cruises through successful joint ventures and activities in holiday destinations, TUI is increasingly focusing on the expansion of digital platforms. The group is transforming itself into a global tourism platform company.

Global responsibility for sustainable economic, environmental, and social action is at the heart of our corporate culture. The TUI Care Foundation, initiated by TUI, focuses on the positive effects of tourism, education and training, and the strengthening of environmental and social standards with projects in 25 countries. In this way, it supports the development of holiday destinations. The globally active TUI Care Foundation initiates projects that create new opportunities for the next generation.

About EVENTIM

CTS EVENTIM is the number one provider of ticketing services in Europe and number two in the world. Over 300 million tickets per year are marketed using the Company's systems – through mobile/online portals and physical box offices. According to Pollstar's global rankings for 2025, the EVENTIM Group is the second-biggest promoter in the world. In addition, CTS EVENTIM operates some of Europe's most renowned venues. CTS Eventim AG & Co. KGaA (ISIN DE 0005470306) has been listed on the stock exchange since 2000 and is a member of the MDAX segment. In 2025, the Group generated revenue of EUR 3.1 billion across more than 25 countries.

TUI Group
Group Corporate &
External Affairs
Karl-Wiechert-Allee 23
30625 Hannover

TUI Musement
Communications Department
Stephen Denton
stephen.denton@tui.com
+34 619341883

group.communications@tui.com
www.tuigroup.com