

TUI Blue Hotels: Artur Gerber shaped the international expansion of the TUI hotel brands – Louise Bates to become the new Managing Director TUI Blue

- **Louise Bates will take up her post at the start of the new financial year on 1 October**
- **Artur Gerber will continue to be associated with TUI in an advisory role**

Hanover, 2 September 2026. Artur Gerber, Managing Director TUI Blue Hotel Betriebsgesellschaft, is handing over his role as Managing Director to Louise Bates, previously Director of Brand & Products at TUI Hotels & Resorts. She has been appointed to the management board of the hotel subsidiary and, together with Bernd Mäser, will take on responsibility for this business segment of TUI Hotels & Resorts. Bernd Mäser has been CEO TUI Hotels & Resorts since 1 May 2026; this company oversees the TUI Group's own hotel and club brands, such as Robinson, TUI Magic Life, TUI Blue and The Mora.

Artur Gerber, aged 61, is leaving TUI at his own request but will remain closely associated with the Group in an advisory capacity. Following his departure from the management board, he intends to devote himself to new projects in future. Artur Gerber is an internationally experienced and highly regarded hotel manager who has been with the TUI Group since 2015. As Managing Director of TUI's hotel segment, he played a decisive role in driving the development and international expansion of TUI Blue as a new hotel brand. Under his leadership, the Group's own hotel brand was expanded into an international portfolio. Artur Gerber also contributed his many years of experience in hotel management to the development and launch of The Mora as the Group's luxury hotel brand. He can look back on an impressive and successful period at TUI and in the further development of the hotel division. The entry into the Chinese market, the successful development of the business there, and the establishment of new hotel clusters on the African continent are among the key milestones of his successful work for TUI.

Marco Ciomperlik, Chief Operating Officer at TUI: "Artur Gerber has played a decisive role in shaping the development of our hotel business over recent years. With TUI Blue, he has built a strong international hotel brand and been instrumental in driving its expansion. Our luxury brand, The Mora, also bears his hallmark. On behalf of the entire TUI team, I would like to thank him most

sincerely for his great dedication and his many years of successful work. We wish him all the best for the future, both personally and professionally. I am delighted that Louise Bates, an internationally experienced manager from within the TUI Group, is taking over the management of the TUI Blue brand and TUI Hotel Betriebsgesellschaft. Louise Bates has successfully managed and further developed hotel concepts such as TUI Sensatori and TUI Sensimar and has an excellent network of international hotel partners.”

About TUI Group

The TUI Group is a leading global tourism group. It 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 19 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 and transforming itself into a global tourism platform company. The group is headquartered in Germany. TUI shares are listed on the Prime Standard segment of the Frankfurt Stock Exchange and are included in the MDAX. They are also traded on the regulated market of the Hanover Stock Exchange.

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 30 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.

**TUI Group
Group Corporate & External Affairs**

Corporate Communications
Tel. +49 (0) 511 566 6060
group.communications@tui.com

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

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