

The next TUI Marathon is coming: TUI is launching a partnership with the Palermo Marathon and extending its commitment as title sponsor of the TUI Rhodes Marathon until 2030

- **TUI will become title sponsor of the Palermo Marathon from 2027**
- **Title sponsorship of the TUI Rhodes Marathon extended ahead of schedule until 2030**
- **Marathon tickets for TUI Marathons in Rhodes, Cyprus and Mallorca can be booked at all TUI branches, via the app and online on the TUI Musement website – Palermo will follow shortly**
- **The TUI Mediterranean Marathon League continues to grow: over 25,000 runners expected in 2027**

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Hannover, 14 July 2026 – TUI is continuing with the ‘runcation’ trend by expanding its TUI Marathons portfolio to include the Palermo Marathon. TUI will act as a platinum sponsor for this year’s event on 15 November, and will become the title sponsor (TUI Palermo Marathon) from 2027. The agreement is initially valid until the end of 2029.

The Palermo Marathon is well established and growing rapidly: at the last edition of the Palermo Marathon – now in its 31st year – it attracted more than 3,000 runners from 35 countries. The route winds through the historic and culturally unique backdrop of Sicily’s capital, with its numerous UNESCO World Heritage Sites. Together with the TUI Marathons in Rhodes, Cyprus and Mallorca, the Palermo Marathon forms the TUI Mediterranean Marathon League (TMML). Discussions are underway with many further marathons.

“The partnership with the Palermo Marathon is the next step in our highly successful marathon strategy. The TUI Marathons in Cyprus and Rhodes have shown impressive growth this year, and the TUI Palma Marathon in October has been sold out since April,” said Sebastian Ebel, CEO of the TUI Group. “The trend of combining sporting events with unforgettable stays in exciting holiday destinations and enjoying them as an extended holiday shows no sign of abating.

The marathons in the TUI Mediterranean Marathon League take place in the off-season in spring and autumn, thus offering ideal conditions for runners. At the same time, the marathons boost travel volumes outside the peak season. This is a clear benefit for local

communities. The participants show that our marathons appeal to people of all generations, with runners under the age of 30 particularly well represented at the recent marathons in Mallorca and Rhodes.”

TUI extends title sponsorship of the TUI Rhodes Marathon until 2030

TUI will also continue its role as title sponsor of the TUI Rhodes Marathon until at least 2030, as underlined by an agreement with Marieta Papavasileiou, co-founder of the TUI Rhodes Marathon and chair of the organising committee. Following the successful launch of the partnership in 2025, both parties have now extended the contract – which originally covered the 2025, 2026 and 2027 editions of the marathon – by a further two editions. With this extension, both sides are aiming for further growth and intend to further strengthen their focus on sustainability, inclusion, local collaboration and innovation.

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Launched in 2014, the TUI Rhodes Marathon has developed into a unique event on the international running calendar. The 11th edition in 2026 was the second in which TUI acted as title sponsor and distribution partner. “The partnership with the TUI Rhodes Marathon was a natural extension of our relationship with this incredible Greek island and a great success. With more than 5,000 runners from 65 countries, we were able to significantly increase the number of participants compared to the first TUI Rhodes Marathon,” said Ebel. “The TUI Rhodes Marathon is a great example of how we at TUI combine sports and sustainable tourism, and underlines our commitment to the island of Rhodes – a destination cherished by millions of TUI customers and, through the Rhodes Co-Lab, a collaborative project with the Government of the South Aegean Region, at the heart of the company’s sustainable tourism initiatives.”

“We are very proud to continue our collaboration with TUI and to strengthen our relationship with a long-standing partner of Rhodes and a committed champion of sustainable tourism,” said Papavasileiou on behalf of the organising committee. “This extension not only underlines the successful launch of our collaboration with TUI this year, but also our shared vision to further develop the TUI Rhodes Marathon in the coming years and showcase the beauty of our island to the world.”

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