

TUI Musement launches Multi Day Experiences: *“Some places deserve more than a day”*

- **Mini Journeys:** 1–2-night adventures combining immersive experiences, local expert guides, and special accommodation
- **In-Depth Experiences:** Visiting locations that require and deserve more than a single day to be truly experienced
- **Special Overnights:** Unique stays including desert camps, safari lodges, luxury jungle tents and community homestays
- **Available Now:** In destinations across the world, from Costa Rica to Kenya, Thailand to Tunisia, Morocco & more

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Palma de Mallorca, 7 July 2026. TUI Musement, a global Tours & Activities business, is launching Multi Day Experiences, a new range of one- or two-night mini journeys combining immersive excursions, local expert guides and unique accommodation into a single seamless experience, serving the growing demand for short, overnight journeys.

Multi Day Experiences (MDEs) deliver immersive or more complex excursions in destinations that require more than a single day to be truly experienced. The overnight stay is a signature highlight and considered part of what makes the journey special or possible. Unique accommodation options include desert camps, safari lodges, community homestays and luxury jungle tents. Different options cover a variety of interests, such as adventure, nature, and culture, with destinations currently including Australia, Costa Rica, Gambia, Italy, Kenya, Morocco, Peru, Sweden, Tanzania, Thailand, Tunisia, USA and Vietnam.

MDE examples include two days of white-water rafting with a rainforest stay in Costa Rica; jungle exploration and a luxury tent overnight in Thailand’s Khao Sok National Park; community immersion and homestay at Lake Titicaca in Peru; a nomadic desert experience and camping in Morocco; and two days of African wildlife with a stay at a safari lodge in Kenya.

There is a growing demand for MDEs, which sit between a day trip and a longer duration multi day tour, and can be booked alongside an existing holiday. 70% of respondents from a recent survey* said they are likely to book a short, immersive and unique overnight experience, with especially high interest from younger travellers and families.

“Multi Day Experiences exist for those places that deserve and require more than a day to be truly experienced.” Said Peter Ulwahn, TUI Musement CEO. *“Multi Day Experiences are created with local experts, curated to global standards and delivered by our trusted teams, so customers can explore with confidence and truly immerse themselves in a destination. The excursions and activities are unforgettable, our local guides bring destinations fully to life, and the overnight stays are unique; we are helping travellers create memories that will last a lifetime.”*

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MDEs bring together key travel elements into one single seamless journey, and the majority are developed in-house by the TUI team, utilising TUI’s own accommodation, guides, excursions and transport. All MDEs are delivered to TUI global standards for Health & Safety, sustainability and product quality.

TUI Musement MDEs can be booked at any time prior to travel or in destination, and are available now across all TUI distribution channels, including the TUI and TUI Musement apps and websites, in TUI retail stores, on TUI flights and in destination via TUI reps, as well as through selected platforms, such as Bokun and Nezasa. Prices vary by format and destination, starting from €145 per person. The MDE portfolio currently comprises over 35 options, which will grow to over 45 during summer 2026, with further experiences to be added in 2027.

Notes to editors:

* Survey conducted by TUI Musement with Appinio in December 2025 on consumer interest in Multi Day Experiences.

**Examples Referenced:

- Costa Rica: [2-day Pacuare Whitewater Rafting Multiday Tour](#)
- Thailand: [2-day guided Khao Sok and Cheow Lan Lake nature experience](#)
- Peru: [3-day Luquina homestay with Lake Titicaca island tour](#)

- Morocco: [Two-day Moroccan desert and overnight Berber tent experience](#)
- Kenya: [Ngutuni and Salt Lick two-day safari from Mombasa](#)

This announcement 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.

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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.

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