Press Release

Experiences take priority: Holidaymakers Swap Pool Time for Catamarans and Cooking Classes

- **TUI Musement** shares the Tours & Activities trends shaping 2027 holidays
- **Customer Behaviour Trends:** Experiences move up the priority list and AI inspires while people reassure
- **Product Trends:** Travellers will get hands-on with food & drink, go off road and head out on water
- **Data Sources:** Analysis based on TUI Musement booking data, business insight and independent travel research in European markets

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Palma de Mallorca, 24th November 2026. TUI Musement, the Tours & Activities business of TUI Group, is again looking ahead to the trends that will shape how travellers enjoy holiday experiences in the coming year. The predictions for 2027 are the 'experiences effect', 'tech trust gap' and 'hands-on holidays', and are based on TUI Musement data, independent market research and insight from across TUI Group, one of the world's leading travel organisations.

"What people do on holiday matters more than ever, and 2027 is shaping up to be an exciting year for experiences," said Peter Ulwahn, CEO of TUI Musement. *"We expect travellers to plan their holidays around the experiences that matter most to them, and to get more hands-on, whether that's heading off-road, out on the water or into a cooking class. AI is great for inspiration and discovery, but our people in destination give travellers the confidence to book. The businesses that combine good tech with great people on the ground will win in 2027."*

Experience Trends Shaping 2027 Holidays

The Experiences Effect – tours and activities move up the list: In 2027, in-destination experiences will have even more influence on travel choices. Travellers will secure the experiences that matter most to them before they go, and make room in their plans to enjoy them.

- 38% of travellers say their budget for excursions, activities and attractions has gone up over the past two years*
- 82% spend more than €115 per adult on experiences during a seven-day holiday*
- Half of travellers (51%) book their must-do experiences before they leave home, then add more once they arrive*
- 46% have skipped a paid hotel night for a special overnight experience, and a further 41% would consider doing so****

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The Tech Trust Gap – tech inspires ideas, people inspire trust: As with all parts of travel, AI and technology in general will play a bigger role in how people discover and buy excursions, activities and attraction tickets. But people in destination will still provide the reassurance that seals the deal.

- 68% of travellers are open to AI recommendations for in-destination experiences, but only 35% would let AI book them*
- 78% say they prefer to book experiences online*, yet most experiences purchased via TUI Musement were booked through local representatives in destination***
- 75% would still rather take a recommendation from a hotel representative than from social media*

Hands-On Holidays – workshops, 4x4s and catamarans: In 2027, more holidaymakers will leave the sunbed behind to get involved in more active experiences. That could mean workshops with local chefs or arts & crafts experts, heading off-road in a 4x4 or sailing out on a catamaran.

- 74% have booked an outdoors experience, such as a 4x4 excursion, and one third frequently head out on off-road trails**
- 83% have booked a boat activity**, and TUI Musement takes well over one million customers on boat excursions each year***
- 72% of holidaymakers have booked a food and drink experience, and more than a third do so frequently**
- *The proof really is in the pudding*: TUI Musement's London scone-making workshop welcomed thousands of participants in its first three months***

Meeting 2027 Demand

TUI Musement is investing in its own products to meet the growing demand these trends point toward. The Tours & Activities business continues to grow its portfolio of TUI Musement experiences, created by TUI teams with local destination partners, and is also expanding its catalogue of multi-day experiences: once-in-a-lifetime journeys built around a standout experience and a distinctive overnight stay. New 4x4 vehicles are being added to the existing fleet in destinations such as Cape Verde, Morocco and Tunisia, and new TUI catamarans are due to launch in the Mediterranean in 2027, joining the vessels already sailing in Corfu, Cape Verde, Phuket and more.

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Notes to editors:

Flashback: Accurate TUI Musement 2026 trend predictions

Last year, TUI Musement made some predictions, and this year the data proved those right – a few examples below based on internal and external data:

- *Sportcations: Sport got people moving. There was, of course, the World Cup, but another example was the increase of more than 30% in hotel revenue across Italy during the Milano Cortina Winter Olympics.[1]*
- *Major Events: Spain's August eclipse drew an estimated 446,000 additional international visitors in a single week.[2]*
- *AI Assistants: AI moved from novelty to normal, with 52% of British travellers now using it to plan their holidays, up from 40%.[3]*
- *City Breaks: Cities kept their pull, with bookings for TUI Musement's own city experiences up 58% year on year during the first half of FY26.[4]*

Sources

- *Independent study conducted by Appinio for TUI Musement, May 2026, among travellers in the UK, Germany and Spain
- **Independent study conducted by Appinio for TUI Musement, July 2026, among beach holidaymakers in the UK and Germany
- ***TUI Musement data, FY26
- ****Independent study conducted by Appinio for TUI Musement, December 2025, among travellers in the UK, Germany, Spain, the Netherlands and Poland

- [1] Italian hotel industry data for the Olympic and Paralympic period, February–March 2026
- [2] BBVA Research, international visitor arrivals and card spending, 10–16 August 2026 vs the same week in 2025
- [3] MMGY Travel Intelligence, Portrait of European Travellers 2026
- [4] TUI Musement booking data, City Experiences, October 2025–March 2026 vs the same period the previous year

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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