

The TUI Palma Marathon Mallorca continues to grow – 10,000 runners from 72 countries set a new participation record

- **Around 30,000 fans created an unforgettable atmosphere along the race route**
- **TUI remains the title sponsor and exclusive distribution partner of the TUI Palma Marathon Mallorca until at least 2030: 2027 marathon packages will be available soon**
- **The Balearic Islands' biggest running event sold out very early on**

Palma de Mallorca, 18 October 2026. The 22nd edition of the TUI Palma Marathon Mallorca attracted around 10,000 participants from 72 countries to Mallorca on Sunday. The significant increase of around 1,000 runners compared with the previous year impressively demonstrates the international popularity of the running event in Palma de Mallorca, as well as an unbroken trend towards running holidays. Around 30,000 spectators from near and far lined the picturesque route and created an unforgettable atmosphere at the largest sporting event in the Balearic Islands.

Entry places for the three disciplines on offer – the 10 km run, half marathon and marathon – were completely sold out very early before the event date. As in the previous year, the majority of participants – 94 per cent – came from abroad. The largest groups of runners came from Germany (52 per cent) and the United Kingdom (18 per cent).

The proportion of female participants at this year's TUI Palma Marathon Mallorca also set a new record. At 48 per cent across all distances on offer, the proportion of women increased further compared with the previous year (46 per cent). The trend towards running holidays among younger people also continued. At 51 per cent, the majority of runners were in the 25 to 40 age group. The average age of all participants was 39.

The TUI Palma Marathon Mallorca was once again very popular amongst TUI staff. Almost 500 TUI staff took part in one of the three race categories, including Sebastian Ebel, CEO of the TUI Group; Mathias Kiep, CFO of the TUI Group, and Marco Ciomperlik, COO of the TUI Group. The starting signal for the race was officially given by Sybille Reiß, Chief People Officer of the TUI Group.

"Running holidays are hugely popular – and the TUI Palma Marathon Mallorca is an event that brings Mallorcans and visitors together. The fantastic response across the

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whole island shows that sport and tourism are the perfect match for unforgettable moments. It's a win-win for both guests and TUI: we're creating further reasons to travel and extending the season. We are proud to be leading the way here alongside strong local partners and, together with the local community, to create memorable moments for runners and fans alike, whilst underlining TUI's commitment to the Balearic Islands," said Sebastian Ebel, CEO of the TUI Group.

Winners of the 2026 TUI Palma Marathon Mallorca

Marathon

Female	Male
1. Marie-Madeleine Lütters, Germany	1. Seve Felipe Gómez, Spain
2. Theresa Griesbach, Germany	2. Toni Melis Tous, Spain
3. Alex Richer, Great Britain	3. Luis Quintas, Portugal

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Half marathon

Female	Male
1. Maria Brand, Germany	1. William Beattie, Great Britain
2. Paula Gredig, Germany	2. Sebastian Verhoeven, Germany
3. Ingalena Schömburg-Heuck, Germany	3. Christian Schöffler, Germany

10k race

Female	Male
1. Svenja Discher, Germany	1. Thomas Cremers, Netherlands
2. Michelle Donnelly, Ireland	2. Miquel Muntaner Barceló, Spain
3. Pauline Smestad, Norway	3. Nicolas Adler, Germany

The TUI Palma Marathon Mallorca is part of the TUI Mediterranean Marathon League (TUI MML), which comprises four TUI marathons held in cities around the Mediterranean. In addition to the race in Palma, the TUI Rhodes Marathon (next edition on 18 April 2027), the TUI Cyprus Marathon (next edition on 28 February 2027) and the Palermo Marathon (next edition on 15 November 2026) form part of the TUI MML. From 2027, TUI will also be the title sponsor of the Palermo Marathon, meaning that TUI will then be the title sponsor for all four MML marathons. Entry places for the events in Rhodes and Cyprus, as well as for the 23rd edition of the TUI Palma Marathon Mallorca on 17 October 2027, are available at www.tuimusement.com. Tickets for the 2027 TUI Palma Marathon will go on sale in the next few days.

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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.

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