

New club in Bella Italia: TUI Group's TUI Magic Life brand makes debut in Italy

- **TUI Magic Life adds three new clubs to its portfolio, now totalling 16 resorts**
- **Number of TUI hotels in Italy grows to 13**

Pizzo/Hanover, 1 July 2019. Under the motto "Heartbeat Calabria", the official opening of TUI Magic Life's first club in Italy was celebrated last weekend. In 2019, club holidays remain in vogue among TUI customers. Only a few weeks ago, two other TUI Magic Life clubs opened in Tunisia and Turkey. With its third new club, TUI Group's all-inclusive club brand is expanding its portfolio from 13 to a total of 16 clubs in six countries. The number of TUI hotels in Italy has thus grown to 13 hotels.

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"2019 is a banner year for TUI Group in terms of hotel openings. Through the expansion of the number of our own hotel brands and concepts, we are enhancing the visibility of our Group's high-margin segment and further strengthening our position as the world's leading holiday hotelier", said Sebastian Ebel, TUI Group Executive Board member in charge of Hotels & Resorts. TUI Magic Life Managing Director Andreas Pospiech said at the opening ceremony: "Today, we are not only celebrating the debut of our club brand in Italy, but also the delivery of a milestone on our growth roadmap. Within a few days, our colleagues have launched as many as three new TUI Magic Life clubs in different countries. We are very well positioned and ready for further growth with our comprehensive all-inclusive portfolio."

Over the past few months, the existing resort located at the "tip of Italy's boot" had been comprehensively upgraded and redesigned in the club brand's hallmark style. After the club had already welcomed its first guests in May, it was now officially launched at an opening ceremony including a symbolic "baptism of fire" with invited guests from the tourism sector, local politicians, international distribution partners and press representatives as well as around 1,000 club guests.

The participants also received further information regarding the new club and insights into its sports and entertainment programme at a number of training and experience days. Mountain bike experts and former world champions Hannes Herrmann and Marco Hösel as well as professional volleyball trainers from the Beach Academy shared tips and tricks relating to their type of sport with the guests. At the interactive Social

Media Party, the African Fusion Show and the beach performance of star DJ Klingande, TUI Magic Life demonstrated the diversity of its entertainment programme.

TUI Group is continually expanding the portfolios of its own hotel brands. In Summer 2019 alone, the world's leading tourism group is opening more than 20 new hotels in eleven countries in Europe, Africa and Asia. Its all-inclusive club brand will also continue to grow. By Winter 2021/22, a new TUI Magic Life club will be built in Cape Verde. The brand will make its debut in the West African island state with the launch of its first club in the island of Boa Vista.

Photos of the event are available at www.tuigroup.com

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About TUI Group

TUI Group is the world's number one integrated tourism group operating in around 180 destinations worldwide. The company is domiciled in Germany. The TUI Group's share is listed in the FTSE 100 index, the leading index of the London Stock Exchange, and in the German open market. In financial year 2018, TUI Group recorded turnover of €18.5bn and an operating result of €1.177bn. The Group employs around 70,000 people in more than 100 countries. TUI offers its around 27 million customers, including 21 million customers in European national companies, comprehensive services from a single source. It covers the entire tourism value chain under one roof. This comprises around 330 Group-owned hotels and resorts with premium brands such as RIU and Robinson as well as 17 cruise ships ranging from the MS Europa and MS Europa 2 luxury class vessels to the "Mein Schiff" fleet of TUI Cruises and the vessels of Marella Cruises in the UK. The Group also includes leading international tour operator brands, 1,600 travel agencies in Europe and five airlines with around 150 modern medium- and long-haul aircraft.

Global responsibility for sustainable economic, ecological and social activity is a key feature of our corporate culture. TUI Care Foundation, established in 2015, promotes the positive effects of tourism, education and training as well as environmental and social standards. This way, it contributes to the development of the holiday destinations. TUI Care Foundation now operates in more than 20 countries around the world and initiatives projects creating new opportunities for the next generation.

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