

## **Crete and the Canary Islands the most popular Summer 2021 holiday destinations for Europeans**

- **TUI Holiday Atlas: European holidaymakers' favourite holiday destinations for Summer 2021**
- **Greek islands most popular overall - Crete overtakes Majorca**
- **Already 2.8m TUI bookings taken for Summer 2021, demonstrate the strong desire for travel**

**Hanover, 17 February 2021.** Greece and Spain are the most popular holiday destinations for Europeans this summer. This is shown by the TUI Holiday Atlas Summer 2021, which evaluates the most popular vacation destinations of European TUI customers. The Greek island of Crete takes first place. Gran Canaria, Rhodes, Tenerife and Antalya are also in the top five. Last year, Greece was already the most popular vacation destination for TUI guests from all over Europe. Bookings also show that this summer the Canary Islands are ahead of the Balearic Islands in terms of popularity. TUI has around 21 million customers in Europe. All existing bookings from the most important European markets are included in the evaluation of the world's leading tourism group.

The TUI Holiday Atlas also provides an overview of country-specific preferences. This year, British guests particularly favor Dalaman on the Turkish Riviera, followed by Cyprus, Antalya, Tenerife and Rhodes. Crete is the top destination for German holidaymakers for the first time. The island moves up two places in the ranking compared to the previous year and replaces Majorca. Rhodes and Kos also each climb two places to occupy 3rd and 4th place. As in previous years, the Greek islands are the number one destination for Finns, Danes, Norwegians and Swedes, followed by Majorca, Antalya and Cyprus. Belgian and Dutch TUI holidaymakers are heading in particular to Antalya and the Turkish Riviera this summer, while the two Greek islands of Crete and Rhodes as well as Majorca and Tenerife are also highly popular. French holidaymakers have chosen Sicily as their favorite destination this time, followed by Greek and Spanish destinations. However, the French are also keen to holiday within their own country this summer.

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The TUI Holiday Atlas shows: Greece and Spain are strong in demand. Greece is starting the new season with the tailwind of last summer. Low infection rates, comprehensive hygiene measures and a wide range of offers had already made Greece the most popular destination in 2020. In Spain, the Canary Islands lead the way in terms of bookings. An increase in bookings for the Balearic Islands is still to be expected in the coming weeks. An increase in bookings is also expected for Turkey. This is shown by the evaluation of search queries on TUI's booking pages in the various countries of origin.

Furthermore, there is an increased demand for higher category hotels and room upgrades. The willingness to treat oneself to something more this summer shows Europeans' longing for holidays and the continued desire to spend vacations in other European countries.

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#### **About TUI Group**

TUI Group is the world's leading integrated tourism group operating in more than 100 destinations worldwide. The company is headquartered in Germany. The TUI Group's share is listed in the FTSE 250 index, the leading index of the London Stock Exchange, and in the German open market. The Group employs more than 70,000 people worldwide. TUI offers its 28 million customers, including 21 million customers in European national companies, integrated services from a single source. It covers the entire tourism value chain under one roof. This comprises more than 400 hotels and resorts with premium brands such as RIU, TUI Blue and Robinson as well as 15 cruise ships ranging from the MS Europa and MS Europa 2 luxury class vessels and expedition ships to the Mein Schiff fleet of TUI Cruises and the vessels of Marella Cruises in the UK. The Group also includes leading European tour operator brands, five airlines with 100 modern medium- and long-haul aircraft and 1,000 travel agencies. Apart from the expansion of its core business with hotels, cruises and destination activities, TUI is increasingly investing in digital platforms. The Group is transforming as a digital company. Global responsibility for sustainable economic, ecological and social activity is a key feature of our corporate culture. TUI Care Foundation, initiated by TUI, promotes the positive effects of tourism, education and training as well as environmental and social standards with projects in 25 countries. It thus contributes to the development of the holiday destinations. TUI Care Foundation, operating around the world, initiates projects creating new opportunities for the next generation.

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