

TUI partners with Nezasa on digital tours platform for the ‘next era of travel’

- **Agreement reflects TUI’s ongoing strategic investment in digital platform capabilities**
- **Development of platform for digital production of personalised multi-day tours – across all TUI markets**

Palma de Mallorca, 01 June 2021. TUI Group, the world’s leading tourism group, has signed an agreement for a new digital platform for multi-day tours, to be developed in partnership with Nezasa, an award-winning travel technology company. The agreement reflects TUI’s ongoing strategic investment in digital platform capabilities for greater efficiency, speed and to enable further growth in the Tours & Activities sector through delivering better, more personalised experiences for customers.

The growing multi-days tours market is worth an estimated €96 billion* - yet remains largely offline and highly fragmented, presenting a significant consolidation opportunity. Through a digital platform model, TUI aims to drive the transformation of the market and strengthen its role as a leading player in multi-day tours.

“We have achieved strong growth in excursions, activities and tickets through the Musement platform and will now leverage this experience to drive the digitalisation of the multi-day tours market,” stated David Schelp, CEO of TUI Musement, the Tours & Activities division of TUI Group. *“In Nezasa, we have partnered with one of the most advanced travel tech providers in the industry and together we will build a multi-day tours platform for the next era of travel.”*

The new platform will integrate with TUI’s inhouse ecosystem of technologies and infrastructure, and development has already commenced. The platform will benefit Musement and all TUI source markets across the world. Customers and partners alike will be able to access TUI travel components for the digital production of personalised multi-day tours.

“We strongly believe in the future of multi-day tours and in the huge potential that digitalization provides for this segment. We are looking forward to combining TUI’s tourism expertise with our unique technology to deliver a best-in-class digital experience to customers and partners.” said Manuel Hilty, CEO of Nezasa.

This announcement and photos can be found in the press section on www.tuigroup.com.

**Based on pre-covid numbers from multiple sources*

About TUI Musement

TUI Musement is a leading Tours & Activities business that combines a scalable digital platform with local service delivery in more than 140 countries worldwide. Available in all major holiday and city destinations to travellers around the world, including the 28 million annual TUI customers, there are currently more than 170,000 experiences, including excursions, activities, tickets and transfers. These are distributed through the Musement and TUI websites and apps, and B2B partners, including the world's leading OTAs, tour operators, cruise lines and travel companies. TUI Musement is one of the major growth areas of TUI Group.

About TUI Group

TUI Group is the world's leading tourism group and operates worldwide. The Group is headquartered in Germany. TUI's share is listed on the FTSE 250, the benchmark index of the London Stock Exchange, and on the Regulated Unofficial Market in Germany. The TUI Group offers integrated services from a single source for its 28 million customers, 21 million of them in the European national companies. The entire tourism value chain is covered under one roof. This includes over 400 hotels and resorts with premium brands such as RIU, TUI Blue and Robinson and 15 cruise ships, from the MS Europa and the MS Europa 2 in the luxury class and expedition ships to the Mein Schiff fleet of TUI Cruises and cruise ships at Marella Cruises in Great Britain. The Group also includes leading tour operator brands and online marketing platforms across Europe, five airlines with more than 100 modern medium and long-haul aircraft and over 1,000 travel agencies. In addition to expanding its core business with hotels, cruises via 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 digital company. Global responsibility for sustainable economic, ecological and social action is at the core of our corporate culture. The TUI Care Foundation, initiated by TUI, focuses on the positive effects of tourism, on education and training and on strengthening environmental and social standards with projects in 25 countries. It thus supports holiday destinations in their development. The globally active TUI Care Foundation initiates projects that create new opportunities for the next generation.

About Nezasa

Nezasa is an industry-leading technology provider for automated trip planning, fulfilment and personalisation. Nezasa's TripBuilder platform is the first fully working enterprise-grade platform that tames the huge complexity involved in providing the connected trip. It bridges various industry silos (flights, hotels, cars, trips etc.) into a seamless customer experience for B2B and B2C. Using Nezasa, travel brands can easily and efficiently provide their customers with bespoke and completely individualised offers, regardless of their complexity. Nezasa's solution covers all aspects of the travel lifecycle - from booking over in-destination experiences until the completion of the trip. Nezasa has offices in Switzerland and Portugal and representations in the UK and The Americas. Nezasa provides its platform in a white-label software-as-a-service model to travel brands (tour operators, travel agents and OTAs) around the world.

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