

## **Expansion in Asia and Africa: TUI Blue set to grow to 300+ hotels worldwide**

- **Erik Friemuth: „An important milestone on the way to becoming the world's leading leisure hotel brand”**
- **TUI Group’s hotel subsidiary aims for growth with management and franchise agreements**
- **New development offices in Dubai and Hong Kong**
- **Contracts signed for first hotels in China**

**Dubai/Hanover, 28 March 2022.** TUI Group will continue to expand its successful and profitable hotel segment. Following the relaunch of its operating business, the global hotel brand TUI Blue is again focusing on expansion and aims to grow to 300+ hotels. The focus is on the development of new regions for expansion in Southeast Asia, China, Africa and the Middle East. An important driver for the future growth strategy are international partnerships in which TUI Blue hotels are operated either under management contracts or by franchisees.

"TUI has a an unrivalled strong expertise in designing, developing and successfully operating leisure hotel brands as well as developing holiday destinations", said Erik Friemuth, Managing Director TUI Hotels & Resorts. "TUI Blue's new management and franchise model allows our future partners to benefit from this and offer guests unique holiday experiences. Together, we aim to become the leading leisure hotel brand with more than 300 hotels worldwide."

The TUI Blue business model was presented to investors as well as representatives of the hotel industry at a hybrid event in Dubai today. In the metropolis at the Arabian Gulf and Hong Kong, TUI Blue will establish its own hotel development team. "We are delighted that Wesam Okasha, an experienced Global Head of Business Development, has joined us. Among other roles, he previously held the position of Senior Director Development West Africa for Hilton," says Artur Gerber, Managing Director TUI Blue. "Our dedicated team in Asia has already started and has successfully managed to sign contracts for the first TUI Blue hotels in China."

The TUI BLUE model offers partners the opportunity to increase the performance and revenue of their hotels, optimise costs and make hotel operations even more efficient. In addition to TUI's operational expertise and marketing and sales power with 27 million customers per year, it also provides access to a digital hotel platform. The smart technology enables efficient hotel management and a seamless digital customer experience. For example, through the digital front office which streamlines collaboration across departments and different hotel areas in order to process the guest's wishes faster and more efficiently. All elements of the comprehensive ecosystem are based on the long-standing know-how in designing holiday experiences.

A website has been specially designed for hotel partners and investors, offering further information and contact options: <https://development.tui-blue.com/>

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#### **About TUI Blue**

TUI Blue offers lifestyle- and experience-oriented holidaymakers a hotel product tailored to their individual needs and preferences - for adults aged 16+, for families, for all. The hallmarks of the hotels are the Blue Guides, acting as the competent local contacts, the comprehensive Bluefit fitness and relaxation programme and the modern design. With the Blue App, holidaymakers have access to a digital service assistant available before, during and after the trip to design their individual holiday. The culinary offer at TUI Blue hotels features local cuisine with international influences, providing high-quality food and catering for all dietary needs or nutrition plans. The hotel experience is rounded off by a wide range of daytime and evening activities. With its global flagship brand TUI Blue, the world's leading tourism group TUI Group is driving growth in the hotel segment further ahead.

#### **About TUI Group**

TUI Group is a leading global tourism group and operates worldwide. The Group is headquartered in Germany. TUI shares are listed on the FTSE 250, an index of the London Stock Exchange, on the regulated market of the Hanover Stock Exchange and on the Open Market segment of the Frankfurt Stock Exchange. The TUI Group offers integrated services from a single source for its 27 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 16 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.

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