

TUI driving further growth in tours and activities with relaunch of strengthened TUI Collection

- **Branded experiences a strategic focus to drive further growth**
- **TUI Collection portfolio expands from 385 to 650 experiences available in over 100 sun & beach and city destinations**
- **TUI Collection proven to be successful - over five million experiences delivered since the concept was originally launched**
- **New research shows most holidaymakers enjoy two experiences per holiday**

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Palma de Mallorca, 25th May 2022. TUI Group, one of the world's leading tourism groups, has revamped, expanded and relaunched the TUI Collection, one of the largest portfolios of original, branded experiences in the travel industry. The relaunch continues the Group's strategic focus on tours and activities as a key growth pillar and supports the ongoing expansion of TUI's digital platform for experiences.

"With the TUI Collection we are offering an unrivalled selection of high quality, original, and more sustainable tours and activities," said Peter Ulwahn, CEO of TUI Musement, the tours and activities division of TUI Group. *"Our original, TUI branded experiences are a strategic focus to drive further growth and are already the most popular tours and activities in our destinations. We are building on this success by relaunching a significantly strengthened TUI Collection portfolio with a sharpened value proposition and additional experiences that will see more and more customers enjoying tours and activities from TUI."*

Over five million TUI Collection experiences have been delivered since the concept was created in 2015. The relaunch sees the portfolio grow from 385 to over 650 tours and activities, available in more than 100 sun & beach and city destinations. TUI Collection experiences are designed to provide customers with great value through high-quality, more sustainable tours and activities, led by expert guides that deliver unique local insights. Highlights from the TUI Collection portfolio include a Holbox Island Boat and Buggy Tour from Chiquila, Mexico; a Majorcan village excursion involving different forms of vintage and historic transport to visit Port de Soller and Sa Calobra; and a hike in the Atlas Mountains in Morocco, exploring scenic

trails, discovering remote Berber villages, markets and a cooking class organised by a Berber family.

The TUI Collection relaunch comes as new research commissioned by TUI shows that most holidaymakers will enjoy two experiences per holiday, with nearly 70 percent of holidaymakers on a sun & beach holiday and three quarters on a city break likely to book more than one experience during their time away. Additionally, tours and activities was revealed to represent the highest share of in-destination spend; 40%.

TUI Collection experiences are distributed in all TUI channels, including www.gotui.com and also via the Musement platform at www.musement.com, with a flexible cancellation policy, and where relevant, a price match guarantee. All TUI Collection experiences meet industry standards for sustainability, and for every experience purchased TUI makes a €0.50 donation to the TUI Care Foundation, which runs environmental and social projects around the world. Tours and activities operators not already involved with the TUI Collection are invited to work with TUI to produce experiences and reach new audiences.

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

Notes to editors

TUI Care Foundation: <https://www.tuicarefoundation.com/en>

Research carried out by MetrixLab, a global market research and insights company, in November 2021, with approximately 1,200 people from each of the following countries: Italy, Germany, UK, USA

TUI Collection Examples

- Cyprus: [Kourion, Kolossi & Winery Tour](#)
- Greece: [Rhodes Food & Wine Tour with a Local Guide](#)
- Italy: [Vatican Museums & Sistine Chapel small group tour with Local Guide](#)
- Mexico: [Holbox Island Boat & Buggy Private Tour](#)

- Spain: [Full Day Mallorca Tour with Port de Soller and Sa Calobra](#)

Further examples can be found on www.gotui.com and www.musement.com, or are available on request.

About TUI Musement

TUI Musement is a leading Tours & Activities business that combines a scalable digital platform with local service delivery in more than 100 countries worldwide. Available in all major holiday and city destinations to travellers around the world, including the 27 million annual TUI customers, there are currently more than 215,000 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 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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