

## **TUI and National Geographic Expeditions launch National Geographic Day Tours**

- **New Day Tours offer the spirit of exploration that National Geographic is known for, focused on enriching day experiences designed to fulfil travellers' curiosity**
- **Announcing 48 unique, authentic and educational tours available in 7 countries, with more itineraries to be added throughout the year and beyond**
- **Initial day tours will be offered to cruise passengers as shore-side tours in 2023, with a wider distribution rollout planned in the future**

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**Hanover, 15<sup>th</sup> of September 2022.** National Geographic Expeditions has selected TUI to collaborate in the field of tours and activities with the debut of National Geographic Day Tours, a collection of one-day and half-day itineraries inspired by National Geographic's spirit of exploration. National Geographic Day Tours will launch during summer 2023 initially to Mediterranean destinations, with an expanded global rollout in the future.

National Geographic Day Tours, operated by TUI, are designed to deliver upon the captivating storytelling and experiences inspired by National Geographic's incredible legacy of exploration and understanding of the world. All tours will focus on topics such as conservation, culture and history and follow the criteria of the Global Sustainable Tourism Council (GSTC).

*"Inspiring new experiences await our travellers, thanks to this exciting collaboration with TUI," said Nancy Schumacher, senior vice president, National Geographic Expeditions.*

*"National Geographic Day Tours is just one more way we are expanding our National Geographic storytelling and travel opportunities around the globe, and we look forward to the new tours that our travellers will experience soon."*

*"Two strong brands work together to offer unique experiences. We are proud to collaborate with National Geographic Expeditions," says Peter Ulwahn, CEO TUI Musement, the tours & activities division of TUI Group. "The trend is clear: Holidaymakers are looking for authentic experiences with a strong and educational*

*story to tell – and these National Geographic Day Tours deliver and surpass those expectations. They are a great support for TUI's growth strategy."*

The lineup of 48 National Geographic Day Tours will include enriching experiences, such as:

- **Tarquinia and Vulci, Italy: "The Heritage of the Etruscans"**

With a focus on knowledge and history, this tour offers an in-depth exploration into the Etruscan civilization with a visit to the Etruscan Necropolis of Tarquinia, a UNESCO World Heritage Site, and the Archeological Park of Vulci. Travellers learn about the important research and new data brought to life by National Geographic Explorers who have studied these famed archeological sites, and they also discuss the Etruscan influence on modern Italian society.

- **Barcelona, Spain: "The Secrets of Restoration"**

This tour highlights the importance of art conservation, as travellers meet an expert restorer at the National Museum of Art of Catalonia (MNAC) who will lead them on a private tour of the restoration rooms of the museum — an experience exclusive to National Geographic. This is followed by a visit to the Romanesque collection, the biggest and oldest collection in Europe.

- **Dubrovnik, Croatia: "The Benefits and Flavors of Oyster Farming"**

This theme of this tour is sustainability, as travellers discover the benefits of oyster farming and learn how it helps regenerate the marine ecosystem. During this experience, travellers will get a hands-on experience roaming the waters of the bay while listening to the stories of local oyster and shellfish farmers. They will also get a "taste" of the farm fresh cuisine, as they try oysters straight from the sea.

Initially, National Geographic Day Tours will be offered through TUI's subsidiary InterCruises to cruise lines and their guests. An additional rollout of booking options through airlines, hotels, TUI and National Geographic Expeditions is planned for the future. These new tours will widen the choice of offerings through TUI Musement and its partners' platforms. TUI has been leading the tourism industry in sustainability for

decades and will continue its commitment with an ambitious Sustainability Agenda which will be introduced in November 2022.

#### **About National Geographic Expeditions**

With more than 150 itineraries in 80 destinations, National Geographic Expeditions offers extraordinary expeditions across all seven continents. Itineraries are designed with special access and filled with knowledge to make each experience enriching, authentic and unforgettable.

When travellers discover the world with National Geographic Expeditions, they also support the global community of National Geographic Explorers – scientists, conservationists, educators, storytellers, technologists and other changemakers who receive funding from the National Geographic Society.

#### **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.

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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