

## **TUI selected as Priceline Tours & Activities partner for launch of Priceline Experiences**

- **Priceline expands into Tours & Activities**
- **New offering gives travellers immediate access to 80,000 experiences**
- **Digital platform for experiences developed and populated by TUI**
- **Partnership continues TUI's strategic growth in tours and activities**

**Palma de Mallorca, 6th October 2022.** TUI, one of the world's leading tourism businesses, has been selected as the Tours & Activities partner by Priceline, one of the world's foremost online travel agencies, as it expands into Tours & Activities with the launch of Priceline Experiences. From museum visits and theme park tickets to off-the-beaten-path local tours and guided excursions, Priceline Experiences enables consumers to quickly discover and book more than 80,000 activities in more than 100 countries around the world.

TUI Group  
Group Corporate &  
External Affairs  
Karl-Wiechert-Allee 4  
30625 Hannover

group.communications@tui.com  
www.tuigroup.com

*"Our goal has always been to help people experience the moments that matter. We know that for Priceline customers, those moments are more likely to include activities while on vacation—and that these experiences are often the most memorable parts of their trips,"* shared Brett Keller, CEO of Priceline. *"Priceline Experiences enables customers to plan ahead and reserve popular activities, so they don't miss out on the experiences that are most important to them."*

The partnership continues TUI's strong and strategic growth in tours and activities, with Priceline becoming the latest market-leading travel business to leverage the highly customisable white label digital platform and curated global portfolio of over 80,000 experiences available through TUI subsidiary Musement.

*"Priceline is demonstrating once again why it is one of the world's foremost travel and tourism businesses, leveraging market-leading technology to provide customers with access to the best experiences around the world,"* added Nishank Gopalkrishnan, Musement Chief Business Officer. *"We are proud to work with Priceline and look forward to helping their customer create treasured memories during their travels."*

Consumer interest in destination activities continues to grow, with 46% of consumers reporting they want more unique experiences when they travel.\* Priceline's proprietary research shows their customers over-index in this interest and frequently choose active vacations with several experience options. To help meet this need and provide more value to its customers, Priceline developed Priceline Experiences.

Through Priceline Experiences, customers can now find the activities they want while planning their entire vacation in one place, including one-of-a-kind experiences, or even activities for exploring locally during a staycation. Selections on the site run the full gamut of high quality and trusted experiences for all interests. Sample activities include ziplining at Niagara Falls; a Grand Canyon day trip from Las Vegas; a Thai cooking class in Phuket; an electric scooter tour of New York's Central Park; "skip the line" access to the Eiffel Tower, a behind-the-scenes tour of England's Wembley Stadium; a Nashville donut tour; a glassblowing demonstration in Murano, Italy; and a glass bottom boat cruise in Key West, Florida.

TUI Group  
Group Corporate &  
External Affairs  
Karl-Wiechert-Allee 4  
30625 Hannover

group.communications@tui.com  
www.tuigroup.com

### **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.

### **About Priceline**

Priceline, part of Booking Holdings Inc. [NASDAQ: BKNG], is a leader in online travel deals. Priceline offers exclusive discounts on hotels, flights, alternative accommodations, rental cars, cruises and packages. We offer more than a million lodging properties, helping travelers find the right accommodation at the right price. We negotiate great deals every day, and put our best pricing on the Priceline app. With free cancellation for many rates, 24-hour customer assistance and the option for both pre-paid and pay upon arrival reservations, Priceline helps millions of travelers be there for the moments that matter. For us, and for our customers, every trip is a big deal.

### **Press Enquiries**

Stephen Denton  
[stephen.denton@tui.com](mailto:stephen.denton@tui.com)  
+34 619341883

---

\* American Society of Travel Advisors, *Summer Consumer Travel Pulse Survey, 2022*, [https://asta.cms-plus.com/files/pdf/astaNationalPressClub\\_2022\\_FINAL.pdf](https://asta.cms-plus.com/files/pdf/astaNationalPressClub_2022_FINAL.pdf)