

Musement powering easyJet holidays experiences platform as tours and activities partner

- **TUI Musement develops and populates new tours and activities digital platform for easyJet holidays**
- **easyJet holidays customers can add experiences to their holiday package before departure and while in destination**
- **Curated portfolio of thousands of excursions, activities and attraction tickets in beach and city destinations now available**
- **Partnership continues TUI's strategic growth in tours and activities**

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Palma de Mallorca, 2nd November 2022. TUI Group, one of the world's leading tourism businesses, continues its strong and strategic growth in tours and activities, with its digital platform Musement selected as the experiences partner by easyJet holidays, the UK tour operator for one of Europe's leading low-cost airlines. easyJet holidays becomes the latest high profile travel business to leverage TUI Musement's customisable digital platform solutions and highly curated global portfolio of excursions, activities and attraction tickets.

TUI Musement developed and populated a new tours and activities digital platform, which has been integrated with the easyJet holidays website. This enables a seamless experience for customers, who can choose from thousands of excursions, activities and attraction tickets to add to their holiday packages before and during travel. The experiences available have been selected by easyJet holidays in-destination partners and handpicked from TUI Musement's curated portfolio of experiences, which guarantees high level of standards related to quality, health and safety, and sustainability. Customer service will also be provided through TUI Musement's existing contact centre.

"Our team is delighted to work with easyJet holidays, and I look forward to growing our collaboration in the coming months," said Nishank Gopalkrishnan, Chief Business Officer of TUI Musement, the tours and activities division of TUI Group. *"This partnership reinforces our position as the travel industry's preferred partner for tours and activities, leveraging our best-in-class digital distribution platform, and our expertise in health & safety, customers service and sourcing the best experiences."*

Roy Stratford, Head of Commercial Partnerships at easyJet holidays, said: *“We know lots of our customers like to get out and about while on holiday, so we’re really pleased to be able to offer an extended range of attractions and tours to help them make the most of their trip away, in partnership with Musement. We’ve made it easy for our customers to book the best in-destination experience, before and during the holiday. We’re really excited to be able to offer an even richer holiday experience.”*

Experiences include wonders of the natural world as customers behold breathtaking waterfalls at the historic Thingvellir National Park in Iceland, bathe in thermal springs at Pamukkale in Turkey, or explore the mountains of Crete during a 4x4 adventure. Alternatively, for city breaks, there is the opportunity to go local and retro during a private tour through Paris in a Citroen 2cv with a Parisian driver, or engage all senses in Amsterdam at WONDR, the colourful and immersive playground for adults.

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Notes to editors:

All excursions, activities and attraction tickets can be viewed at <https://experiences.easyjet.com/uk>.

Experiences mentioned in the announcement:

- Iceland: <https://experiences.easyjet.com/uk/reykjavik/golden-circle-and-blue-lagoon-admission-tickets-with-kerid-volcanic-crater-165251>
- Turkey: <https://experiences.easyjet.com/uk/antalya/pamukkale-thermal-waters-and-hierapolis-full-day-guided-tour-379623>
- Crete: <https://experiences.easyjet.com/uk/heraklion/land-rover-4x4-experience-tour-from-heraklion-and-rethymno>
- Paris: <https://experiences.easyjet.com/uk/paris/private-tour-in-a-vintage-car-with-a-local-45384>
- Amsterdam: <https://experiences.easyjet.com/uk/amsterdam/entrance-ticket-to-wondr-the-colorful-and-immersive-playground-for-adults-216835>

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

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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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About easyJet holidays

easyJet holidays offers great-value beach, city and lakes holidays to more than 100 destinations across Europe, directly through its website and through over 3000 travel agent partners. The ATOL-protected holidays company combines easyJet's flexible flight programme, with handpicked hotels and best-in-class technology to provide hassle-free personalised holiday experiences which can be secured with a deposit of just £60 per person. The holidays operator is an ABTA member too, providing additional reassurance to customers under the UK's most trusted travel scheme. With a range of holiday types, from adult and family to luxury and undiscovered, transfers included on beach holidays, 23kg hold luggage included on all bookings, and over 5,000 hotels, across over 500 resorts, customers can holiday the way they want.

All easyJet holidays are covered by its Protection Promise, an industry leading policy giving customers ultimate flexibility, protection and reassurance and letting them book with total confidence. The Promise offers a refund guarantee, freedom to change a booking, a reduced balance due date, a Best Price Guarantee, and deposit refunds.

In 2021 easyJet holidays launched its inaugural sustainability strategy and became the first major UK tour operator to offset the carbon emissions from its package holidays, comprising the fuel used for flights and in-destination transfers, as well as the energy used from hotel stays. The new strategy focuses on three core pillars – create better holiday choices which is about making sustainable travel affordable and accessible to everyone; keep our holidays special which is maximising the benefits and minimising the negative impacts of travel and tourism including a commitment to support hotels it works with to achieve certification by a GSTC accredited certification body or certification to a GSTC recognised standard, and transform travel for everyone which means embedding sustainability into business decisions and behaviours and driving meaningful change in the industry.

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