

“We have entered a decade of sustainable transformation. For us at TUI this is not a threat – it’s an opportunity.”

- **Sebastian Ebel, CEO of TUI Group delivers remarks on sustainability at World Travel Market London**
- **Destination Co-Lab Rhodes starts roll out of strategy to make Rhodes a blueprint model for sustainable tourism transformation**

Hanover, 09 November 2022. At a press conference hosted by Vasilis Kiklias, Tourism Minister of Greece, Sebastian Ebel, CEO of TUI Group has delivered remarks on sustainability and the upcoming launch of the TUI Sustainability Agenda:

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„We have entered a decade of sustainable transformation. This is particularly true for the tourism sector – an industry that of course heavily relies on intact natural environment and fair social participation. For us at TUI this is not a threat. It’s an opportunity.

We have a sustainability track record that we are proud of. And we are committed to lead the industry also in future. Sustainability is a top priority on my agenda. In a few weeks, we will launch our Sustainability Agenda – People, Planet, Progress – with an ambitious roadmap for all three dimensions of sustainability. We will drive down our emissions and the use of resources. And we will massively boost local participation in the destinations we operate in – making sure that local communities benefit more from the success of our industry.

The Destination Co-Lab Rhodes that we have developed in partnership with the Region of the South Aegean and the Greek Government is a key initiative within our new Agenda. Together with our Greek partners we want to develop Rhodes into an international blueprint of sustainable tourism transformation. The Co-Lab is a truly holistic initiative – covering all the various aspects, and all the various stakeholder groups that are needed to shape the sustainable future of a destination. This has not been done anywhere on that scale before.

We have high ambitions – and we could not wish for better partners than our Greek and South Aegean friends. I had the pleasure to discuss our plans with Minister Kikilias and Governor Chatzimarkos even before I took over as CEO. And I was very impressed by their vision, their expertise and their passion to drive change for a better world. Our joint vision for the Co-Lab is clear. We know what needs to be done. We will now bring the Destination Co-Lab to life. I want to invite all of the relevant stakeholders to join us in that endeavor – partners, competitors, the civil society. This is not about TUI or the South Aegean – this is about all of us. The challenge is enormous. But I have no doubt: Together we can create the destination of the future.”

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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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