

## **TUI Hotels & Resorts growth continues to gain momentum**

- **New TUI BLUE hotel projects signed in Asia and Africa**
- **Number of planned new openings rises to 22 hotels**
- **High level of guest satisfaction exceeded again at the start of the season**

**Hanover, 15 August 2023.** After five successful new hotel openings in summer 2023, TUI BLUE is continuing on its growth path. The global hotel brand of TUI Group is focusing on new holiday destinations in Asia and Africa. In recent weeks, 13 new management and franchise agreements were signed with international partners. This brings the total number of planned hotel openings to 22 hotels in 13 countries. TUI BLUE is also expanding for the first time in Bali and The Gambia. Both the Indonesian island and the country on the coast of West Africa offer holidaymakers tropical flair and a variety of cultural experiences. In addition, the portfolio in the trend destination Vietnam is being expanded.

"Our hotel business is performing strongly and we are driving projects across different brands of the Group at a high pace," says Erik Friemuth, Managing Director TUI Hotels & Resorts. "With the growth of TUI BLUE, we are also expanding our targeted customer base in Asia and Africa. For example, our hotels in China will primarily welcome local holidaymakers." Seven openings are currently planned for the coming year in China, Cambodia, Vietnam and The Gambia.

"TUI BLUE stands for individual holiday experiences with a local touch, a trend that is well received worldwide," says Artur Gerber, Managing Director of TUI BLUE. "Our future partners want to make their hotels accessible to an international target group, but at the same time convey the uniqueness and culture of the respective country. TUI BLUE provides the best prerequisites for this." This is also confirmed by the guest survey at the start of the high season. TUI BLUE was able to further increase its already above-average satisfaction ratings. 9 out of 10 holidaymakers would recommend the brand to others. In addition, the BLUE App was redesigned this summer. As a digital service assistant, it offers current and future guests inspiration as well as a wide range of options to design the holiday according to their wishes.

A list of the new TUI BLUE hotels and photos can be found at [www.tuigroup.com](http://www.tuigroup.com).

**Openings 2024:**

- TUI BLUE Wusongkou Cruise Port, China – 83 rooms
- TUI BLUE Nha Trang, Vietnam – 316 rooms
- TUI BLUE Stardream Lake, Cambodia – 80 rooms
- TUI BLUE Tuy Hoa, Vietnam – 218 rooms
- TUI BLUE Kotu Point, The Gambia – 84 rooms
- TUI BLUE Tamala, The Gambia - 140 rooms
- TUI BLUE Taicang, Jiangsu, China – 132 rooms

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**Future openings:**

- TUI BLUE Lonudhua, Maldives – 60 rooms
- TUI BLUE Shushan Suzhou, China – 100 rooms
- TUI BLUE Jalaw Beach, Senegal – 224 rooms
- TUI BLUE Qingchengshan, China – 150 rooms
- TUI BLUE Berawa Beach, Bali/Indonesia – 108 rooms
- TUI BLUE Puerto Banus, Spain – 322 rooms
- TUI BLUE Clearwater Bay, Hainan, China – 266 rooms
- TUI BLUE Faralya, Turkey – 156 rooms
- TUI BLUE Curaçao – 350 rooms
- TUI BLUE Reutte, Austria – 105 rooms
- TUI BLUE Huivani, Maldives – 300 rooms
- TUI BLUE Koh Kong, Cambodia – 320 rooms
- TUI BLUE Rayong, Thailand – 250 rooms
- TUI BLUE Fuyang, China – 200 rooms
- TUI BLUE Manila Bay, Philippines – 250 rooms

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**About TUI BLUE**

TUI BLUE offers experience-oriented lifestyle travellers a hotel product tailored to their individual needs – for adults, families or holidaymakers interested in local culture and authentic experiences. BLUE Guides provide great hospitality with a personal touch and the BLUE App offers guests lots of activities at their choice. The experiences are tailored for all ages and range from entertainment in a relaxed atmosphere to a holistic fitness and well-being programme as well as a variety of excursions. TUI BLUE hotels stand for food experiences with a local touch, including authentic regional dishes

while also catering for all dietary needs or nutrition plans. The hotel brand has more than 90 hotels worldwide and expanding its portfolio with a strong focus on Asia, the Middle East and Africa.

**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 21 million customers.

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 130 modern medium and long-haul aircraft and around 1,200 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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