

Majorca: Most favourite island gets its own plane

- ***New Boeing 737-8 is named „Mallorca“ and will be the flying ambassador of the Balearic island***
- ***TUI plans over one million guests for 2022***
- ***27 daily TUI flights to Majorca in midsummer***

Hannover, Palma de Majorca, 8th June 2022. Majorca will remain the most favourite island of TUI guests in summer 2022 and will now be the namesake of a new Boeing 737-8 operated by TUI fly. The new TUI aircraft landed at the airport of Palma de Mallorca at 10:25 a.m. today as fully-booked flight X3 2314 with 189 passengers and was ceremoniously received by around 100 guests, media representatives and airport staff. The subsequent christening ceremony of the aircraft with the name "Mallorca" was also attended by Iago Negueruela, Minister of Economy, Tourism and Labour of the Balearic Islands, Carmen Riu, co-owner of the hotel chain RIU Hotels & Resorts, Thomas Ellerbeck, member of the Group Executive Committee of the TUI Group and the well-known TV investor Dagmar Wöhrl as godmother as well as other political officials of the Balearic Islands, representatives of the tourism associations, the Spanish airport company AENA and hotel partners.

"We are delighted to welcome our new aircraft "Mallorca" here today for the name giving ceremony. Our aircraft are not only part of the travel experience. They also symbolise our strong partnership over many years. TUI has been present in Majorca for over 50 years and this aircraft will be an ambassador for the island and its people throughout Europe. Today, the island is by far the most popular holiday destination for our guests. With over one million guests a year, TUI is the market leader on Majorca and offers trips to the island from eleven European markets. We fly to Majorca up to 27 times a day in the high season and are strongly positioned with 36 TUI brand hotels and clubs. And not to forget: Majorca is the home of our successful hotel partnership with RIU and the headquarter of TUI Musement. With around 1,500 employees, TUI is an important employer on the Balearic Islands and part of the regional economy", said Thomas Ellerbeck at the opening of the naming ceremony at the airport.

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Ansprechpartner(in)

Iago Negueruela, highlighted during the event the importance of sustainability as a rising value in current tourism, and thanked TUI for its commitment and involvement with the destination, as well as his work with the Balearic Government during the pandemic. "The choice of the name Mallorca for TUI's most sustainable aircraft is not

trivial, it is a recognition of the efforts made by the Balearic Islands to become an environmentally friendly, sustainable and circular destination", Negueruela emphasised during the name giving of the airplane.

The aircraft with the registration D-AMAX was then named "Mallorca" by the godmother Dagmar Wöhr, who said: "It is a great pleasure for me to be able to carry out the name giving of the TUI Boeing 737-8 today with the specially scooped water from La Seu Cathedral, the landmark of the Majorcan capital. TUI brings people and cultures together while using the positive impacts of tourism to make a difference for the residents and societies in holiday destinations around the world."

Six Riu hotels, seven TUI Blue hotels, seven TUI Kids Clubs, six TUI Suneo hotels and the guest favourites Robinson Cala Serena and TUI Magic Life Cala Pada are part of the extensive TUI portfolio, which comprises a total of around 1,300 hotels on the Balearic Islands. A new addition is the TUI Blue Sensatori Biomar in Sa Coma. The five-star hotel offers comfortable swim-up rooms and a wellbeing platform for adults as well as newly designed areas for children and families. With seven restaurants, TUI Blue Sensatori focuses on a particularly wide selection of culinary highlights. The TUI Blue Sensatori Biomar is also impressive in terms of sustainability: Energy is sourced from its own photovoltaic system and the pools are heated exclusively with biomass.

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