

**TUI meets over 500 hoteliers in Turkish holiday destinations –
More than 40% additional holidays offered in 2023**
**Bullets in
Ambit 11 and bold**

- **Partner events hosted in Dalaman and Antalya – TUI expects increased demand for both destinations**
- **More than 2.2 million guests from 14 source markets predicted for 2023 season**
- **Positive outlook for 2024 – Another increase of nearly 20% expected**
- **Own brand portfolio consists of 30 hotels such as Robinson, Magic Life, TUI Suneo and TUI Blue 4**

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Hanover/Antalya, 30 May 2023. TUI was just back in Türkiye with especially positive news for the upcoming summer season and beyond. During the annual Partner Update Events in Dalaman and Antalya, Europe’s leading tourism group revealed a growth in its holiday offering of more than 40% compared to 2019. In 2023 TUI expects to bring over 2,2 million guests to the Antalya, Dalaman, Izmir und Bodrum regions.

“We were delighted to be back and continue the longstanding dialogue we have with our hotel partners. Türkiye is such a significant destination to all of our source markets, and we are looking forward to a substantial growth in our holiday offerings this year. Our considerable increase for this season shows our commitment to the Turkish holiday destinations”, said David Burling, CEO Markets & Airlines TUI Group, after meeting more than 500 hoteliers at both locations. David Burling was accompanied by the Managing Directors of the source markets and Helen Caron, TUI Group’s Product & Purchasing Director.

TUI has a well-established relationship with hoteliers and suppliers in Türkiye and has brought holidaymakers to the country for more than 35 years. The destination continues to strengthen its significance year by year, and TUI expects a record high number of travellers this upcoming season. In line with TUI’s future plans, the number is expected to expand with up to 20% for 2024. Currently, TUI offers access to more than 1,500 hotels and resorts in Turkey.

“While being in Türkiye we took the time for a deeper dive into our source market expectations for this summer, discuss our Sustainability Agenda and celebrated the local TUI Global Hotel Award winners. Our partners in Türkiye continue to deliver outstanding holiday experiences, and we see it reflected in the many accolades consistently being awarded to Turkish hotels by our guests. We are grateful for their continued support, and I would like to thank everyone who attended for making this such a success”, Burling added.

TUI GLOBAL HOTEL AWARDS – OUTSTANDING HOTEL EXPERIENCES

Hoteliers in Türkiye continue to deliver outstanding experiences to holiday makers, with 76 hotels being awarded as Quality Winners by the TUI Global Hotel Awards, which is exclusively voted on by TUI’s guests. In addition, some of the most coveted awards were given to local hotels, with the TUI Blue Barut Andiz being recognised as the Best Hotel by TUI Germany, Austria, Switzerland, the Nordics as well as “The Best Hotel TUI Blue”.

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LOCAL INVESTMENTS AND STRATEGIC PARTNERSHIPS

TUI is the only European tour operator group with significant hotel investments in Türkiye including a portfolio of 30 hotels such as Robinson, Magic Life, TUI Suneo and TUI Blue. In addition, TUI has just signed an exclusive three-year agreement with Antalya based Rixos Hotel Group. The partnership encompasses ten strategically important properties and will enable TUI to offer high-quality accommodation with prime locations, quality food & beverage options, and a variety of offers for children in all markets. The partnership is expected to contribute significantly to the TUI Group's growth strategy in Türkiye and will be available for TUI customers only, for the summer 2024 season and onwards.

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.

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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