

## **TUI grows offering for HolidayCheck Premium members as Tours & Activities partner**

- **One of Germany's largest travel websites to offer excursions, activities and attraction tickets as part of loyalty program**
- **TUI platform integration sees curated portfolio of thousands of destination experiences now available direct via HolidayCheck website**
- **Partnership continues TUI's strategic growth in Tours & Activities and reinforces experiences as a travel ancillary driving customer loyalty**

**Palma de Mallorca, 17th July 2023.** TUI Group, one of the world's leading tourism businesses, is now a Tours & Activities partner for *HolidayCheck Premium*, the loyalty program of HolidayCheck, one of Germany's largest travel websites, which boasts over 10 million monthly visits, and 11 million reviews. The agreement continues TUI's strong and strategic growth in Tours & Activities, which includes partnerships with high profile European, American and Asian travel businesses. The partnership with HolidayCheck provides its premium members with direct access to browse and reserve thousands of excursions, activities and attraction tickets in over 1,000 destinations.

*"HolidayCheck Premium is for real vacation lovers, and in-destination experiences are an important element of a holiday. We want to continually enhance our loyalty program and hence, we are happy to provide our members with immediate access to the best experiences around the world - with exclusive member-only discounts."* Said Steffen Ketterer, Business Lead HolidayCheck Premium. *"TUI was a logical choice for a partner – they have a great digital platform, a highly curated portfolio of excursions, activities and attraction tickets, and they share our focus on putting the customer first."*

TUI and HolidayCheck teams prioritised the user experience, collaborating to develop a customised version of TUI's Tours & Activities platform, which has been seamlessly integrated with the HolidayCheck website. This gives HolidayCheck Premium members direct access to TUI's curated portfolio of experiences, which are sourced direct in destinations around the world and carefully audited in relation to quality, Health & Safety, and sustainability. Excursions, activities and attraction tickets can now be quickly added to a travel itinerary prior to a holiday during the trip planning process, or booked instantly once in destination, all via the HolidayCheck website.

*"We have long been saying that as the best part of travel, in-destination experiences are a driver of customer loyalty. This has been recognised by HolidayCheck and we are*

*proud to work with them in offering even more benefits to their loyal customer base.”*

Said Nishank Gopalkrishnan, Chief Business Officer of TUI Musement, the Tours & Activities division of TUI Group. *“This is another partnership with an industry leading business and once again shows that TUI has become the B2B partner of choice for Tours & Activities.”*

A diverse range of experiences are on offer, from museum and theme park tickets, to walking tours and water activities, and are available in over 100 countries, including the USA, Mexico, Spain, Greece, Thailand and Australia.

This announcement and photos can be found in the press section on [www.tuigroup.com](http://www.tuigroup.com).

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#### **About TUI Musement**

TUI Musement is a global Tours & Activities business that combines scalable digital platforms with personalised in-destination service by local teams, to deliver products in three main business lines:

- Experiences: Excursions, activities & tickets
- Transfers: Between airports, hotels and ports
- Tours: Multi-day itineraries encompassing flights, hotels, experiences and transfers

Available in all major city and sun & beach destinations, products are developed in-house or sourced from leading travel businesses. They are distributed to customers, including the 20+ million TUI customers, through the TUI website and app, in-destination local teams and B2B partners, including some of the world's leading OTAs, tour operators, airlines, hotels, travel agencies and cruise lines. TUI Musement is one of the major growth areas of the TUI Group.

#### **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.

**About HolidayCheck AG**

Making holidays better – this is the vision of HolidayCheck, the highest-reach holiday platform in the German-speaking area. Transparency, quality, and innovation drive the online booking and rating portal to offer holidaymakers the best travel experience. It is based on more than 10 million hotel reviews, its own online travel agency and offers from 88 tour operators and other tourism service providers. Since 2021 there also have been suitable rental car offers from HolidayCheck Car Rental on the platform. Moreover, travelers can find lots of helpful information and inspiration in the travel forum with over 3.7 million members and the HolidayCheck online magazine Away. In addition, HolidayCheck has been working intensively against review fraud and has founded the initiative Together against fake reviews. HolidayCheck AG is a subsidiary of the HolidayCheck Group, was founded in 2003 and is based in Bottighofen in Switzerland, near the German border town Konstanz.

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**About HolidayCheck Premium**

HolidayCheck Premium, part of HolidayCheck AG, is an innovative subscription service for travelers on the HolidayCheck platform. Members pay a yearly subscription fee and in return get access to cash-back vouchers, exclusive deals, pre-sales, premium service, and partner benefits such as free foreign travel health insurance. HolidayCheck Premium aims to offer its members the services and products that make each trip memorable.

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