

European destinations celebrate popularity with TUI guests during the 2024 Easter season

- **Guests utilise full range of the Group's diverse offerings and products**

Hanover, 28 March 2024. European destinations have a strong presence among TUI Group guests during the 2024 Easter season. Based on current booking data, the preferences of travellers from various European countries are evident.

One of the most popular winter destinations is also at the forefront at Easter 2024: the Canary Islands, with the islands of Gran Canaria, Tenerife and Lanzarote, are among the most booked destinations. Nordic countries in particular prefer to travel to the Canary Islands. Due to the early timing of Easter this year, the classic winter destinations are still very popular. In addition to the Canary Islands, TUI's European customers are travelling to Egypt. The most frequently booked destination there is Hurghada. For TUI's German, Austrian and Belgian guests, the hotels and resorts of Egypt's leading seaside resort are the second most popular destination in the Easter season.

For TUI guests from the Central European markets and the UK, Turkey is also among the top five destinations, as are the Balearic Islands. Swedes and guests from the UK are also drawn to the Cape Verde Islands at Easter.

In addition to European destinations, long-haul destinations and city giants are also increasingly being booked this Easter season. While German guests and guests from the Nordic countries are travelling to holiday destinations in South East Asia such as Thailand and Bali, the Maldives are among the top Easter destinations for Austrians for the first time. London and New York are the most popular cities for Austrian guests at Easter. In addition to European destinations, French guests are also increasingly booking long-haul holidays, with the Dominican Republic, the USA, Cuba and Vietnam being the most popular destinations.

Some markets are experiencing significantly stronger demand for Easter holidays than in the previous year. Easter bookings at TUI Norway doubled, TUI UK recorded almost full occupancy for 7-day all-inclusive holidays over the Easter holidays and more than half a million guests from Germany travelled with TUI over Easter.

At TUI Musement, the Group's tours, experiences and activities division, beach holidaymakers prefer to book boat trips, 4x4 adventures and historical tours. Top experiences include guided tours of Chichen Itza in Mexico, catamaran cruises in the Dominican Republic and 4x4 excursions on the Cape Verde Islands. For city travellers, tickets and tours to the city's most important sights are in demand. The Sagrada Familia in Barcelona, the Eiffel Tower in Paris and the London Eye are particularly popular. In New York, attractions such as the Edge and Summit One Vanderbilt are very popular.

The Easter trend destinations of the markets at a glance:

TUI Group
Group Corporate &
External Affairs
Karl-Wiechert-Allee 23
30625 Hannover

UK

1. Canary Islands

2. Turkey

3. Egypt

4. Cyprus

5. Cape Verde Islands

Germany

1. Canary Islands

2. Egypt

3. the Balearic Islands

4. Turkey

5. Germany

Belgium

1. Tenerife

2. Costa del Sol

3. Turkey

group.communications@tui.com
www.tuigroup.com

4. Gran Canaria

5. Hurghada

France

1. Spain

2. Greece

3. Morocco

4. Italy

5. Tunisia

TUI Group
Group Corporate &
External Affairs
Karl-Wiechert-Allee 23
30625 Hannover

group.communications@tui.com
www.tuigroup.com

Austria

1. Hurghada

2. the Maldives

3. Tenerife

4. Dubai

5. Gran Canaria

Sweden

1. Gran Canaria

2. Tenerife

3. Lanzarote

4. Cape Verde Islands

5. Mallorca

Finland

1. Gran Canaria

2. Phuket

3. Tenerife

4. Mexico

5. Lanzarote

Norway

1. Gran Canaria

2. Tenerife

3. Bali

4. Lanzarote

5. Bangkok

Denmark

1. Gran Canaria

2. Tenerife

3. Cape Verde Islands

4. Hurghada

5. Lanzarote

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 19 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

TUI Group
Group Corporate &
External Affairs
Karl-Wiechert-Allee 23
30625 Hannover

group.communications@tui.com
www.tuigroup.com

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.

TUI Group
Group Corporate & External Affairs

Kuzey Esener
Corporate Communications
Tel. +49 (0) 511 566 6024

kuzey.esener@tui.com

TUI Group
Group Corporate &
External Affairs
Karl-Wiechert-Allee 23
30625 Hannover

group.communications@tui.com
www.tuigroup.com