

Trend destination Vietnam: First Robinson Club in Hoi An to be launched in December 2024

- **TUI Group focuses on a variety of new holiday experiences in emerging tourism destination**
- **New: TUI Blue Tuy Hoa in the south-east opens this week**

Hanover, 11 April 2024. Vietnam is an emerging tourism destination that is becoming increasingly popular not only with backpackers but also with adventurous holidaymakers. TUI Group is taking this trend as an opportunity to expand its hotel portfolio in Southeast Asia by introducing another TUI hotel experience in the destination. In addition to the TUI Blue brand, which is already established in the market, a Robinson Club will open in Vietnam for the first time at the end of 2024. With the launch of the premium club brand, TUI Group is strengthening its position in the region and offering its guests hotel experiences ranging from personalised to club holidays.

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The first TUI Blue hotel opened in Vietnam four years ago. With the opening of the TUI Blue Nha Trang in January this year and the TUI Blue Tuy Hoa this week, the portfolio has been consistently expanded. "Many travellers to Vietnam prefer city hotels close to the beach as a starting point for discovering the region's nature and cultural highlights," says Artur Gerber, Managing Director of TUI Blue. "With our TUI Blue concept, we offer the perfect mix of relaxation and an authentic, local holiday experience." The newly built TUI Blue Tuy Hoa is located in the coastal town of the same name and has 218 rooms.

In order to complement the variety of hotel experiences, a Robinson Club will be launched in Vietnam for the first time in December 2024. The existing TUI Blue Nam Hoi An with 318 rooms will be converted into the premium club concept. The spacious beach resort will be complemented by the brand's extensive food & beverage selection, for which central areas such as the main restaurant, beach and pool bar will be expanded and renovated. The sports programme will also be adapted to the needs of Robinson's active target group. Among other things, the resort will have additional tennis and beach volleyball courts, two padel courts and an extended water sports centre.

"We are delighted to be able to offer our Robinson Club concept in Vietnam for the first time. Our clubs in Thailand and the Maldives have already attracted many new guests from the Asian region, who are just as enthusiastic about the resorts as our regular

customers. We now want to continue our successful concept in this new exciting destination", says Bernd Mäser, Managing Director of Robinson.

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. TUI BLUE is a global brand of TUI Hotels & Resorts' leading leisure hotel portfolio.

About ROBINSON

Robinson Club GmbH, a TUI Group subsidiary based in Hanover, is a quality and market leader in the premium segment for club holidays. The portfolio includes 15 TUI MAGIC LIFE Clubs and 24 ROBINSON Clubs in 14 countries with a capacity of around 22,000 beds.

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About TUI Group

The TUI Group is one of the world's leading tourism groups and operates worldwide. The Group is headquartered in Germany. TUI shares are listed in the Prime Standard of the Frankfurt Stock Exchange, in the regulated market of the Lower Saxony Stock Exchange in Hanover and in the FTSE 250, an index of the London Stock Exchange. TUI Group offers its 19 million customers integrated services from a single source and forms the entire tourism value chain under one roof. The Group owns over 400 hotels and resorts with premium brands such as RIU, TUI Blue and Robinson and 16 cruise ships, ranging from the MS Europa and MS Europa 2 in the luxury class and expedition ships in the HANSEATIC class to the Mein Schiff fleet of TUI Cruises and cruise ships operated by Marella Cruises in the UK. The Group also includes Europe's leading tour operator brands and online marketing platforms, for example for hotel-only or flight-only offers, 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 and cruises via successful joint ventures and activities in vacation destinations, TUI is increasingly focusing on the expansion of digital platforms. The Group is transforming itself into a global tourism platform company.

Global responsibility for sustainable economic, environmental and social action is at the heart of our corporate culture. With projects in 25 countries, 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. In this way, it supports the development of vacation destinations. The globally active TUI Care Foundation initiates projects that create new opportunities for the next generation .

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