

TUI Hotels & Resorts is set to strengthen its presence across Sub-Saharan Africa

- **New luxury brand The Mora to be launched this year**
- **First TUI Blue hotel project in Kenya signed**
- **Further growth with management and franchise agreements**

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

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

Nairobi, 16 April 2024. TUI Group plans to expand its profitable hotel business in Sub-Saharan Africa. In recent years, TUI Hotels & Resorts has been particularly strong in North Africa with a portfolio of 76 hotels, now the group is set to grow further in the south of the continent. The current pipeline includes eight new hotels in Cape Verde, The Gambia, Senegal, Tanzania and Kenya. Including the opening of a new brand for the upscale market segment. "The Mora Zanzibar" will officially open this summer and offers laid-back, contemporary luxury with highly tailored and flexible service.

"With our variety of hotel brands, we will create new hotel experiences in Africa for different target groups – from price-conscious holidays in a TUI Suneo hotel via our global brand TUI Blue to a new luxury experience with The Mora", says Artur Gerber, Managing Director TUI Blue, ahead of the East Africa Property Investment Forum. "We are looking forward to contributing to the development of the African hospitality industry and working together with local communities."

In addition to the launch of the new brand The Mora, a further TUI Blue project is also planned in East Africa. In the coming years, a new hotel with 117 rooms located in Kilifi County at the Indian Ocean will be built. The future TUI BLUE Watamu is going to be the first TUI BLUE hotel in Kenya and is being developed by Sands of Darakasi Resorts Limited. "This project is a great example how we share our expertise as a leading leisure hotel brand with partners and jointly developing new hotels on the African continent for our guests," says Wesam Okasha, Head of Global Development TUI Blue. "In collaboration with Valor Hospitality Partners, we are currently looking for further franchise opportunities who want to become part of our growth strategy." In

East Africa, the focus is particularly on key destinations such as Mauritius, Tanzania and Kenya.

TUI Hotels & Resorts' current portfolio in Africa in total comprises more than 90 hotels with over 30,000 rooms across seven countries.

Photos are available at www.tuigroup.com.

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 The Mora

The Mora combines laid-back, contemporary luxury with a highly tailored and flexible approach that lets guests follow their mood into the moment. Whether it's a breakfast at 2pm, a relaxing spa treatment on the beach, or downtime in the room with a favourite cocktail, they set the schedule, for a holiday that is an energy source for life.

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 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**

Natascha Kreye
Corporate Communications
Tel. +49 (0) 511 566 6029
natascha.kreye@tui.com

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