

TUI Musement powering loveholidays Tours & Activities offering as OTA launches thousands of experiences for holidaymakers

- **New Offering:** Thousands of excursions, activities and attraction tickets now directly available to loveholidays customers
- **Original & Unique Experiences:** TUI Collection excursions and National Geographic Day Tours included in offering
- **Strong Growth:** Partnership with loveholidays continues TUI's strong global growth in Tours & Activities
- **Popular Partner:** loveholidays joins growing portfolio of leading travel brands partnering with TUI Musement for Tours & Activities

Palma de Mallorca, April 18 2024. TUI Musement, a global Tours & Activities business and part of TUI Group, is the new Tours & Activities partner for online travel agent (OTA) loveholidays. TUI Musement is powering a digital platform with a curated portfolio of thousands of excursions, activities and attraction tickets, which customers of the OTA can now directly access.

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The wide-ranging catalogue of experiences includes museum visits, city tours, food and wine tastings and adventure activities, with options available to holidaymakers across the short haul beach, city break and long-haul destinations loveholidays sells.

Experiences can be booked by customers prior to departing for their holiday and while in-resort.

"We're delighted to partner with TUI Musement to roll out excursions, activities and, attraction tickets to our customers, helping them to have great experiences on their well-deserved holidays." Said Laurence Stock, VP Commercial at loveholidays. "We pride ourselves on offering an unrivalled choice of great value package holidays, and the rollout of experiences makes it even easier to book and manage all aspects of a holiday with us."

The offering to loveholidays customers includes options from the TUI Collection range of exceptional, responsible and great value excursions developed by the TUI team. Furthermore, loveholidays customers can book National Geographic Day Tours, which have been created by TUI in collaboration with National Geographic Expeditions based on National Geographic's incredible legacy of exploration.

"loveholidays wants to give their customers great experiences and we are proud to partner with them, providing a terrific selection of the best and most relevant things to do in-destination. I am very excited that this includes the TUI Collection range of exceptional, responsible and great value excursions, and the selection of unique and

immersive National Geographic Day Tours.” Added Nishank Gopalkrishnan, Chief Commercial Officer at TUI Musement, the Tours & Activities division of TUI Group. “Our collaboration with loveholidays reinforces TUI Musement’s position as the B2B partner of choice for Tours & Activities.”

The partnership with loveholidays continues TUI’s strong global growth in Tours & Activities, which has seen international airlines, hotels and travel technology companies all launch experiences offerings in collaboration with TUI Musement during 2024.

The launch follows the news that loveholidays has increased its ATOL licence to cover four million passengers this year, up 39% versus 2023 and 191% versus the last licence it submitted pre-pandemic. The OTA has strong growth ambitions, with product and market expansion at the heart of its growth strategy.

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About TUI Musement

TUI Musement is a global Tours & Activities business that combines a highly curated product portfolio, scalable digital platforms and in-destination service by local teams, to source, develop, distribute and deliver products in three categories:

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

Available in all major beach and city destinations, products are sourced from leading travel businesses or developed in-house by TUI teams, including the TUI Collection, the flagship experiences portfolio of TUI Group, and National Geographic Day Tours, unique and immersive small group guided experiences.

Products are distributed to customers, including the 20+ million TUI customers, through TUI websites and apps – such as the Tours & Activities dedicated TUI Musement app, as well as 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 and employs approximately 7,000 people worldwide.

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 loveholidays

Established in 2012, loveholidays is the UK and Ireland's fastest growing and largest online travel agent. Having launched in the German market in May 2023, it is on a mission to open the world to everyone.

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loveholidays prides itself on giving customers unlimited choice, unmatched ease and unmissable value when booking a holiday, making it the smart way to get away. It puts together a choice of 39,000 hotels and flights from all major airlines and airports in the UK, Ireland and Germany, offering holidaymakers a trillion possible package holiday combinations, including the perfect one for them.

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At the heart of the online travel agent's proposition is its focus on making travel accessible to more people by offering an unrivalled choice of great value holidays. It caters to all budgets with options from one star to five star getaways, and offers customers flexible payment plans to enable customers to spread the cost.

In January 2024, loveholidays became the world's first Ryanair-verified package holiday provider, making it easy for customers to take advantage of the airline's low fares while benefiting from the protection a package getaway offers. It was voted Nation's Favourite: Most Loved Holiday Company at the 2023 Travolution Awards, Ireland's Leading Online Travel Agency at the 2022, 2023 and 2024 World Travel Awards, and was named a Sunday Times Best Place to Work in 2023.

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