

TUI continues global growth in Tours & Activities with partnership with leading Mexican airline Volaris

- **New Offering:** Ya Vas, the online travel agency of Volaris, one of Mexico's largest airlines, launches "Activities" for customers
- **Instant Online Booking:** Thousands of excursions, activities and attraction tickets in North and Central America now available
- **Comprehensive Solution:** TUI providing customised portfolio of experiences via API connection, and customer support services
- **Growth Continues:** Partnership continues TUI's digital distribution expansion and global growth in Tours & Activities

Palma de Mallorca, 5 May 2024. TUI Group, one of the world's leading tourism businesses, is the new Tours & Activities partner for Ya Vas, the online travel agency of Volaris, one of Mexico's largest airlines, providing millions of customers with flights to North and Central America. Ya Vas is the latest high-profile travel business to partner with TUI for experiences, continuing the travel group's digital distribution expansion and global growth in Tours & Activities.

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

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

"We know that in-destination experiences are important for our customers and for this reason we are happy to add TUI's Tours & Activities portfolio, complementing our existing package holiday, hotel and transfer products. Customers can now easily book the best excursions, activities and attraction tickets in amazing destinations." Said Ana Maria Garcia, Director at Ya Vas. "TUI is providing a comprehensive package; a great selection of experiences, efficient technology integration, and full-service support for our customers."

Ya Vas is the first business to seamlessly integrate with TUI's Tours & Activities portfolio through an API connection via Juniper Travel Technology. The partnership with TUI enables Ya Vas customers to instantly access a curated catalogue of thousands of experiences and book excursions, activities and attraction tickets in more than 50 destinations in five countries, including Costa Rica, El Salvador, Guatemala, Mexico and the USA. Furthermore, TUI is providing customer support and in-destination services, enabled through the business' international call centre and local operation teams in the region.

"Ya Vas is a very exciting business, and we are delighted to support them in providing experiences for their customers. Once again, we are demonstrating that TUI is the B2B partner of choice for Tours & Activities." Said Nishank Gopalkrishnan, Chief Business Officer of TUI Musement, the Tours & Activities division of TUI Group. "This collaboration exemplifies how TUI is evolving; we are a global business, with a diverse

range of products and services, and a unique omnichannel distribution proposition only possible through combining advanced digital platforms and superb in-destination teams.”

Ya Vas selected TUI as its Tours & Activities partner due to the quick and seamless API integration of a curated product portfolio via Juniper Travel Technology, a robust Health & Safety setup with a proven track record, and the additional support of call center and in-destination teams. A diverse range of experiences are on offer to Ya Vas customers, from Empire State Building and Las Vegas show tickets to Chichen Itza and El Arco excursions.

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

Notes to Editors

To enjoy the Ya Vas experience, customers visit www.yavas.com to easily find these new Tours & Activities options in the most important destinations in each country, with the best prices and the best travel experience. Ya Vas Activities: https://www.yavas.com/services/?utm_campaign=actividades

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

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 Ya Vas

Ya Vas is Volaris' travel platform, which offers in one place, everything any type of traveller needs to live an unforgettable holiday (packages, hotels, experiences, transfers, cars, insurance). It was born in 2019 with the aim of taking advantage of the leadership of Volaris -the number one airline in Mexico- to offer all travellers exceptional travel experiences, maintaining the lowest prices and providing the best of the places they dream of. The Ya Vas offer reaches all the countries where Volaris is present:

Mexico, United States, Guatemala, El Salvador, Costa Rica, and Colombia. Likewise, thanks to its state-of-the-art platform, it has worldwide coverage for hotel reservations.

TUI Musement

Stephen Denton

Tel. +34 619 341 883

stephen.denton@tui.com

Ya Vas

Frida Zermeño

55 4577 0806

fzermeno@gcya.net

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

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