

## **TUI Group Accelerates Global Expansion with Strategic Entry into Latin American Market**

- **TUI launches digital platform to sell holidays to customers from Latin American countries**
- **Expansion builds on established partnerships and proven demand**

**Hanover, 14 September 2024.** TUI Group is accelerating its international expansion with entry to the Latin American (LATAM) market as a new sales region. This strategic move capitalises on TUI's technology and the expertise of its Spain & Portugal team, positioning the company for substantial growth across the region. TUI has been collaborating closely with travel agency partners in multiple countries, including Argentina, Mexico, Uruguay, and Colombia, to offer vacation experiences tailored to customers from the LATAM market. By launching a dedicated digital platform, customers, travel agencies and partners will be able to book tours and holidays, including experiences, directly on a localised TUI website as well as through additional partners in the different LATAM markets.

*"TUI is a global business with a global footprint - but today we primarily sell to European customers. Now, we expand our offering to customers in Latin America as a sales region as well,"* said Sebastian Ebel, CEO of TUI Group. *"We have the expertise, the diverse product offerings, and the technological infrastructure to deliver exceptional vacations for anyone, anywhere in the world. Latin America represents a significant growth opportunity for us, and through our digital platforms, we are poised to meet the region's rising demand, and scale quickly. TUI is ready to make a major impact in Latin America."*

*TUI Spain & Portugal*, experts in outbound travel from Spain and Portugal for TUI Group, has forged strong relationships with key travel agencies across Latin America, developing products for customers from the region, and seeing promising growth in recent years. To support this momentum and cater to the increasing demand, TUI has launched a dedicated platform specifically designed for LATAM travel agents and their customers from the region, loaded with a range of pre-defined packages, as well as the option to dynamically produce vacation itineraries. This platform is now live and already contributing to sales growth, marking a significant milestone in TUI's global strategy.

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*“There are clear synergies between our operations in Spain & Portugal and the LATAM markets,” said Andrea Pfeiffer, Sales & Marketing Director of TUI Spain & Portugal. “We speak the language, have experience in destinations around the world, and a high-quality product portfolio, as well as a European base, making TUI the perfect partner for LATAM travel agents and their customers. Our new digital platform is for all LATAM countries, and enables us to deliver seamless service, enhance our product offerings, and strengthen our partnerships with travel agencies in the region.”*

Through its global destination expertise, including own destination management companies (DMCs) in many locations, TUI has developed and sells a diverse range of holiday options for LATAM customers. Favourites are package holidays to Asia, North America and Northern Europe, including TUI’s own river cruises in Germany.

This announcement and photos can be found in the press section on [www.tuigroup.com](http://www.tuigroup.com).

#### **Notes to editors**

TUI LATAM Platform: [www.latam.tui.com](http://www.latam.tui.com)

#### **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 MDAX index of the Frankfurt Stock Exchange and in the regulated market of the Lower Saxony Stock Exchange in Hanover. 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 17 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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