

## **“All roads lead to Rhodes!” – TUI becomes title sponsor and distribution partner of the TUI Rhodes Marathon**

- *“TUI is very closely connected to the island of Rhodes. The TUI Rhodes Marathon is more than just a race; it’s a celebration of the vibrant culture, stunning landscapes, and rich history that Rhodes has to offer” - Thomas Ellerbeck, member of the TUI Group Executive Committee and Group Director Corporate & External Affairs*
- The TUI Rhodes Marathon joins a growing roster of international sporting events, aligning with TUI's objective to blend travel, sports, and sustainable tourism

**Hanover, 10 October 2024:** TUI is the new title sponsor and distribution partner of the TUI Rhodes Marathon, one of the unique events on the international running calendar. The agreement covers the 2025, 2026 and 2027 editions, underscoring TUI's dedication to the island of Rhodes — a destination cherished by millions of TUI customers and a focal point for the company's sustainable tourism initiatives through the Rhodes Co-Lab, a collaborative project with the Government of the Southern Aegean Region.

The TUI Rhodes Marathon, set to take place on April 6th, 2025, marks the second major international sporting event in TUI's new sports calendar, following the TUI Palma Marathon Mallorca in October, with further sporting events to be added in the future.

*“Rhodes holds a special place in the hearts of TUI and its customers, not only as a beloved holiday destination but also as the home of our pioneering Rhodes Co-Lab. Partnering with the TUI Rhodes Marathon is a natural extension of our relationship with this incredible island. This marathon is more than just a race; it’s a celebration of the vibrant culture, stunning landscapes, and rich history that Rhodes has to offer. Through this event, we are strengthening our product offerings, reaching new audiences, and supporting our valued partners in Rhodes. Indeed, all roads truly lead to Rhodes!” said Thomas Ellerbeck, member of the TUI Group Executive Committee and Group Director Corporate & External Affairs*

*“As we prepare for the 10th edition of this international marathon, we are thrilled to partner with TUI, a longstanding ally of Rhodes and a champion of sustainable tourism. This event is a unique experience that showcases the beauty of our island and old town to the world. With TUI as our partner, we are excited to bring this*

*extraordinary event to a global audience."* Added Marieta Papavasiliou, Co-Founder of the Rhodes Marathon & Chair of the Organising Committee.

The TUI Rhodes Marathon takes place on April 6th, 2025, and is expected to attract over 3,500 participants from over 50 different countries. The 42.195 km coastal route was designed to make the most of the unique cultural and natural setting of Rhodes and participants will enjoy breathtaking views as they run alongside the medieval walls of the old city, with the Aegean Sea as their backdrop. For those seeking a less intense challenge, the event also offers a half marathon, 10km, and 5km courses, ensuring something for everyone—from serious athletes to casual joggers.

Sports enthusiasts and travelers alike will soon be able to purchase tickets for the TUI Rhodes Marathon through the [TUI Musement website](#) or app, as well as at TUI hotels and via TUI representatives in the destination. In the future, more high profile and unique international sporting events in breathtaking destinations will be announced to take place under the TUI smile as part of the company's new sports sponsorship strategy.

TUI has a decades-strong relationship with Rhodes, and millions of customers have experienced the island's renowned hospitality, rich culture, and stunning beaches. In 2024 alone, TUI is expected to bring over 650,000 visitors to Rhodes, underscoring its commitment to the destination. TUI's presence on the island is substantial, with more than 300 dedicated colleagues, ten TUI Hotels & Resorts—including the TUI Blue Lindos Bay, and partnerships with leading hotel partners, such as Atlantica Hotels & Resorts Group, Horizon, H Hotels, Mitsis, Oceanis, Blue Bay, Atrium and Akti. Additionally, all the Group's cruise lines, including TUI Cruises, Marella, and Hapag-Lloyd, make Rhodes a key port of call. Enhancing the visitor experience, TUI Musement offers an array of curated activities on the island, including TUI Collection excursions and two unique National Geographic Day Tours.

This announcement and photos can be found in the press section on [www.tuigroup.com](http://www.tuigroup.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 16 cruise ships, ranging from the MS Europa and MS Europa 2 in the luxury

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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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