
TUI Group
One of the world's leading tourism groups

TUI Group Overview

Global group - headquartered in Germany

Cruise ships	Hotels	Aircraft	Travel Agencies
19	**>460**	**125**	**~1200**

Revenue*:
24.2 bn €

Underlying EBIT*:
1,41 bn €

TUI CARE FOUNDATION

TUI Care Foundation, initiated by TUI, promotes the positive effects of tourism in over **30 countries**

Through the TUI Workwide Programme, TUI employees have spent more than **70,959 days** working abroad

In total, more than **10,6 million** experiences were sold via TUI Musement in 2025*

* figures for FY 2025

Tourism remains a growth sector - fundamentals remain attractive

TRAVEL IS A MEGA TREND



Tourism growth above GDP – a multi-year growth industry

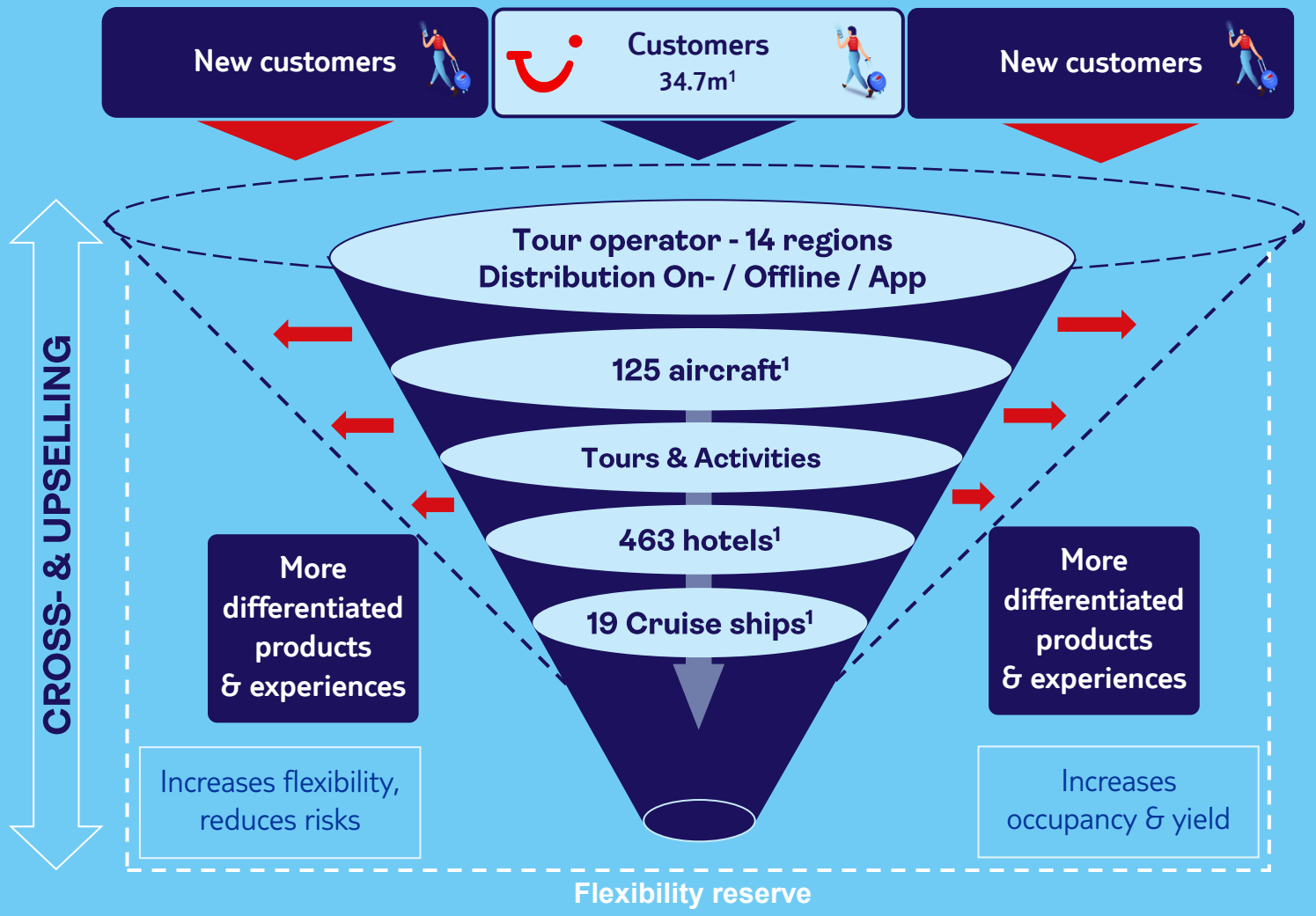


Favourable demographic supported by high disposable income and longevity



Experiences
The new lifestyle & global trend in travel

Grow market share – Broadening the TUI funnel
Attracting existing & new customers with more products...



... driving profitable & de-risked growth as we strengthen occupancies & yields in our assets

1 As per FY25

Our Markets + Airline operate under one brand across Europe

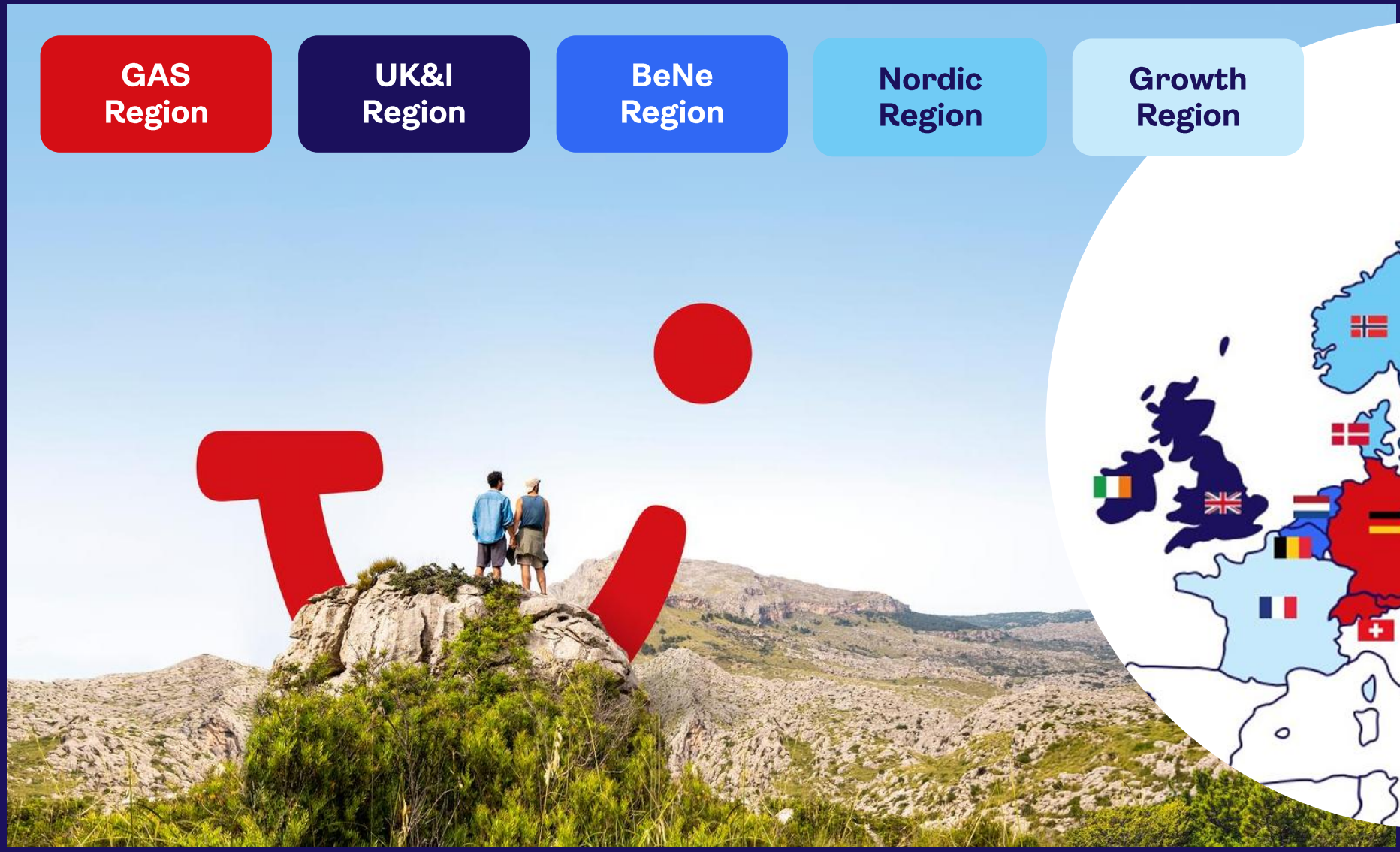
GAS Region

UK&I Region

BeNe Region

Nordic Region

Growth Region

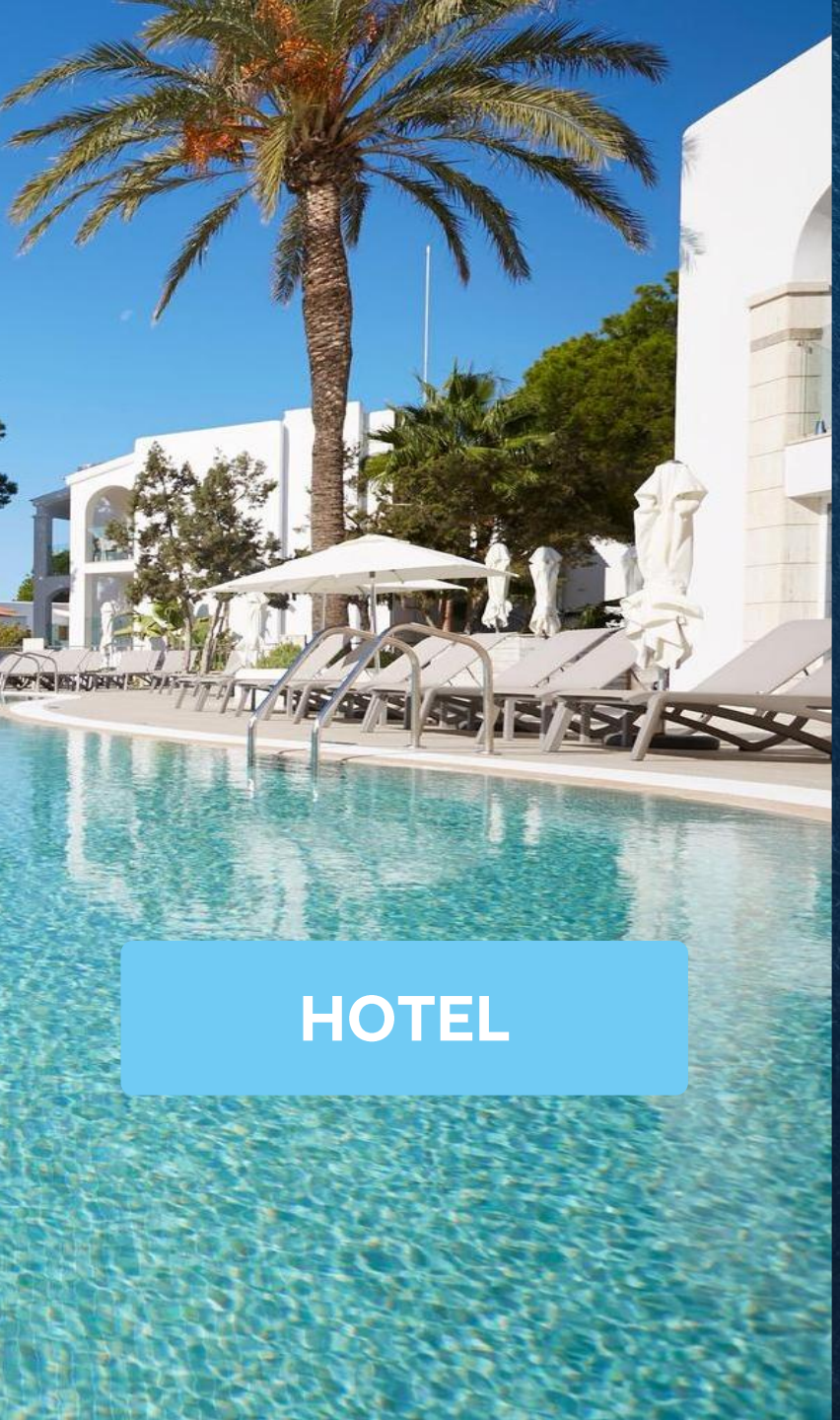


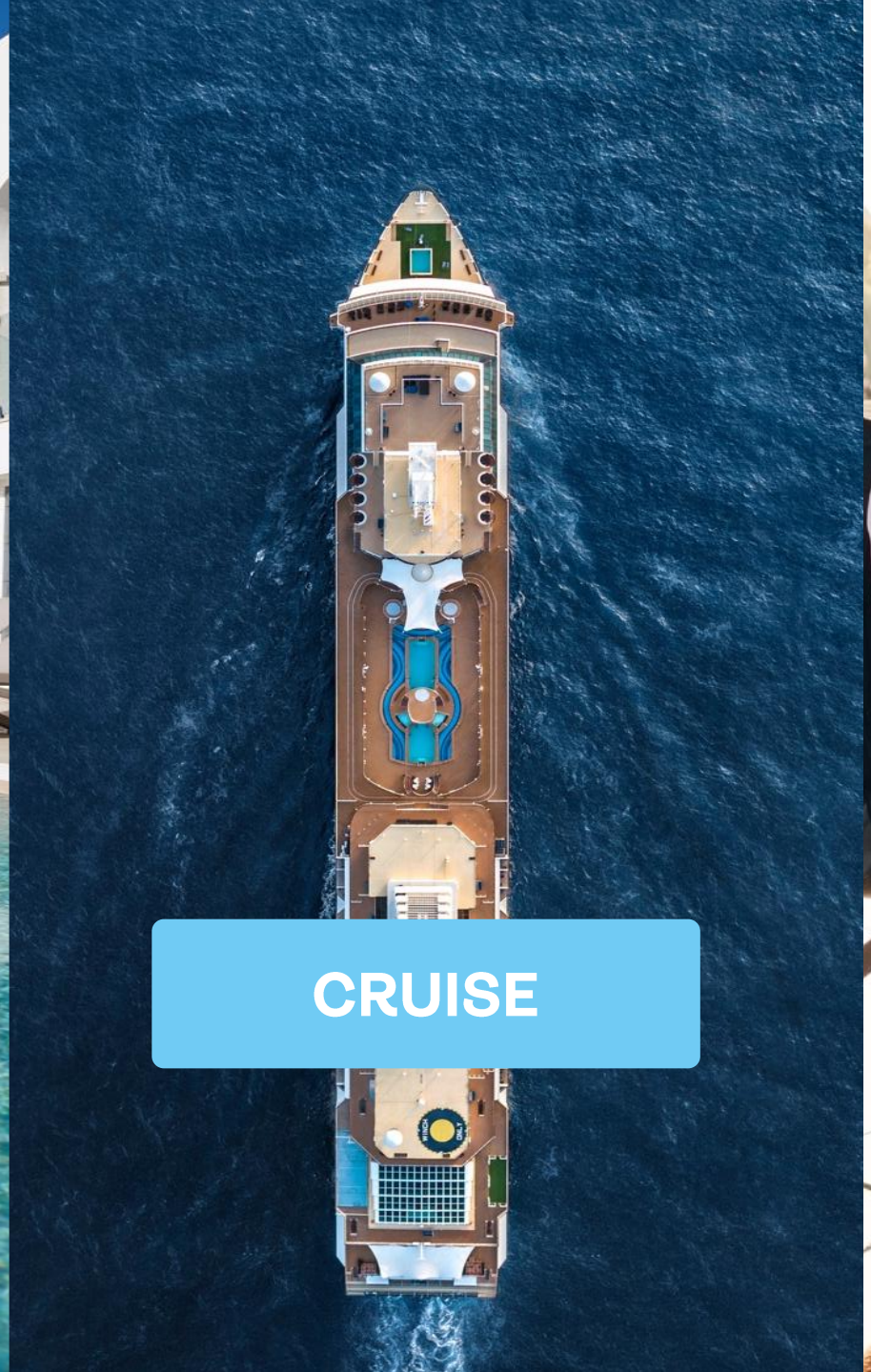


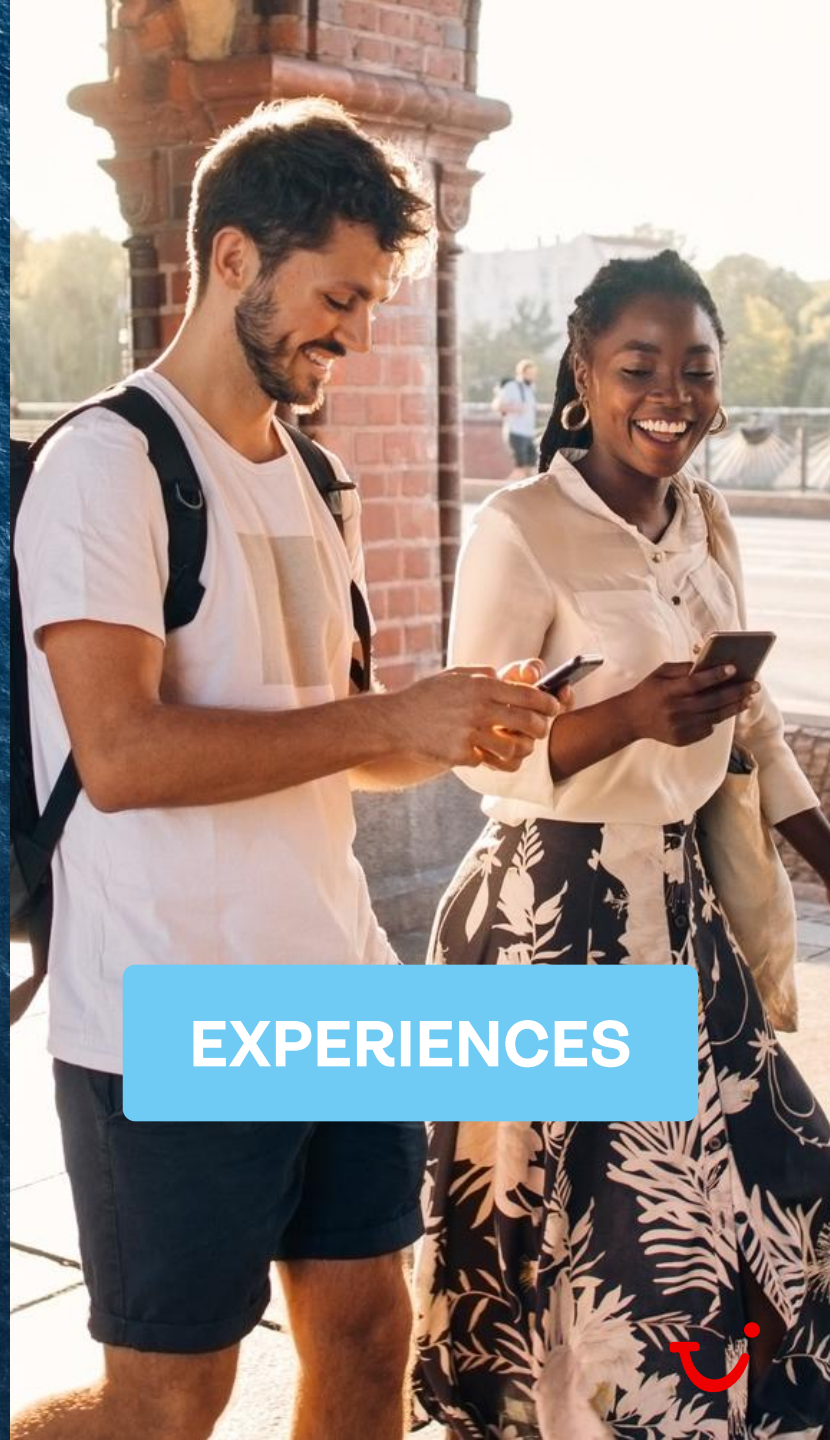
Operating worldwide – serving more than 180 destinations



Destinations where we operate


HOTEL


CRUISE


EXPERIENCES

TUI Hotels & Resorts



12 Brands	~ 350 Leisure Destinations	~ 40 Countries

Royalton offers luxurious, all-inclusive accommodations in the Caribbean and Mexico.

The Mora hotels combine laid-back, contemporary luxury with a highly tailored experiences.

RIU Hotels & Resorts is a renowned hotel brand with proven quality and excellent service.

ROBINSON is one of the leading providers of club holidays in the premium segment.

TUI BLUE is a global hotel brand for experience-oriented lifestyle travellers.

TUI MAGIC LIFE is an all-inclusive club brand with great value for money.

Atlantica Hotels & Resorts is one of the leading hotel companies in Greece and in Cyprus.

Grupotel offers more than 40 hotels mainly in the Balearic Islands and the Canary Islands.

JAZ Hotel Group provides a high level of comfort in Egypt, Tanzania and the UAE.

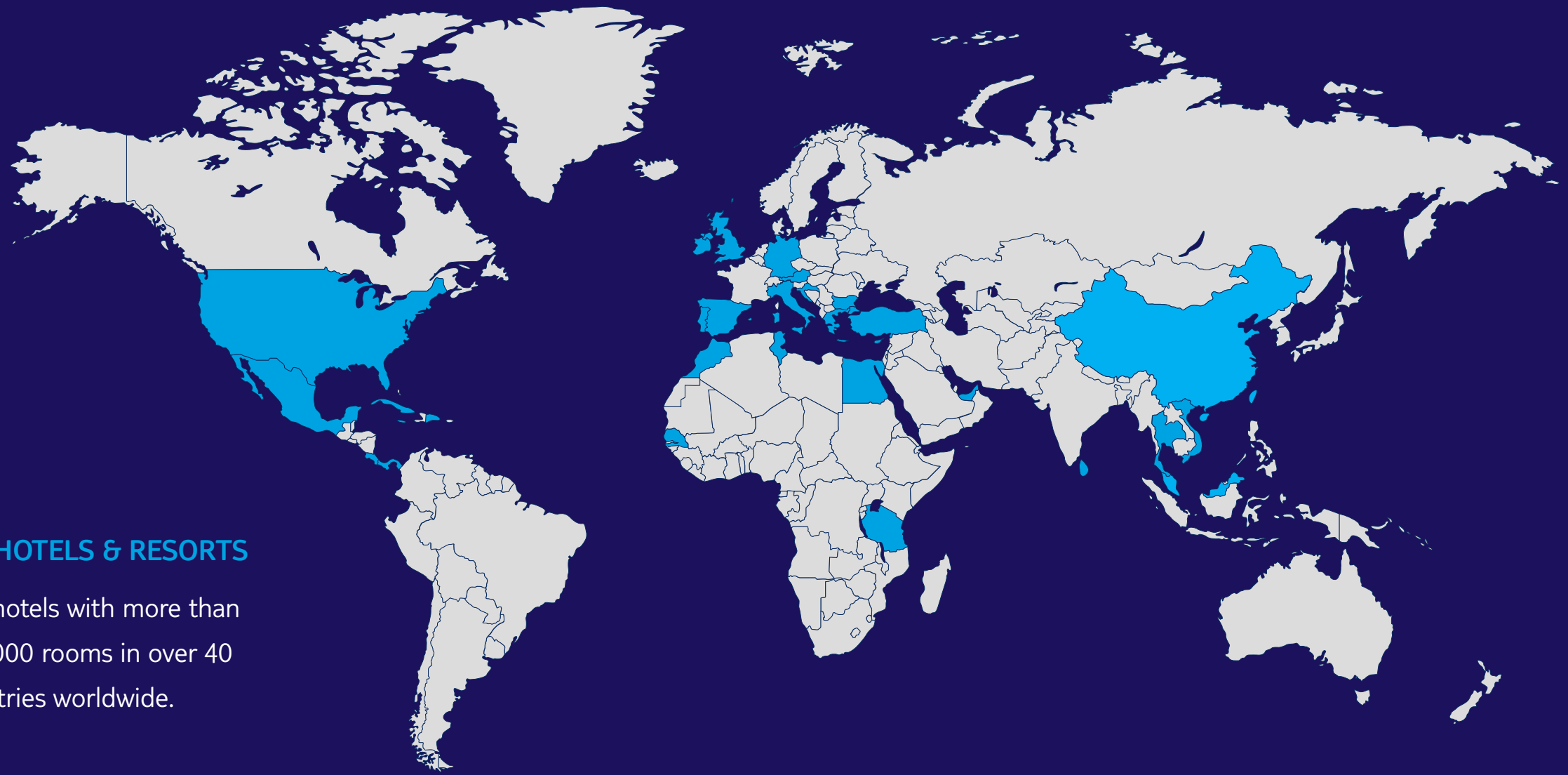
Akra is a premium hotel brand that combines modern design and personalized service.

TUI SUNEO offers holiday experiences with great value for money and good quality.

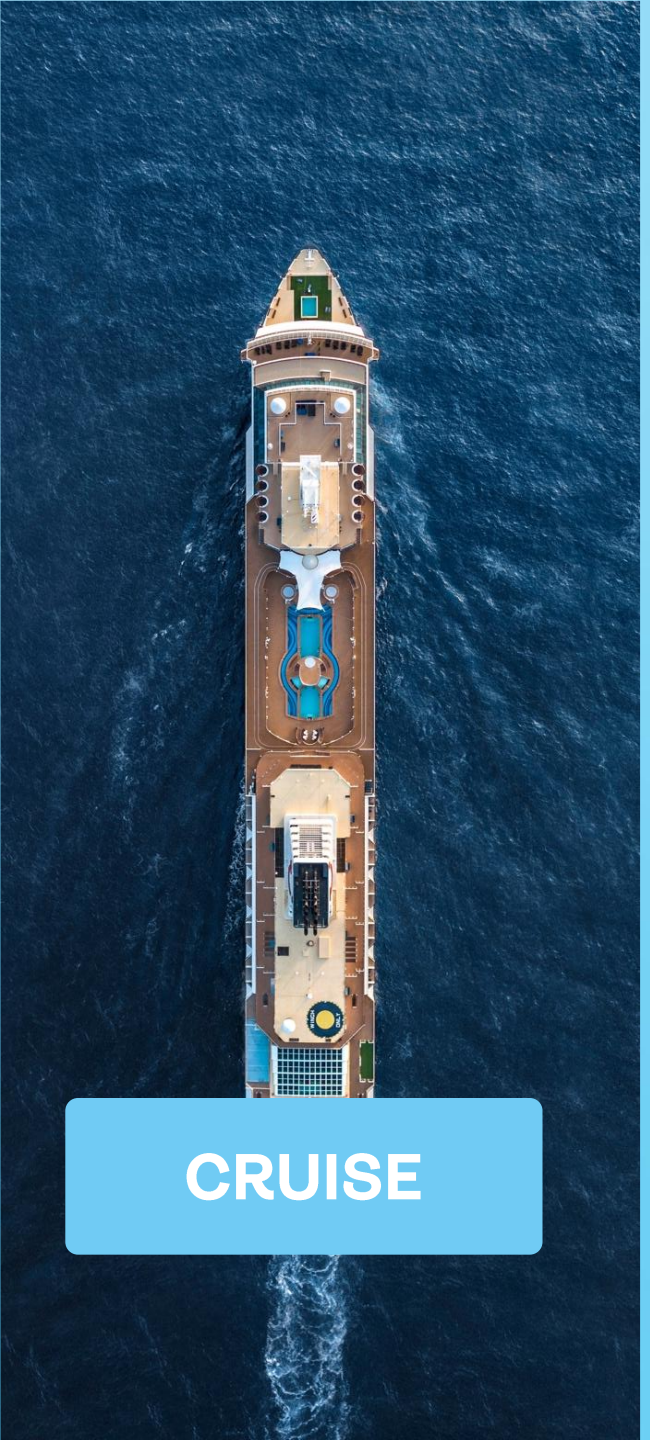
AQI focuses on the essence of hospitality in terms of quality, health & safety and sustainability.

TUI HOTELS & RESORTS

463 hotels with more than 150,000 rooms in over 40 countries worldwide.



Status: End of FY 2025 (30 September 2025)



CRUISE

TUI Cruises

The joint venture TUI Cruises is German market leader for premium cruises.

Mein Schiff

- The feel-good fleet offers every passenger the premium all-inclusive package: most F&B and use of the spa area are included in the travel price.
- The fleet currently consists of eight ships, including the green methanol-compatible Mein Schiff 7, which was delivered in June 2024.
- In spring 2025, the first ship of the new InTUItion class, the Mein Schiff Relax, was put into service.
- The sister ship, the Mein Schiff Flow, is currently being built at the Italian Fincantieri shipyard and is scheduled for delivery in summer 2026.

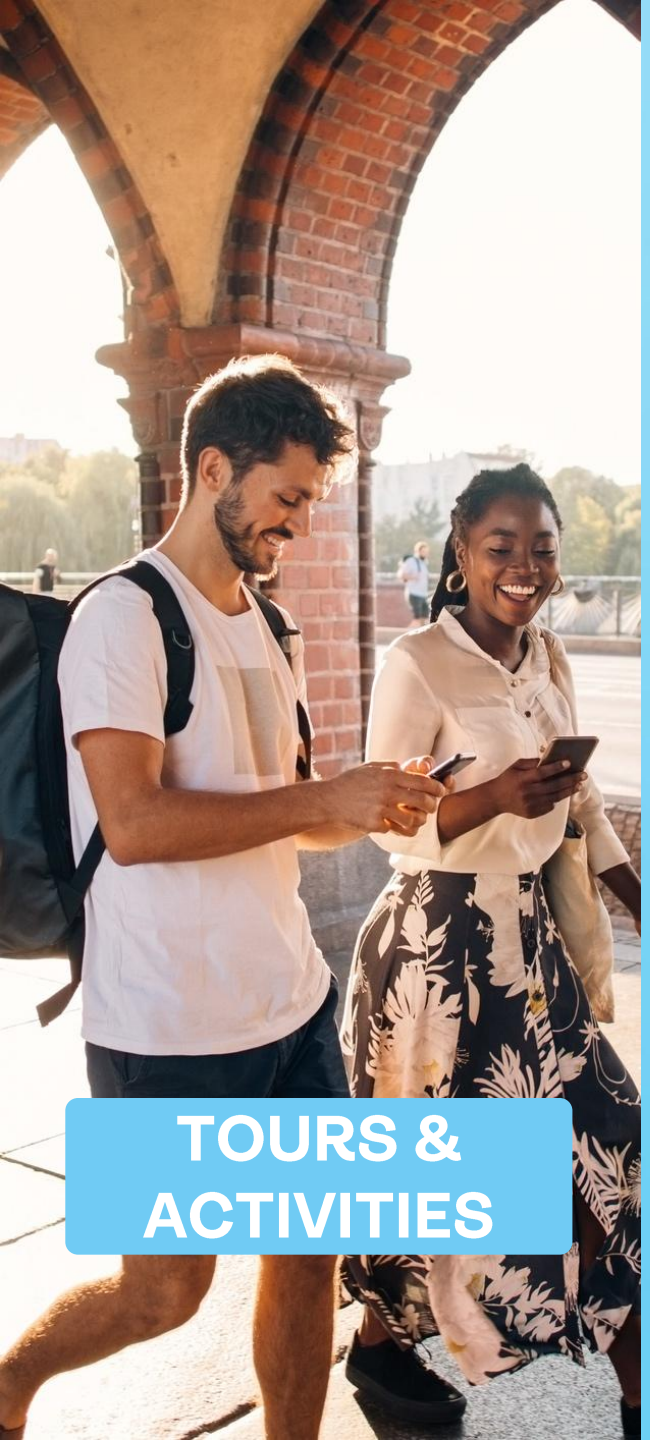
HAPAG-LLOYD CRUISES

- Hapag-Lloyd Cruises is the leading provider of expedition and luxury cruises in the German-speaking market.
- Its fleet includes the well-known 5-star luxury vessels MS EUROPA and MS EUROPA 2 and the expedition ships HANSEATIC nature and HANSEATIC inspiration
- From the Arctic to the Amazon: the fleet's small ships are ideally fitted for travel to exceptional places.
- In May 2019, the "HANSEATIC nature" was added to the fleet. The "HANSEATIC inspiration" joined in October 2019. In 2021 the "HANSEATIC spirit" completed the fleet.

MARELLA CRUISES

- Marella Cruises offers several formats in the UK market.
- From family holidays via city breaks to luxury cruising, the company caters for a diversity of segments.
- In April 2019 the newest member, the "Marella Explorer 2" has joined the fleet.
- Marella Cruises' concept is based on balance and diversity and attracts a very broad audience. From fullday family activities all the way to casino and bar evenings – all passengers can fashion their cruise trip to suit their individual needs at affordable rates.

Vessels:	**9**	**5**	**5**



TUI Musement: A global Tours & Activities business

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 hotels, experiences, guides and transportation

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.

Products are distributed to customers, including the +34,7 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 has a unique business model

Scalable digital platforms and multiple product categories and customer groups



EXPERIENCES

The most relevant own- and third-party excursions, activities, and attraction tickets



TRANSFERS

Shared and private transfers at airports, hotels & ports, and for experiences and tours



TOURS

Multi-day itineraries including accommodation, transport, experiences and guides

Digital Platforms



TUI

Destination service and products for all TUI costumers



B2C

Products for all travellers, available across the world via TUI's digital platforms



B2B

Scalable digital solutions and destination service for leading travel companies

We continuously improve the Customer Experience





CUSTOMER EXPERIENCE

We know that no guest is the same. Within TUI we smartly personalize experiences. With our broad offering and a unique blend of human & digital interactions, we deliver experiences tailored to different customer needs, across different customer journeys.

In the countries we operate, TUI has the highest brand awareness and consideration. We actively listen & act on customer feedback. We continuously monitor what drives satisfaction and customer loyalty, and offer 24/7 support for customers travelling around the globe.

We continuously engage our colleagues on customer feedback, training staff to deliver TUI signature experiences, based on our core values: **Trusted, Unique & Inspiring.**

TUI Sustainability Agenda







People

Planet

Progress

Reduce environmental footprint significantly and maximise the socio-economic impact of tourism

Science Based Targets Initiative has confirmed that TUI's emission reduction targets are in line with the latest climate science

Emissions from TUI Airline

-24%

(CO_2e per rpk* by 2030, Baseline year 2019)



First leisure airline with SBTi-validated reduction targets.

Emissions from TUI's cruise business

-27.5%

(absolute CO_2e by 2030, Baseline year 2019)



First ocean cruise business with SBTi-validated reduction targets.

Emissions from TUI Hotels & Resorts

-46.2%

(absolute CO_2e by 2030, Baseline year 2019)



Among the first leisure hotel companies with SBTi-validated reduction targets.

* rpk = Revenue Passenger Kilometers (RPK) or Revenue Passenger Miles (RPM)* is an aviation industry metric that indicates the number of kilometers traveled by paying passengers.

TUI Sustainability Agenda

People

We will ensure that local people and communities benefit from tourism and the local supply chain.

We will empower changemakers with the new skills and knowledge they need to transform the tourism industry.



Planet

We will take urgent action to reduce our emissions in line with the latest climate science.

To protect our planet, we will change the way we use resources and implement circular economy principles.

2030 (Baseline: 2019)

- **TUI Airline emissions* - 24%**
- **Emissions from TUI's cruise business* - 27.5%**
- **TUI Hotels & Resorts emissions* - 46.2%**



Progress

Together with our partners we will co-create a more sustainable future for the tourism industry.

We will enable our customers to choose more sustainable options as part of their leisure experiences.



* Emission reduction targets were validated by the Science Based Targets initiative (SBTi) in Jan 2023. Further details can be found in our Annual Report 2024 (page 78 ff).



TUI Academy
Vocational training for disadvantaged youth: school training, work experience, life skills coaching



TUI Junior Academy
Inspiring children to become conservation champions through environmental education



TUI Futureshapers
Empowering local entrepreneurs to turn social and environmental challenges into opportunities



TUI Colourful Cultures
Protecting cultural heritage and empowering creatives in tourism destinations



TUI Field to Fork
Connecting farming communities with the tourism sector to create new income opportunities

TUI CARE FOUNDATION

Building on the potential of tourism as a force for good, the **TUI Care Foundation** supports and initiates partnerships and projects which create new opportunities and contribute to thriving communities around the world.

TUI Wildlife
Protecting endangered wildlife and habitats



TUI Forests
Planting trees and creating forest-based experiences



TUI Sea the Change
Protecting and preserving the marine environment.



TUI Turtle Aid
Protecting endangered sea turtles



Destination Zero Waste
Inspiring ways to reduce and reuse waste that create jobs.



The TUI Group Executive Committee



MATHIAS KIEP
Executive Board Member
Chief Financial Officer



SEBASTIAN EBEL
Chief Executive Officer



SYBILLE REISS
Executive Board Member
Chief People Officer / Labour Director



MARCO CIOMPERLIK
Executive Board Member
Chief Operating Officer



FLORIAN LENSER
Group Director Legal,
Compliance & Board Office



PIETER JORDAAN
Chief Information Officer



THOMAS ELLERBECK
Group Director Corporate & External
Affairs & Chief Sustainability Officer



MIRCEA TUDOSE
Managing Director Regions



PETER ULWAHN
Chief Executive Officer TUI Musement



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TUI

Live Happy