

## **TUI providing platform for experiences across Spain & Andorra as Sercotel's new Tours & Activities partner**

- **Seamless Technology:** New Tours & Activities digital platform integrated with Sercotel technology ecosystem
- **High Quality Portfolio:** Hundreds of experiences across Spain and Andorra now available to Sercotel customers
- **Unique Excursions:** Sercotel becomes the first hotelier to offer the premium and immersive National Geographic Day Tours
- **Diverse Product Portfolio:** Strong variety of popular and unique experiences in Spain and Andorra now available via Sercotel

**Palma de Mallorca, 8 February 2024.** TUI Group, one of the world's leading tourism businesses, is the new Tours & Activities partner of Sercotel, a leading hotel chain with ninety-five 3 and 4-star hotels and apartments in key cities across Spain and Andorra.

The partnership continues TUI's strong and strategic growth in Tours & Activities, further consolidating its leading position as a partner for accommodation providers and Spanish businesses, while also highlighting the diversity of its product portfolio and quality of digital offering.

TUI is providing their state-of-the-art Tours & Activities digital platform, which has been integrated with the Sercotel website, complementing the accommodation offering and ensuring a seamless customer experience. Via the platform, customers can access hundreds of experiences across Spain and Andorra in all destinations where there are Sercotel properties, from Barcelona and Madrid to Gran Canaria or Málaga.

*"At Sercotel we say, 'Welcome to your best' as we aim to give our clients the best possible experience during their trip, and through our partnership with TUI we are now able to offer them the best tours and activities to complement their stay at our hotels."*

Said Sercotel Chief Commercial Officer Bernardo Losada. *"TUI provided a winning combination of great technology, strong compliance and superb products, including some amazing excursions available exclusively from TUI."*

A diverse portfolio of excursions, activities and attraction tickets are now available, such as a guided tour of Córdoba's Medina-Azahara, an evening of stand-up paddle on Sevilla's Guadalquivir River, tickets to Barcelona's Moco Museum and many more. Furthermore, Sercotel is the first hotelier to offer the recently released premium and immersive National Geographic Day Tours, with customers able to book unique experiences including archaeologist-led exploration of the Guanches site in Gran Canaria, kayaking the coast of Mallorca with a marine biologist, and discovering Barcelona's Joan Miro Foundation with an architect.

*“Excursions, activities and attraction tickets are the ideal products to complement a hotel stay, and I am thrilled that together with Sercotel we will be able to offer an even better overall travel experience for their customers.”* Said Nishank Gopalkrishnan, Chief Commercial Officer at TUI Musement, the Tours & Activities division of TUI Group.

*“This partnership not only reinforces our position as the B2B partner of choice for Tours & Activities but demonstrates the quality of our product portfolio, including a selection of highly exclusive and unique experiences.”*

TUI was selected as Tours & Activities partner for its extensive portfolio of high-quality products, and comprehensive coverage in Spain, including an array of experiences in both primary and secondary travel destinations. Furthermore, TUI was able to provide unique products, such as National Geographic Day Tours. Equally as important was the high standards of Health & Safety and sustainability, and a highly flexible and customisable digital platform solution that could be seamlessly integrated with Sercotel’s website and existing IT framework.

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

#### **Notes to editors**

Sercotel Tours & Activities platform: <https://experiencias.sercotelhoteles.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 TUI Musement**

TUI Musement is a global Tours & Activities business that combines scalable digital platforms with personalised in-destination service by local teams, to deliver products in three main business lines:

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

Available in all major city and sun & beach destinations, products are developed in-house or sourced from leading travel businesses. They are distributed to customers, including the 20+ million TUI customers, through the TUI websites and apps, 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.

#### **About Sercotel Hotels**

Sercotel is a leading hotel chain with 3 and 4-star hotels and apartments in key cities right across Spain and Andorra. The company's purpose is for its guests to forget about the little things in their lives when they stay in their hotels, so they can focus on being the best version of themselves.

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