

## **TUI driving further growth in Tours & Activities with new commercial team focused on strategic B2B partners**

- **Nishank Gopalkrishnan takes on expanded role as TUI Musement Chief Commercial Officer**
- **New Commercial team unifies B2B distribution and supply management experts for Tours & Activities**
- **Musement co-founder Claudio Bellinzona leaves TUI, but continues to support business as an external advisor**

**Palma de Mallorca, 6th October 2023.** TUI Group, one of the world's leading tourism businesses, has made changes to the TUI Musement leadership team to drive further growth of its Tours & Activities division. Nishank Gopalkrishnan, previously TUI Musement Chief Business Officer, has been appointed as Chief Commercial Officer, responsible for all B2B strategic partnerships for distribution and global product supply. Claudio Bellinzona, one of the Musement co-founders and previously Chief Supply Officer, has decided to leave TUI, but will continue to support the business as an external advisor, working with the TUI Musement leadership team on various new growth opportunities.

*"Since joining TUI in 2018, Claudio has had a strong impact on our strategy and culture as a key member of our leadership team, and I am delighted he will continue to work with us as an external advisor to help drive further business growth. I am also excited to see his future entrepreneurial endeavours." Said Peter Ulwahn, CEO of TUI Musement, the Tours & Activities division of TUI Group. "We have recovered from the pandemic, are growing fast, the integration of Musement is complete, and TUI is established as a leading player in the Tours & Activities industry; now is the time to take our business to the next level, and B2B is a strategic focus area. By unifying our partnership experts into a single B2B commercial team, we will be more focused, agile and efficient, delivering better products, solutions and services to our entire partner ecosystem."*

B2B is one of the fastest growing areas of TUI Musement, generating approximately 50% of the business' revenues through distribution partnerships with some of the world's leading travel organisations. Nishank will lead a new commercial team, unifying all colleagues responsible for relationships with distribution partners, such as OTAs, airlines and hotels, and those managing product supply through working with

attraction and activity operators around the world. The commercial team will drive efficient portfolio development of relevant own and third-party experiences, advocating for partner relationships across supply and distribution and fostering greater alignment between B2B stakeholders. Greater internal synergies will help develop smoother processes to deliver faster results, create greater value and provide an overall better partner and customer experience.

*“When you put distribution and supply together you enable greater understanding and bring partners closer together, which ultimately always leads to better outcomes.”* Said Nishank Gopalkrishnan, Chief Commercial Officer of TUI Musement, the Tours & Activities division of TUI Group. *“Our partners, both distributors and suppliers, have exciting growth aspirations, and we are a key enabler in achieving these goals. TUI Musement is much more than just an aggregator of things to do – we work with partners to carefully develop and efficiently distribute great travel experiences.”*

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

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

TUI Musement provides B2B partners with a comprehensive offering, including API and white label distribution platforms, a curated portfolio of over 88,000 experiences, more than 1,000 multi day tour itineraries and 125,000+ transfers routes in 100+ countries, as well as call centre and in-destination services. Commercial activities for Inter cruises Shoreside & Port Services, TUI Musement’s B2B brand specialising in cruise ground handling and port operations, will continue to be led by Virginia Quinteiros, Director Business Development, and Olga Piqueras, Managing Director Port Operations.

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

### **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 website and app, 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 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.

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

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.

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

**Press Enquiries**

Stephen Denton  
Tel. +34 619341883  
stephen.dento@tui.com