

## **TUI Group and Rixos Hotel Group enter exclusive long-term strategic partnership**

- **Agreement includes exclusivity in ten resorts across Türkiye and Croatia over the next three years**
- **Hotels will be available to all TUI guests in 13 source markets**
- **TUI strengthens its portfolio in Türkiye**
- **The luxurious all-inclusive resort Rixos Dubrovnik, and the Land of Legends hotel with access to one of Türkiye´s largest theme parks, are among the properties that will be included in TUI´s offerings from 2024**

**Hanover, 23 of March 2023.** TUI has signed an exclusive three-year agreement with Antalya based Rixos Hotel Group. The partnership includes ten strategically important properties and will enable TUI to offer high-quality accommodation with prime locations, quality food & beverage options, and a variety of offers for children in all markets. The partnership is expected to contribute significantly to the TUI Group's growth strategy in Türkiye and will be available for TUI customers only, for the summer 2024 season and onwards\*.

"We are thrilled to announce our strategic partnership with Rixos, one of the leading hospitality Groups in the region. Türkiye is an extraordinarily important destination for us, and we can build on a very good partnership which developed over more than a decade. This agreement will strengthen our cooperation further and supports our strategy of an exclusive hotel portfolio. It will enable us to offer our customers exclusive access to some of the best hotels and attractions in Türkiye and Croatia, which we believe will be a key driver of our growth in these destinations", says David Burling, CEO Markets and Airlines at TUI.

The agreement extends TUI´s current exclusivities with Rixos Hotel Group from four to ten hotel units. It offers a broad selection of luxury hotels that cater to all travel preferences, ranging from premium villa accommodations to family-friendly resorts, such as Rixos Dubrovnik with its unique location in Dubrovnik's Old Town, and the Land of Legends Hotel, featuring one of Türkiye´s largest theme parks. With this range of options, TUI customers are sure to find their ultimate holiday experience.

Exclusivities across all ten Rixos resorts will be made available to TUI's 13 source markets for the summer 2024 season. TUI's market position in the UK and Germany will be significantly strengthened through this partnership, aligning with its strategic priorities.

"We've enjoyed a long-standing partnership with TUI, and this exclusivity agreement marks a significant next step for us, highlighting the importance of strong partnerships in our industry. TUI is a strategically

important partner for our growth, and we're excited to offer some of our prime properties exclusively to TUI's guests. This major step forward demonstrates our commitment to our collaboration, and we can't wait to see what the future holds," says Akif Tamince, Member of the Board of Rixos Hotel Group.

### **About Rixos Hotel Group**

Rixos Hotel Group was established in 2000 and is one of the world's fastest growing luxury hotel chains. The Antalya based group owns and operates premium resorts & villas including city hotels in key regions as diverse as Türkiye, Croatia, Switzerland, CIS countries, Egypt, and the Middle East. Rixos Hotel Group is a joint venture partner with Accor Group, and owns and manages 32 properties, with a bed capacity of 26,000 and their plan is to grow this capacity by 20% by 2024. Rixos Hotels have developed an innovative guest experience designed to offer a unique luxury long-stay experience.

TUI Group  
Group Corporate &  
External Affairs  
Karl-Wiechert-Allee 4  
30625 Hannover

**The agreement includes the following hotels:** Land of Legends, Rixos Beldibi, Rixos Downtown, Rixos Park Belek, Rixos Premium Belek, Rixos Premium Bodrum, Rixos Premium Gocek, Rixos Premium Tekirova, Rixos Sungate and Rixos Dubrovnik.

\* The majority of hotels covered by this agreement are currently accessible to TUI guests across multiple source markets. However, starting from the summer of 2024 and onwards, these hotels will be exclusively available to all source markets and TUI's guests only.

### **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.

Nora Aspengren  
Corporate Communications  
Tel. +47 90636063  
[nora.aspengren@tui.no](mailto:nora.aspengren@tui.no)

TUI Group  
Group Corporate &  
External Affairs  
Karl-Wiechert-Allee 4  
30625 Hannover

[group.communications@tui.com](mailto:group.communications@tui.com)  
[www.tuigroup.com](http://www.tuigroup.com)