

## **TUI CEO Sebastian Ebel meets Spanish Industry and Tourism Minister Jordi Hereu Boher and Secretary of State for Tourism Rosario Sanchez Grau: Focus on sustainability and the Package Travel Directive**

- **Sebastian Ebel, CEO of TUI Group: "TUI is bringing more than six million customers to Spain this year. Tourism is sustainably successful when local people see it as an added value for their city or region. They decide how much tourism is welcome and what kind of tourism it should be.**
- **Sustainability as a joint challenge: Further increase acceptance for tourism, focus on green electricity production and sustainable fuels**
- **In Madrid, TUI calls for support for package holidays as the safest and most attractive form of travel: avoid further burdens, level playing field for all – broad consensus and regular dialogue agreed**

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

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

**Madrid/Hanover, 12 July 2024** - The importance of sustainable tourism for growth and prosperity was the focus of a meeting between TUI Group CEO Sebastian Ebel, the Spanish Minister of Industry and Tourism Jordi Hereu Boher and the Secretary of State for Tourism Rosario Sanchez Grau. Tourism plays an important role as an economic factor and employer in many southern European countries. In Spain, tourism accounted for 12.8 per cent of gross domestic product in 2023, with a further increase to 13.4 per cent expected this year. TUI is bringing more than six million holidaymakers to Spain this summer season, providing thousands of secure jobs in hotels, ports, airports and the entire value chain of the Spanish tourism industry. Package holidays are a key pillar of this successful tourism model. TUI CEO Sebastian Ebel therefore also used the meeting in Madrid to discuss the latest developments surrounding the revision of the European Package Travel Directive.

"Tourism is a driver for the economic and social development of destinations. To this end, TUI harmonises economic, social and environmental sustainability. Green energy and sustainable fuels, the strengthening of educational and training opportunities, concepts for the economical use of water in hotels and on cruise ships: Sustainability is part of TUI's DNA. Green innovations and the acceptance of tourism among the population are crucial to the success of this transformation," emphasises Sebastian Ebel, CEO of TUI Group. "Tourism is sustainable and successful when local people see it as an added value for their city or region. They decide how much tourism is welcome and what kind of tourism it should be."

During the discussion, Ebel highlighted the need for cooperation between the population, politicians and the tourism industry in holiday destinations in order to further strengthen the positive effects of tourism and develop holistic concepts for living spaces and everyday life for local people. "Social sustainability is particularly about the living spaces of local people: Education, training, jobs, local culture, affordable housing. In many places around the world, there are already tried-and-

tested joint initiatives for education, training and increasing local value creation. We will continue this dialogue and further strengthen it with our partners."

According to Ebel, the current discussions in Spain show that people are not against tourism. They are in favour of tourism, but are calling for sustainable tourism that respects the everyday lives of local people. It is therefore important to develop holistic concepts in partnership with local stakeholders and the tourism industry that harmonise the tourism ecosystem and the lives of the locals. Only tourism that is accepted and supported by the local people can be sustainable tourism. The discussion also focussed on green electricity production in Spain, strengthening the production of SAF (Sustainable Aviation Fuel) and what support is possible from Spanish politicians.

An important topic at the meeting was the Package Travel Directive, which is currently being discussed at European level. Every year, Spain welcomes millions of package holidaymakers, who make up the largest proportion of tourists in the country. In talks with the Spanish Minister for Industry and Tourism, Sebastian Ebel therefore called for Spain's support for a Package Travel Directive that avoids additional burdens and creates a level playing field between the various market players. "Package holidays are the safest and most attractive form of travel. TUI is committed to ensuring that this form of travel remains competitive and attractive compared to other forms of travel. I am delighted that there was a broad consensus on this in the discussions," said Sebastian Ebel. A regular exchange on this topic was agreed.

#### **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 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.

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

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

**TUI Group**  
**Group Corporate & External Affairs**  
Christian Rapp  
Corporate Communications  
Tel. +49 (0) 511 566 6028  
[christian.rapp@tui.com](mailto:christian.rapp@tui.com)

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

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