

TUI continues Tours & Activities growth as partner for Fred. Olsen Cruise Lines

- TUI experiences platform integrates with existing Fred. Olsen Cruise Lines channels and touchpoints
- Thousands of experiences now available to independent travellers in all ports of call
- TUI diversifies partner portfolio, disrupting cruise industry

Palma de Mallorca, 9th September 2024. TUI Group, one of the world's leading tourism businesses, is further strengthening its position in the Tours & Activities industry through a strategic partnership with Fred. Olsen Cruise Lines. The collaboration enables travellers on Fred. Olsen's renowned small ships to discover and explore destinations independently through direct access to a vast array of experiences.

The integration of TUI's Tours & Activities platform with the existing Fred Olsen digital touchpoints and infrastructure enables a seamless experience for customers that want to discover destinations at their own pace. The platform is populated with thousands of excursions, activities and attraction tickets that can be instantly booked online and cover all Fred. Olsen Cruise Lines ports of call.

"We are really excited to be working with TUI to help promote independent exploration in our ports of call. While many of our guests love going on our organised shore tours, there are several who prefer the opportunity to head ashore and explore independently. At the same time, these guests may like to experience some of the attractions or museums available in various destinations. TUI can help our guests not wanting to take part in an organised excursion, make the most of their time in port. This collaboration is just another example of how we continue to put our guests at the heart of everything we do to deliver unforgettable experiences." Said Stephanie Farrow, Itinerary Product and Destination Experience Manager at Fred. Olsen Cruise Lines.

"Fred. Olsen Cruise Lines is a pioneer in the cruise industry, and we are delighted to partner with them in offering more top-quality options for

guests to explore and experience a destination.” Said Nishank Gopalkrishnan, Chief Commercial Officer at TUI Musement, the Tours & Activities division of TUI Group. “This is a very innovative collaboration that will positively disrupt the cruise industry, and further reinforces TUI’s position as the Tours & Activities partner of choice for the world’s leading travel businesses.”

Guests can book experiences via their MyCruises account by visiting the Independent Exploration section under Destination Experiences.

Alternatively, they can visit fredolsencruises.musement.com/uk to book with just 24-hours’ notice.

Experiences include tickets to the Chocolate Museum in Cologne or a pass for the seven most famous archaeological sites in Athens, as well as activities including hiring a bike in Amsterdam, hop-on, hop-off buses in various cities and learning how to make tiramisu in Italy.

This announcement and photos can be found in the press section on www.tuigroup.com.

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 17 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.

About TUI Musement

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 flights, hotels, experiences and transfers

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, and National Geographic Day Tours, unique and immersive small group guided experiences.

Products are distributed to customers, including the 19+ 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 is one of the major growth areas of the TUI Group and employs approximately 7,000 people worldwide.

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