

TUI Blue continues rapid expansion in China and Southeast Asia

- **First TUI Blue hotels opened in China and Malaysia**
- **Popular leisure hotel brand now also appeals to Asian guests**
- **New openings expand the global portfolio of TUI Hotels & Resorts**

Hanover/Hong Kong, 12 September 2024. TUI BLUE, the popular leisure hotel brand from one of the world's leading tourism groups, is strengthening its presence in Asia with a series of new hotel openings. After successfully launching new hotels in Thailand and Vietnam in the last months, the brand is now making its debut in China and Malaysia. With this expansion, TUI Blue is contributing to the development of TUI Group's global hotel portfolio, which consists of 12 differentiated brands and is set to grow to 600 hotels in the medium term.

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With three new hotels, TUI Blue is celebrating its launch in China. Various destinations await guests who want to discover the authentic experiences of the hotel brand. **TUI Blue Wusongkou Cruise Port** with 83 rooms is located at the largest cruise port in Asia, but also a starting point to explore Shanghai. The recently opened **TUI Blue Taicang** with 129 rooms is situated near Tianjing Lake. Taicang is a historic river town located along the Yangtze River in Jiangsu province, known for its well-preserved ancient architecture and vibrant cultural heritage. The city also has a connection to the roots of the TUI Blue brand, it is known for having over 500 German enterprises establishing operations there. For those who are more drawn to scenic hills **TUI BLUE Yangshuo Xiangheli**, Guilin, is the right choice. Yangshuo is a renowned tourism destination in Guangxi province, famous for its breathtaking karst landscape, winding Li River, and Chinese countryside charm.

Parallel to its China expansion, TUI Blue is heading to other holiday destinations in Southeast Asia. Also in September, **TUI Blue The Haven Ipoh** with 150 rooms welcomed its first guests. For the launch in Malaysia, the hotel brand has chosen the capital city of Perak state which is known for its vibrant street art, colonial architecture, and proximity to outdoor adventures. Further openings in Southeast Asia are already being planned. **TUI Blue Maduzi Bangkok** in Thailand and **TUI Blue Berawa** in Bali will be the next to open.

"Our rapid expansion in China and Southeast Asia underscores the strong demand for the TUI Blue brand in these fast-growing travel markets," says Artur Gerber, Managing

Director of TUI Blue Hotels & Resorts. "As we continue to bring our unique blend of leisure accommodations and locally-inspired experiences to more destinations, we are confident that TUI Blue is an excellent addition to the region's hospitality landscape."

About TUI Blue

TUI BLUE offers experience-oriented lifestyle travellers a hotel product tailored to their individual needs – for adults, families or holidaymakers interested in local culture and authentic experiences. BLUE Guides provide great hospitality with a personal touch and the BLUE App offers guests lots of activities at their choice. The experiences are tailored for all ages and range from entertainment in a relaxed atmosphere to a holistic fitness and well-being programme as well as a variety of excursions. TUI BLUE hotels stand for food experiences with a local touch, including authentic regional dishes while also catering for all dietary needs or nutrition plans. The hotel brand has more than 90 hotels worldwide and expanding its portfolio with a strong focus on Asia, the Middle East and Africa. TUI BLUE is a global brand of TUI Hotels & Resorts' leading leisure hotel portfolio.

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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.

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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.

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