

## **More choice, more flexibility: TUI expands hotel offering with smart connections**

- ***Dynamic rates, new hotels: holidaymakers and travel agencies benefit from a wider range of offers***
- ***More last-minute availability makes it easier to book at short notice***

**Hanover, November 13, 2024** - TUI is expanding its portfolio of dynamically connected hotels and is making great progress in its strategic approach to dynamic sourcing. By introducing a new technical integration with the IT provider Juniper Travel Technology and a direct connection to other partners, TUI is improving both availability and choice for holidaymakers and travel agencies worldwide.

"The technical integration of these partners is an important building block in our dynamic sourcing strategy and helps us to become even faster and more agile. By connecting to the channel managers, we are expanding our hotel portfolio many times over, offering our customers an even greater selection and growing successively in many destinations," says Nicole Sohnrey, TUI Director Markets Product Acco Only and Dynamic.

TUI successfully launched a new technical integration with Juniper Travel Technology, a leading aggregator that enables TUI to connect numerous channel managers more efficiently. This solution standardizes and accelerates the integration process, allowing TUI to access additional accommodation and dynamic pricing faster.

The first pilot partner to be integrated is the channel manager Dingus, which offers access to over 1,300 accommodations, including well-known hotel chains such as Hipotels, Protur, Nordotel and H10, particularly in Spain and the Caribbean. In addition, TUI has now implemented a direct link to the international hotel group IHG, giving vacationers worldwide access to around 5,000 IHG hotels. These include brands such as Holiday Inn Express, Crowne Plaza and Intercontinental.

"Thanks to these new partnerships, guests and travel agents benefit from an even greater choice of hotels. Even shortly before departure, extended availability at attractive prices can now be booked in many hotels. This also strengthens the TUI brand," adds Sohnrey.

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