

## **100,000 holidaymakers: TUI plans further growth in the Czech Republic**

- **Four own TUI shops already opened – a total of ten planned in 2025**
- **Most popular destinations are Antalya, Mallorca and Crete**
- **From the Czech Republic to the sun: direct flights from Prague, Ostrava and Brno**
- **Bookings for Summer 2025 already started**

**Prague, 14th November 2024** - TUI is expanding its holiday offering in European markets and strengthening its presence in the Czech Republic. Next summer, the world's leading tourism group aims to double the current number of guests from the Czech Republic and plans to expand to ten TUI shops across the country.

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"Last year, we have achieved many milestones for TUI in the Czech market: 50,000 customers went on holidays with us to the most popular destinations, we opened four of our own stores and successfully launched the TUI app. Now we want to further expand the TUI brand here," said Marcin Dymnicki, Managing Director of TUI in the Czech Republic.

The most popular summer destinations for holidaymakers from the Czech Republic are Antalya, Mallorca, and Crete, which TUI offers with direct flights mainly from Prague. Other sunny destinations include Bulgaria, Egypt, Cyprus, the Canary Islands, and Madeira. Partner airlines also offer year-round direct flights to Europe's most beautiful beaches from Ostrava and Brno. This coming winter, the Turkish Riviera, Hurghada, Marsa Alam, and the Canary Islands are particularly in demand, all easily accessible via direct flights from the Czech Republic.

Additionally, TUI offers dynamic package holidays from Germany and Austria, which are especially attractive for customers living close to the border. For holidaymakers, who prefer to travel by car, TUI offers a wide selection of hotels, for example in Croatia, Italy or Poland as well as for ski holidays in Austria and South Tyrol. Long-haul destinations such as the Caribbean or the Indian Ocean are also easy to book through all channels.

With TUI, holidaymakers across the country have a wide range of options when booking their trips. Thanks to extensive connections and flexible combinations of hotels and airlines in holiday destinations, TUI guests have the widest choice in the entire market, along with the security of a package holiday.

"We offer our customers the most popular hotels in the most popular destinations in the Mediterranean with our brands RIU, TUI Magic Life, and TUI Blue, as well as exotic long-haul destinations such as the Dominican Republic, Sri Lanka, Mauritius, and Zanzibar," Dymnicki added.

The most important sales channel in the country is the TUI.cz website and its mobile app. TUI also markets its holidays through more than 300 partner travel agencies and online travel agencies. In addition, four TUI shops were opened this summer in Prague, Brno, and Ostrava and six more are planned. "We have big plans for next year. Offers for the upcoming summer season are already live and in high demand. In addition, we want to have a total of ten own shops with 60 employees. For summer 2025, our goal is to take 100,000 customers on holiday with TUI," says Marcin Dymnicki.

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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.

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.

You can find this press release and pictures in the press area at [www.tuigroup.com](http://www.tuigroup.com)

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