

TUI Musement launches ultimate holiday packages for the TUI Rhodes Marathon 2025

- Simplified bookings: Marathon registration, flights, and accommodation available on a single webpage for a package price
- Discover Rhodes, a destination loved by millions of TUI customers

Palma, 28th November 2024. - TUI Musement announces the launch of exclusive packages for the TUI Rhodes Marathon 2025, which include race entry, flights, and accommodation, all managed through a single page: <https://www.tui.pt/en/tui-marathon-rhodes>. Packages are available starting at 653€ for a 4 day, 3 night trip. This webpage streamlines the event organization and enhances the participant experience, allowing everything to be managed in one place.

"This launch reflects our commitment to offering innovative travel solutions that meet the needs of our markets, providing an integrated experience for runners," says Andrea Pfeiffer, Managing Director of TUI Spain, Portugal, and Americas.

Rhodes, one of TUI's most beloved destinations, is known for its stunning landscapes, rich history, and warm hospitality. The island is the ideal setting for the marathon, which will take place on April 6, 2025, and expects to welcome over 3,500 runners from around the world. In addition to the 42 km race, there will be various distances for different levels: 21 km, 10 km, 5 km for runners, 5 km for walkers, and 1 km for children, ensuring that everyone can participate.

Sport and tourism: an expanding partnership

TUI's role as the principal sponsor and distribution partner for the marathon strengthens its commitment to sport and active tourism. Andrea Pfeiffer highlights: *"The TUI Rhodes Marathon is a unique opportunity to promote active tourism, connecting the history and landscapes of Rhodes while encouraging more sustainable tourism."*

TUI and Rhodes: a strong relationship

TUI maintains a strong relationship with Rhodes, bringing over 650,000 visitors in 2024. The company has more than 300 employees on the island and offers a wide range of hotels: ten TUI Hotels & Resorts, including the TUI Blue Lindos Bay, and offers partnerships with leading hotel partners, such as Atlantica Hotels & Resorts Group, Horizon, H Hotels, Mitsis, Oceanis, Blue Bay, Atrium and Akti.. Additionally, TUI's cruise

lines make Rhodes a key stop, and TUI Musement offers exclusive activities, such as TUI Collection and National Geographic Day Tours.

The TUI Rhodes Marathon strengthens Rhodes' position as a host for international sporting events and contributes to the growth of active and sustainable tourism in the region, with a positive impact on both participants and local communities.

Tickets and packages for the TUI Rhodes Marathon can be booked online here: <https://www.tui.pt/en/tui-marathon-rhodes> or through any TUI retail shops across Europe. Existing TUI customers travelling to Rhodes can also add the TUI Rhodes Marathon ticket through the TUI app.

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This announcement and photos can be found in the press section on

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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.

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