

“Sun, Fun, Run!” – TUI invites travellers and sports fans to compete in the TUI Mediterranean Marathon League

- **TUI Mediterranean Marathon League:** A unique series of international sporting events in Cyprus, Greece, Italy & Spain
- *“Our sponsorship of the TUI Mediterranean Marathon League reinforces TUI’s commitment to becoming a leading force in sports tourism, delivering extraordinary experiences across the Mediterranean.”*
- **TUI Sports Sponsorship:** TUI expands its global sports portfolio as the title sponsor and official distribution partner for the TUI Mediterranean Marathon League, commencing in 2025

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Hanover, 18th December 2024: TUI is the new title sponsor and official distribution partner of the ***TUI Mediterranean Marathon League***, a unique series of international sports events taking place in breathtaking destinations in Cyprus, Greece, Italy and Spain. Covering the 2025, 2026, and 2027 editions, the partnership highlights TUI’s dedication to enhancing travel experiences through world-class sports events, and reinforces TUI’s commitment to local travel partners in destination.

The ***TUI Mediterranean Marathon League*** is an initiative forming part of TUI’s new sports sponsorship strategy, which seamlessly blends the excitement of travel with the passion for sports, strengthening TUI’s position in sports tourism and diversifying the range of experiences available to new and existing customers. TUI’s global portfolio of hotels, clubs and cruise vessels includes over one thousand sports, tennis and football courts, dedicated fitness decks, and a variety of personal training options.

*“The **TUI Mediterranean Marathon League** is more than just a series of races - it’s a celebration of the unique fusion of sports and travel in some of the Mediterranean’s most iconic destinations. We are thrilled to deepen our relationships with local partners and to offer our customers the opportunity to explore these beautiful regions in such a dynamic and engaging way,”* said Magnus Hüttenberend, who is responsible for TUI’s sponsorship approach. *“By sponsoring the TUI Mediterranean Marathon League, we are not only enhancing our portfolio of superb sporting events but also reaffirming TUI’s commitment to delivering extraordinary sports tourism experiences.”*

George Kakourides, a founding member of the MML, said, “We’re thrilled to welcome TUI as our title sponsor for this exciting initiative. This partnership reflects our shared vision of uniting the excitement of running with the authentic beauty of the

Mediterranean. Together, we aim to offer unforgettable experiences for runners and their families, showcasing the history, culture, and hospitality of these unique Mediterranean destinations.”

The 2025 TUI Mediterranean Marathon League kicks off on March 9th in Paphos, Cyprus, where participants will race along the picturesque Mediterranean coast and through historic villages starting from Aphrodite’s Birthplace. The journey continues on April 6th with the Alexander The Great Marathon, tracing the steps from Pella, Alexander’s birthplace, to Thessaloniki, offering runners spectacular views of the Aegean Sea. The League reaches its midpoint on October 19th at the TUI Palma Marathon Mallorca, where over 10,000 runners will navigate Palma’s stunning coastal paths and vibrant city streets. The grand finale takes place on November 15th in Palermo, Sicily, with a course that winds through the city’s historic waterfront, past magnificent theatres, palaces, and the iconic cathedral of the old town. The TMML in short also plans to welcome the TUI Rhodes Marathon soon.

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With an expected participation of over 26.000 athletes from 90 countries, the TUI Mediterranean Marathon League may be set in Europe, but it will be a truly global event. In addition to full marathons, the League offers a range of race options - including half marathons, 10km, and 5km courses - ensuring that runners of all levels can take part in the excitement.

Tickets for the TUI Mediterranean Marathon League events will be available via the [TUI Musement website](#) and TUI app, as well as through TUI hotels and local representatives. TUI will also be introducing exclusive travel packages, including flights, accommodation, and race registration for the key events.

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 16 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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