

Greek success story paves the way for future growth in Europe – Prime Minister Mitsotakis and TUI CEO Ebel see the growth potential of the tourism sector for the European economy

- **Sebastian Ebel, CEO of the TUI Group and Thomas Ellerbeck, Member of the Group Executive Committee met with Greek Prime Minister Kyriakos Mitsotakis in Athens.**
- **Continuous positive development of tourism in Greece the last years. Greece is a European success story. TUI expecting further growth in Greece in 2025.**
- **TUI has played a major role in developing tourism in Greece for many decades and will continue to work with Greek partners for future development.**
- **Greece will benefit from TUI's global strategy in Latin America and Asia, by offering packages to Asian and American source markets for travels to Greece.**
- **Political landscape in Europe is changing. Necessary to proceed with reforms in Europe. Tourism is a force for good and supports economic and social growth in many European countries. Key is to ensure a stable and reliable business environment.**

TUI Group
Group Corporate &
External Affairs
Karl-Wiechert-Allee 23
30625 Hannover

group.communications@tui.com
www.tuigroup.com

Athens, 22nd January. Greek Prime Minister Kyriakos Mitsotakis in Athens met with TUI Group CEO Sebastian Ebel, together with Thomas Ellerbeck, Member of Group Executive Committee of the TUI Group, and discussed about the future growth opportunities for Greek tourism, amidst a changing political landscape in Europe.

Greece has been a success story in Europe and tourism has played a major role in creating a sound and sustainable economic growth in the country. Demand for Greek holiday destinations in Greece in this year's summer season is positive again across all source markets of the TUI in Europe. Tourism is a force for good and Greece has proven that tourism can be a strong growth factor for the entire economy. CEO Sebastian Ebel and Prime Minister Mitsotakis discussed the need for proceeding with reforms in Europe to ensure future growth.

Greece is one of TUI's most important destinations, and both parties discussed opportunities to closer collaborate, e.g. in the field of opening new source markets for Greece. The country will benefit of TUI's strategy to further develop its Asian and Latin American source markets to European destinations. At the same time TUI will support Greece in developing new emerging destinations within the country. Tourism is a strong contributor to local employment in rural areas and TUI has a strong

presence in many of these areas. Sebastian Ebel also explained the importance of maintaining a stable and reliable business environment in the long term, and in focusing on incentives for businesses to invest and grow.

With a volume of around four million customers, TUI is one of the leading tourism organizations in Greece. It operates 48 hotels in the country, with more than 1.200 employees in all major Greek destinations. More than 250.000 of TUI's cruise passengers are visiting 20 Greek ports.

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 over 20 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.

TUI Group

Group Corporate & External Affairs

Magnus Hüttenberend
Tel. +49 (0) 511 566 6006
magnus.huettenberend@tui.com

TUI Group
Group Corporate &
External Affairs
Karl-Wiechert-Allee 23
30625 Hannover

group.communications@tui.com
www.tuigroup.com