

**No Passport Needed – TUI opens new chapter with launch of ‘Experiences for Locals’**

- ‘Experiences for Locals’: Activities specifically designed for people to enjoy in their home country
- Immersive exhibitions, intimate comedy gigs, original theatre shows, foodie evenings and more
- More than 350 ‘Experiences for Locals’ available in over 40 locations in the UK and Germany via the TUI and TUI Musement apps and websites
- ‘Experiences for Locals’ reinforces TUI’s strategy to become a provider of leisure activities year-round, abroad and at home
- New initiative launched in partnership with entertainment discovery platform Fever

**London/Hanover, 24<sup>th</sup> February 2025.** TUI introduces ‘Experiences for Locals’, a curated collection of activities for people to enjoy in their home country, starting in the UK and Germany. Via TUI Musement, the Group’s Tours & Activities division, and in partnership with entertainment discovery platform Fever, ‘Experiences for Locals’ further diversifies TUI’s differentiated product offering and is a strategic step in the Group’s aim to become a leading provider of leisure activities for customers year-round, both while travelling abroad and at home.

“We have refined our strategy over the last months and thanks to our integrated business model, we create synergies between our tour operators & flight business, and Holiday Experiences, with our own Hotels, Cruises and TUI Musement. Whilst we are well known to customers for their annual holidays or even city breaks, we are now moving into a new phase where we can be the day-to-day partner for leisure activities at home”, said Sebastian Ebel, Chief Executive Officer, TUI Group.

“This new leisure offering builds on TUI’s strong global footprint in Tours & Activities, already present in every major holiday and city destination. TUI Musement does not only power our TUI marketplace with great experiences but we have also seen impressive growth from international airlines, hotel groups and travel technology partnerships”, said Peter Krueger, Chief Strategy Officer & CEO Holiday Experiences, TUI Group. “Traditionally, excursions, activities and attraction tickets are the ideal products to complement a holiday, we are thrilled that we are able now to offer local experiences at our customers home cities – also thanks to the cooperation with Fever”.

Available across more than 40 cities\*, including London, Manchester, Berlin, and Hamburg, residents in the UK and Germany can now browse and instantly book over

350 'Experiences for Locals' via the TUI or TUI Musement apps and websites, whether they're loyal TUI travelers or new to the brand. 'Experiences for Locals' are crafted for families, couples, and friends alike, and are ideal for a short getaway, a day trip, celebrating a special occasion, or seeking something new to do in a hometown. Furthermore, 'Experiences for Locals' provides repeat visitors to London, Berlin and other cities with an alternative range of activity options.

The collection of 'Experiences for Locals' caters to all tastes. Food enthusiasts might delight in a West End, Emo or Afrobeats-themed brunch, or a Sicilian Cooking Class in London. For the creatively inclined, there are neon painting workshops. Those looking for something more active can participate in yoga surrounded by artwork at the Van Gogh Immersive Exhibition, while culture vultures can relive beloved classics like Sleeping Beauty, reinterpreted through ballet and light.

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"At Fever, we believe that travel should be more than just visiting a place - it should be about truly experiencing it. Our partnership with TUI marks an exciting step forward in transforming the way travellers engage with destinations. By seamlessly integrating Fever's curated events into TUI's offerings, we're ensuring that every journey becomes a memorable adventure. This collaboration reflects our commitment to leveraging technology and data to connect people with the best cultural and entertainment experiences worldwide", said Ignacio Bachiller, CEO Fever. |

"TUI is committed to offering extraordinary travel experiences across the globe, yet we recognise that not every memorable moment requires a journey abroad, and we are inviting local residents to break the routine, explore new interests, discover hidden gems and enjoy some 'wow moments' closer to home." said Peter Ulwahn, CEO of TUI Musement. "With our 'Experiences for Locals', the TUI app now serves as a dedicated resource for local residents seeking exceptional day trips, outings, and weekend plans - providing a touch of that holiday spirit right at home."

### **No Passport Needed**

The new offering taps into the trend of people supplementing their holidays abroad with more frequent domestic travel and staycations\*\*, and furthermore aligns with GenZ and Millennials prioritisation of experiences over materials goods\*\*\*. TUI is responding with local, accessible and immersive experiences that offer something new.

This not only caters to the evolving preferences of travellers but also bolsters local economies, providing increased exposure and support to businesses while encouraging residents to explore and enjoy the unique activities and hidden gems within their own communities.

The collaboration between TUI and Fever will also expand the distribution of TUI's in-house developed experiences, with TUI Collection excursions and National Geographic Day Tours added to the Fever platform.

### **Book A Local Experience**

For those ready to explore their own backyard, TUI's "Experiences for Locals" are available now through the TUI and TUI Musement apps and websites

[www.tuimusement.com](http://www.tuimusement.com).

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This announcement and photos can be found in the press section on [www.tuigroup.com](http://www.tuigroup.com).

### **Notes to Editors**

#### ***\*Experience Locations as of February 2025:***

*United Kingdom: Aberdeen, Bath, Belfast, Birmingham, Brighton, Bristol, Cambridge, Cardiff, Chester, Edinburgh, Falmouth, Glasgow, Gloucester, Leeds, Leicester, Liverpool, London, Manchester, Milton Keynes, Newcastle upon Tyne, Norwich, Nottingham, Plymouth, Portsmouth, Reading, Southampton, Swansea, Swindon, Warwick, Wolverhampton, York and more.*

*Germany: Berlin, Dresden, Hamburg, Munich, Münster, Zingst, Stuttgart, Oberhausen, Cologne, Düsseldorf and more.*

#### ***\*\*VisitBritain Domestic Sentiment Tracker, October 2024***

<https://www.visitbritain.org/research-insights/domestic-sentiment-tracker>

***\*\*\*Numerous reports since 2020, including Mastercard Economics Institute Travel Trends 2024 (<https://www.mastercardservices.com/en/industries/travel/insights/travel-trends-2024-breaking-boundaries>).***

**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 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 18 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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**About TUI Musement**

TUI Musement is a global Tours & Activities business that combines a highly curated product portfolio, scalable digital platforms and in-destination service by local teams, to source, develop, distribute and deliver products in three categories:

- Experiences: Excursions, activities & attraction tickets
- Transfers: Between airports, hotels and ports
- Tours: Multi-day itineraries encompassing flights, hotels, experiences and transfers

Available in all major beach and city destinations, products are sourced from leading travel businesses or developed in-house by TUI teams, including the TUI Collection, the flagship experiences portfolio of TUI Group, and National Geographic Day Tours, unique and immersive small group guided experiences.

Products are distributed to customers, including the 20+ million TUI customers, through TUI websites and apps – such as the Tours & Activities dedicated TUI Musement app, as well as in-destination local teams and B2B partners, including some of the world's leading OTAs, tour operators, airlines, hotels, travel agencies and cruise lines. TUI Musement is one of the major growth areas of the TUI Group and employs approximately 7,000 people worldwide.

**About Fever:**

Fever is the leading global live-entertainment discovery platform which has helped millions of people discover the best experiences in their cities since 2014. With a mission to democratise access to culture and entertainment in real life through its platform, Fever inspires users to enjoy unique local experiences and events, from immersive exhibitions, and festivals to molecular cocktail pop-ups, while empowering creators with data and technology to create and expand experiences across the world.

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