

TUI's Top 100: The ultimate hotel hotlist of 2025 is here!

- **Every hotel on this list was selected through careful evaluation of guest feedback**
- **All Top 100 hotels are eligible for a category award at the TUI Global Hotel Awards 2025**
- **Greece, Spain and Türkiye are destinations with the highest number of hotels represented**

Berlin, 26 February 2025. TUI is publishing the most anticipated hotel list of 2025, revealing the crème de la crème of hotels worldwide. Out of a staggering 14,000 hotels, only 100 have made the cut. The announcement comes ahead of the TUI Global Hotel Awards 2025 ceremony on 3 March, where the Top 100 hotels will be celebrated.

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The magic is in the guest feedback. Millions of TUI guests have spoken, and their reviews have crowned these hotels as the absolute champions of hospitality. This isn't just another awards list; it's a traveller-powered celebration of extraordinary hotel experiences. Being among the 100 means you are part of the absolute elite, representing the top 1% of TUI's extensive global portfolio.

Stefan Baumert, Chief Commercial Officer Markets says: "We are thrilled to announce the Top 100 best hotels of 2025. This achievement is a testament to their commitment to excellence and the art of true hospitality. Congratulations to our fantastic hotel partners for their dedication and service - we look forward to celebrating them at the award ceremony in Berlin."

TUI's guests continue to set the standard for quality and hospitality in the travel industry, as showcased by this year's list of top hotels spanning 11 countries and 33 destinations worldwide - from Innsbruck to Bali and Marsa Alam to Milan. With hotels from popular hotspots such as Greece, Spain, and Türkiye representing 67% of the list, these awards reflect both current travel trends and the global appeal of TUI's portfolio. A wide variety of hotels are represented on the list, including small family run hotels, boutique hotels, large resorts, spa and wellness centres, ski resorts and city break hotels. Many of them have consistently ranked among the Top 100 year after year, while new additions highlight the growing emphasis on exceptional customer

service and quality. We are proud to recognize these hotels who deliver unforgettable experiences to our guests around the world.

“Creating the perfect holiday experience is all about taking pride in every detail of the hotel stay - from the warm welcome when the guest arrives, to the delivery of first-class authentic service. We’re honoured to work with hotel partners who pour their passion into creating unforgettable guest experiences. Their dedication shines through, and it’s very clear why our guests score these hotels so highly. Congratulations to all of our Top 100 hotels and thank you for all that you do for our mutual guests”, says Phill Iveson, Director of Accommodation Product & Sourcing.

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The TUI Global Hotel Awards is the ultimate hospitality celebration. This annual event spotlights the most exceptional hotels in TUI's global portfolio, honouring those who have transformed ordinary stays into extraordinary experiences.

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FACTS ABOUT THIS YEAR`S TOP 100 LIST:

- Greece is represented with 25 hotels
- Spain is represented with 25 hotels (including mainland, Canaries, Mallorca and the Balearics)
- Türkiye has 17 hotels among the Top 100
- Cyprus and Egypt are also well represented with 10 and 8 hotels respectively from their destinations making the cut
- There are 38 newcomers to the Top 100 for 2025
- The breadth of TUI's global portfolio is represented; including small family run hotels, boutique hotels, large resorts, beach hotels, spa and wellness centres, ski resorts and city break hotels.
- 2025 is the 4th consecutive year that TUI Group publishes the list of the 100 hotels in their global portfolio with the highest customer satisfaction scores.

You can find this press release as well as the top 100 list on www.tuigroup.com. This list is not presented in any particular order or ranking but is grouped by location.

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.

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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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