

TUI Group celebrates the opening of its 20th hotel in Asia

- **TUI BLUE Guilin Watermark Promenade is the group's fourth hotel in China**
- **Ebel: "Our hotel development in Asia opens up new growth prospects for TUI's global customer base"**
- **Further openings in China, Vietnam and Cambodia planned**

Guilin/Hanover, 25 February 2025. TUI Group, one of the world's leading tourism companies, announces the grand opening of its 20th hotel in Asia, the TUI BLUE Guilin Watermark Promenade. Nestled in Guilin, a city renowned for its stunning limestone karsts and picturesque landscapes, the new addition is further evidence of the group's global growth plans. The steadily expanding hotel portfolio in Asia thus includes 20 hotels in seven countries. Worldwide, TUI Hotels & Resorts intends to grow from 433 to 600 hotels in the medium term.

"TUI has always been strong in bringing guests from Europe to Asia, examples of this are our Robinson clubs or Riu hotels in the region", says TUI Group CEO Sebastian Ebel. "With our new hotels in Asia, we are now also increasingly attracting Asian guests holidaying in the region and are thus growing beyond our European hemisphere."

"We are thrilled to expand our presence in Asia with the opening of the TUI BLUE Guilin Watermark Promenade," says Peter Krueger, Member of the TUI Executive Board and CEO Holiday Experiences. "The great interest from our new franchise partners in the region shows that TUI's strong hotel brands are well received. Together, we look forward to welcoming guests from around the world to experience one of China's most scenic regions."

At the 5-star TUI BLUE Guilin Watermark Promenade hotel, modern elegance blends seamlessly with the charm of traditional Chinese culture. Featuring 59 rooms, the hotel is perfectly situated along the banks of the Li River, providing panoramic views and easy access to the region's attractions. An extension of the hotel by 61 rooms is scheduled for the coming months. In addition, TUI Hotels & Resorts is already planning further hotel openings this year in China and Vietnam as well as a debut in Cambodia.

About TUI BLUE

TUI BLUE offers experience-oriented lifestyle travellers a hotel product tailored to their individual needs – for adults, families or holidaymakers interested in local culture and authentic experiences. BLUE Guides provide great hospitality with a personal touch and the BLUE App offers guests lots of activities at their choice. The experiences are tailored for all ages and range from entertainment in a relaxed atmosphere to a holistic fitness and well-being programme as well as a variety of excursions. TUI BLUE hotels stand for food experiences with a local touch, including authentic regional dishes while also catering for all dietary needs or nutrition plans. The hotel brand has more than 90 hotels worldwide and expanding its portfolio with a strong focus on Asia, the Middle East and Africa. TUI BLUE is a global brand of TUI Hotels & Resorts' leading leisure hotel portfolio.

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.

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