

TUI's Top 5 Experiences to beat the January Blues

- **Winter Sun:** Millions of people travelling to Mexico, Cape Verde and the Canary Islands to escape the January Blues
- **City Breaks:** Not just the sun – experiences expected to be in demand for city breaks this month
- **TUI Musement App:** The new experiences dedicated app makes it even easier to book excursions, activities and attraction tickets

Palma de Mallorca, 4 January 2024. The “January Blues” are upon us and for many a getaway is the best way to beat them. During the first month of the year, millions of people will be travelling to winter sun destinations, with Cape Verde, Mexico and The Canary Islands being especially popular options. It is not just people chasing the sun; short city breaks – Paris, Rome, Barcelona - are also expected to be popular as people give themselves something to look forward to at the start of 2024.

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Based on the trending experiences of 2023, TUI, one of the world’s leading travel businesses, has put together a list of five winter sun and city break excursions, activities and attractions to beat the January Blues. Furthermore, the newly released TUI Musement app is now available in countries across Europe, as well as Brazil, Mexico and the USA, and makes booking experiences quicker and easier than ever before.

1. **Cape Verde - Sal Island Catamaran Cruise:** Boat excursions were one of the most popular types of experiences during 2023 and this Catamaran cruise around the island of Sal provides the chance to relax in the sun while the friendly crew serve drinks and nibbles, before a swim in the pristine waters of Monte Leão.
2. **Barcelona – Private Gaudi Tour:** The most in-demand type of experiences in 2023 were focused on history and culture, which exists in abundance in Barcelona, especially through the architectural masterpieces of Gaudi. Sagrada Familia, Casa Batlló and La Pedrera are all covered during this private, small group, TUI Collection excursion.
3. **Dubai – Desert Safari & BBQ:** Experiences into the great outdoors were a favoured choice last year, and exploring the desert with a local guide

followed by a BBQ dinner at a traditional Arabian camp is surely the perfect antidote for the “January Blues”

4. **Paris - Baguette and Éclair Initiation with a French Master Baker:**

Culinary experiences were also very popular in 2023 and while for some January is a time to diet, if you’re on holiday surely you can treat yourself and join a master Parisian baker making French bread and eclairs during this highly-exclusive National Geographic Day Tour.

5. **Tenerife – Siam Park Ticket:** A visit to the world’s number one waterpark – let your hair down, enjoy the thrills and forget the January Blues!

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Customers in many European countries can now quickly and easily book these experiences and many more with the new lightweight and streamlined TUI

Musement App, which is completely dedicated to experiences, providing everyone and anyone with instant access to thousands of excursions, activities and attraction tickets, available in more than 100 countries. The TUI Musement app is the ideal travel companion for booking experiences on the go whilst exploring a new city, during down time when relaxing on the beach, or at home in anticipation of your next adventure.

The new TUI Musement app is available to download today for Android and iPhone in various European countries, as well as Brazil, Mexico and the USA. UK customers can book via the dedicated experiences website

www.tuiexperiences.com

This announcement and photos can be found in the press section on www.tuigroup.com.

Notes to editors

The experiences-dedicated TUI Musement App is available in various European countries, as well as Brazil, Mexico and the USA, but is not yet available in the UK - UK customers can book excursions, activities and attraction tickets via the TUI app or www.tuiexperiences.com

Tours Mentioned

- Cape Verde - Sal Island Catamaran Cruise: https://www.tuiexperiences.com/uk/cape-verde/sal/sal-island-catamaran-cruise-with-all-inclusive-drinks-and-snacks/e_ox9g4-d_4652-c_32/
- Barcelona – Private Gaudi Tour: https://www.tuiexperiences.com/uk/spain/barcelona/best-of-gaudi-private-walking-tour-in-barcelona-with-a-local-guide/e_l7w87-d_60-c_161/
- Dubai: Desert safari with BBQ - https://www.tuiexperiences.com/uk/united-arab-emirates/dubai/dubai-desert-safari-with-bbq-dinner-local-driver/e_o5385-d_168-c_182/
- Paris - Baguette and Éclair Initiation with a French Master Baker: https://www.tuiexperiences.com/uk/france/paris/nat-geo-day-tour-baguette-and-eclair-initiation-with-a-french-master-baker/e_k1yer5-d_40-c_60/
- Tenerife – Siam Park Ticket: https://www.tuiexperiences.com/uk/spain/tenerife/siam-park-entrance-ticket/e_l5kx-d_302-c_161/

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Background Information

- *TUI Collection*: <https://www.tuiexperiences.com/de/tui-collection/>
- *National Geographic Day Tours*: <https://www.tuiexperiences.com/de/national-geographic-day-tours/>

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About TUI Group

TUI Group is a leading global tourism group and operates worldwide. The Group is headquartered in Germany. TUI shares are listed on the FTSE 250, an index of the London Stock Exchange, on the regulated market of the Hanover Stock Exchange and on the Open Market segment of the Frankfurt Stock Exchange. The TUI Group offers integrated services from a single source for its 21 million customers.

The entire tourism value chain is covered under one roof. This includes over 400 hotels and resorts with premium brands such as RIU, TUI Blue and Robinson and 16 cruise ships, from the MS Europa and the MS Europa 2 in the luxury class and expedition ships to the Mein Schiff fleet of TUI Cruises and cruise ships at Marella Cruises in Great Britain. The Group also includes leading tour operator brands and online marketing platforms across Europe, 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, cruises via successful joint ventures and activities in holiday destinations, TUI is increasingly focusing on the expansion of digital platforms. The Group is transforming itself into a digital company.

Global responsibility for sustainable economic, ecological and social action is at the core of our corporate culture. 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 with projects in 25 countries. It thus supports holiday destinations in their development.

About TUI Musement

TUI Musement is a global Tours & Activities business that combines scalable digital platforms with personalised in-destination service by local teams, to deliver products in three main business lines:

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

Available in all major city and sun & beach destinations, products are developed in-house or sourced from leading travel businesses. They are distributed to customers, including the 20+ million TUI customers, through the TUI websites and apps, 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.

About the TUI Collection

The TUI Collection is the flagship experiences portfolio of the TUI Group. TUI Collection experiences are developed by the TUI team in conjunction with local operators, and built on three core pillars:

- 'Exceptional experiences' ensures a high level of quality and that customers gain an understanding of local culture and traditions through a friendly and insightful guide
- 'Created with care' confirms that all experiences are operated with TUI-approved suppliers and all elements are checked by TUI in terms of quality, health and safety, and sustainability, and are delivered in a way that cares for the planet and local communities
- 'Best value guaranteed' adds additional peace of mind for customers through reinforcing high standards of quality and making sure there is a flexible cancellation policy, a price match promise, and no hidden costs

Comprising over 800 original, high-quality experiences, the TUI Collection is available in more than 100 sun & beach and city destinations. Since the TUI Collection concept was originally launched in 2015, over seven million TUI collection experiences have been delivered. TUI Collection experiences are available in all TUI distribution channels, including travel agencies, destination reps and online via the TUI App and www.tuiexperiences.com

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