

TUI Global Hotel Awards 2026: Celebrating the world's most exceptional hotels – Voted for by TUI guests

- **Lindos Blu Luxury Hotel & Suites named Best Boutique Hotel Globally**
- **TUI BLUE Sarigerme Park crowned Best Large Hotel Globally**
- **Abel Matutes Tur honoured with the Lifetime Achievement Award**
- **Fresh lifestyle categories and redefined regions capture today's travel trends and underscore TUI's dedication to celebrating the diversity of its hotel partners**

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Berlin, March 3rd, 2026. The TUI Global Hotel Awards 2026 have revealed this year's standout winners, recognising the hotels that delivered the very best holiday experiences to more than 20 million* TUI guests across the globe. From boutique hideaways to large-scale resorts and groundbreaking sustainability leaders, the 2026 awards spotlight excellence across 22 categories, including several new lifestyle-focused distinctions.

The winners were celebrated at a dedicated event in Berlin on March 2nd, bringing together hotel partners, industry leaders, and innovators to honour achievements across TUI's global portfolio.

"In a market shaped by rising expectations and rapid change, these hotels haven't just delivered – they've inspired," said Sebastian Ebel, CEO of TUI Group. "Their commitment to exceptional service and unforgettable guest experiences sets a global benchmark. We're incredibly proud of our partners and grateful for everything they do for our guests worldwide."

A renewed awards programme

For 2026, TUI expanded and refined the awards categories to better reflect how travellers today choose their stays. New lifestyle-themed awards and updated geographic groupings showcase the broad diversity of TUI's hotel partners across regions and experiences.

"We've evolved the programme to stay in tune with what matters most to travellers today," said Stefan Baumert, Chief Commercial Officer Markets. "These new categories

allow us to recognise excellence across a wider range of hotel types, styles, and guest expectations.”

Of the 22 categories, 20 are determined exclusively by TUI guest feedback, based on detailed post-stay surveys. Only hotels achieving a top 10% Customer Satisfaction Score (CSQ) from a pool of more than 13,000 hotels qualify for consideration. Two special honours, Sustainability and Lifetime Achievement are selected by subject matter experts.

Shining a spotlight on lifestyle leaders

The introduction of lifestyle-focused categories for 2026 highlights hotels that excel in areas driving modern travel choices:

- **Family Friendly:** TUI MAGIC LIFE Sarigerme recognised for its waterfront setting, exceptional activity offerings and broad dining choices for families.
- **Food & Gastronomy:** Liberty Hotels Lykia Adults Only honouring its fusion of Maldivian and international cuisine across diverse dining experiences.
- **Customer Service:** Mike’s Hotel & Apartments celebrated for warm, family-run hospitality and a reputation for treating every guest like part of the family.

Top global honours: Celebrating the very best

This year introduces two new headline global distinctions, separating boutique and large hotels to recognise their unique strengths:

- **Best Boutique Hotel Globally:** Lindos Blu Luxury Hotel & Suites
- **Best Large Hotel Globally:** TUI BLUE Sarigerme Park

Both properties achieved the highest scores across all markets in their respective categories, affirming their world-leading guest satisfaction performance.

Lifetime Achievement Award: Abel Matutes Tur

Abel Matutes Tur, co-founder and President of Sirenis Hotels & Resorts, received the Lifetime Achievement Award for his exceptional contributions to the hospitality sector. Since establishing the company in 1967 with his brother Vicente, Matutes has

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transformed a family construction business into a global resort brand spanning Spain, the Dominican Republic, Mexico, and Colombia.

David Schelp, CEO Markets + Airline, added: "The success of our award-winning hotels is driven by dedicated teams who work relentlessly to create exceptional experiences for our mutual guests. We're honoured to work with partners who show this level of passion and excellence every day."

Winners of the TUI Global Hotel Awards 2026

TUI is honoured to present this year's distinguished winners:

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1. **Best Hotel TUI Nordics:** *TUI BLUE Barut Andiz*
2. **Best Hotel TUI UK & Ireland:** *TUI BLUE Barut Andiz*
3. **Best Hotel TUI Netherlands:** *TUI BLUE Palm Garden*
4. **Best Hotel TUI Belgium:** *Rixos Sharm El Sheikh Adults Only*
5. **Best Hotel TUI France:** *Iconique Club Marmara Del Mar*
6. **Best Hotel TUI Germany, Austria & Switzerland:** *TUI BLUE Barut Andiz*
7. **Best Hotel TUI Poland & Czech Republic:** *TUI MAGIC LIFE Sarigerme*
8. **Best Hotel – Cities:** *H10 Croma Málaga*

New for 2026 - Regional and lifestyle categories

1. **Best Hotel Northern & Central Europe:** *Hotel Caravel*
2. **Best Hotel Spain & Portugal:** *Hotel Fariones*
3. **Best Hotel Greece & Cyprus:** *Lindos Blu Luxury Hotel & Suites*
4. **Best Hotel Türkiye & Balkans:** *TUI BLUE Barut Andiz*
5. **Best Hotel Middle East & Africa:** *Steigenberger Resort Alaya*
6. **Best Hotel Asia & Indian Ocean:** *ROBINSON NOONU*
7. **Best Hotel Americas:** *Secrets Maroma Beach Riviera Cancún*
8. **Best Hotel Family Friendly:** *TUI MAGIC LIFE Sarigerme*
9. **Best Hotel Food & Gastronomy:** *Liberty Hotels Lykia Adults Only*
10. **Best Hotel Customer Service:** *Mike's Hotel & Apartments*

Global recognitions

1. **Sustainability Award:** *Lagoon Attitude Mauritius*
2. **Best Boutique Hotel Globally:** *Lindos Blu Luxury Hotel & Suites*
3. **Best Large Hotel Globally:** *TUI BLUE Sarigerme Park*

4. **Lifetime Achievement Award:** *Abel Matutes Tur*

About the awards

TUI's hotel award programme has evolved over more than four decades, reflecting the company's global growth and strong emphasis on the value of customer feedback. The journey began in 1984 with the introduction of the Gold Medal Awards by TUI UK & Ireland, which recognised high-performing hotels based on criteria such as service quality and facilities, tailored specifically to the expectations of UK and Irish travellers. Ten years later in 1994, TUI Germany launched the TUI Holly Awards, which quickly became a hallmark of excellence. These awards were entirely customer voted, celebrating hotels that consistently delivered exceptional guest experiences.

Both the UK & Ireland Gold Medal Awards and the German TUI Holly Awards were significant regional schemes, each championing excellence within their respective markets and placing a strong emphasis on customer feedback.

To create a unified global standard, TUI merged its various regional award schemes in 2020, bringing together the Hollies, the UK & Ireland programme, and others under the umbrella of the TUI Global Hotel Awards. Now presented annually in Berlin, the awards honour excellence across all of TUI's source markets and the destinations it offers and celebrate the dedication of hotel partners who consistently deliver outstanding guest experiences. The programme continues to place a core emphasis on customer feedback, ensuring that the opinions and experiences of TUI guests remain central to acknowledging excellence in the hospitality sector.

*TUI Group served approximately 34.7 million customers in its most recent full financial year. This figure reflects the Group's comprehensive portfolio of products and services, including flights, package holidays, cruises, experiences, and hotel accommodations. Of those, approximately 20 million guests stayed in hotels offered by TUI and subsequently received Customer Satisfaction Questionnaires (CSQs), which include an overall accommodation rating.

About TUI Group

The TUI Group is a leading global tourism group. The group is headquartered in Germany. TUI shares are listed on the MDAX index of the Frankfurt Stock Exchange and on the regulated market of the Lower Saxony Stock Exchange in Hanover. The TUI Group offers its more than 34.7 million customers integrated services from a single source and covers the entire tourism value chain under one roof. The Group owns more than 460 hotels and resorts with premium brands such as RIU, TUI Blue, and Robinson, as well as 18 cruise ships, ranging from the luxury class MS Europa and MS Europa 2 and the HANSEATIC class expedition ships to the Mein Schiff fleet of TUI Cruises and cruise ships at Marella Cruises in the UK. The group also includes leading European tour operator brands and online marketing platforms, for example for hotel-only or flight-only offers, five airlines with 125 modern medium- and long-haul aircraft, and around 1,200 travel agencies. In addition to expanding its core

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business with hotels and cruises through 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 global tourism platform company.

Global responsibility for sustainable economic, environmental, and social action is at the heart of our corporate culture. The TUI Care Foundation, initiated by TUI, focuses on the positive effects of tourism, education and training, and the strengthening of environmental and social standards with projects in 30 countries. In this way, it supports the development of holiday destinations. The globally active TUI Care Foundation initiates projects that create new opportunities for the next generation.

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