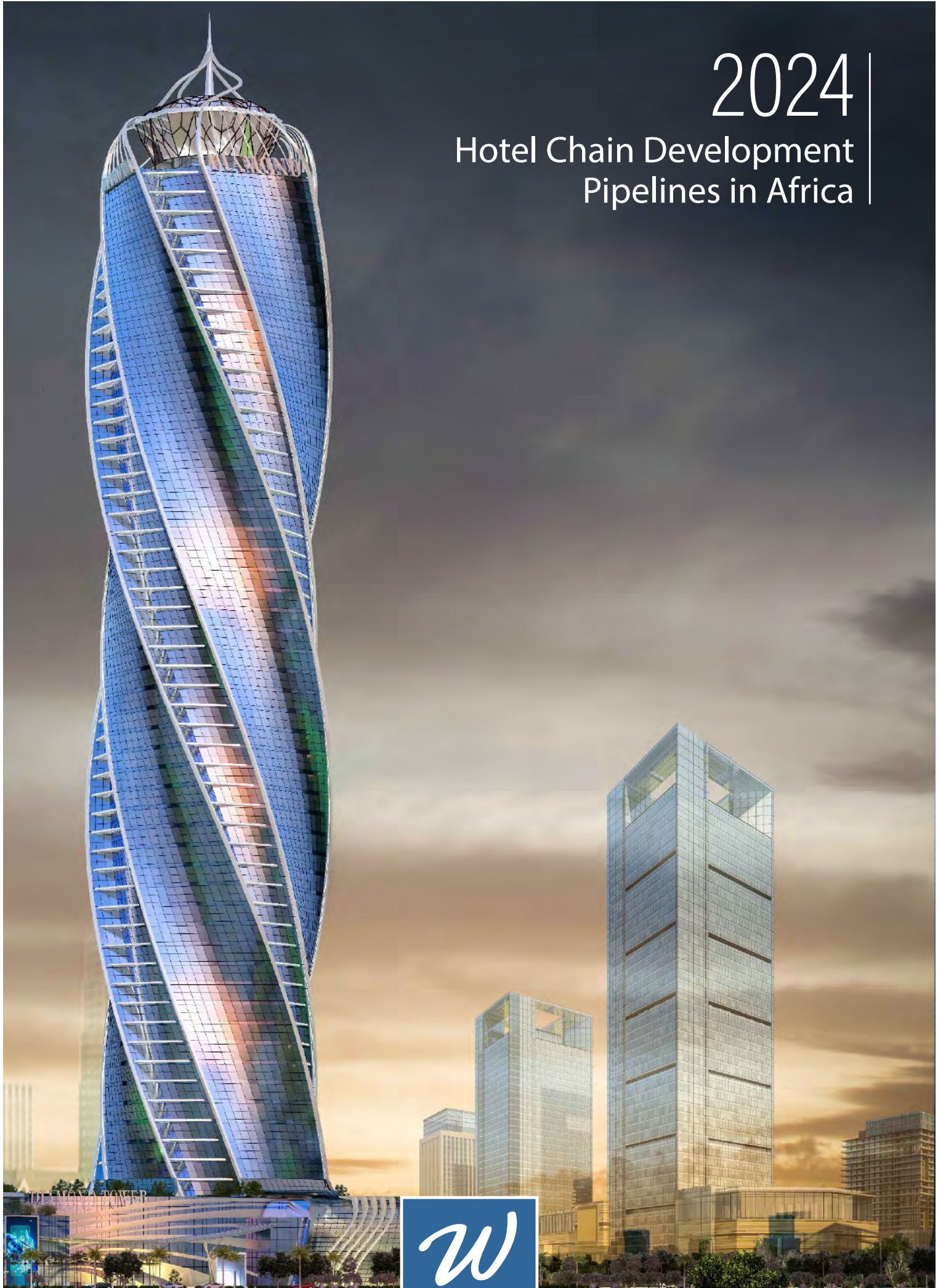


2024

Hotel Chain Development  
Pipelines in Africa



W HOSPITALITY GROUP



Both Boa Vista and Sharm El Sheikh score high because of the large average size of the resorts there. The most interesting resort destination for us is Zanzibar, which has gone from seven resorts with 983 rooms in 2023 to 14 resorts and 2,048 rooms in 2024, a sure sign of confidence in these beautiful islands.

“ 2023 was a very dynamic year for us at TUI BLUE, marked by the signing of 8 new resorts and a successful opening on the continent. Looking ahead to 2024 and 2025, our projections remain optimistic with plans to open more than 7 new resorts, adding over 1,700 rooms to our portfolio. While we have encountered delays in certain markets due to the disruption of global shipping supply chains, our overall sentiment towards resort openings remains positive. This is evident with the launch of TUI’s own luxury brand, The Mora, with the first resort, The Mora Zanzibar, opening in Spring 2024. At TUI BLUE we’re committed to navigating challenges and leveraging opportunities as we continue to expand our presence in Africa. ”

*Wesam Okasha*

*Head of Global Development, TUI BLUE*

The Mora  
Zanzibar

