



***Chatham House Rule**



About me



About TUI
FY2023 Revenue: €20.7bn
19 million guests



1481

hotels offered by TUI have currently a sustainability certification.



2023

A look back on a successful year



19

photovoltaic systems were installed over the past year in our hotels.



1,675

individual workspaces and meeting rooms were configured at our new TUI Campus.



30

fax devices were finally decommissioned at Hanover HQ.



Over **65,000** people in destinations directly benefitted from TUI Care Foundation's programmes. Almost **250,000** locals and holidaymakers participated in environmental protection activities.



16,387

days that employees worked abroad with TUI Workwide.



1st

Travel brand on WhatsApp Channels.



41

hotels added to the TUI Hotels & Resorts growth pipeline.



140,000

subscribers to our LinkedIn newsletter.



19.1

million guests travelled with TUI.

Tui loses £1.8bn so far this year amid Covid-19 travel shutdown

Firm says business unlikely to return to normal until 2022 as sales fall 98% in April-June

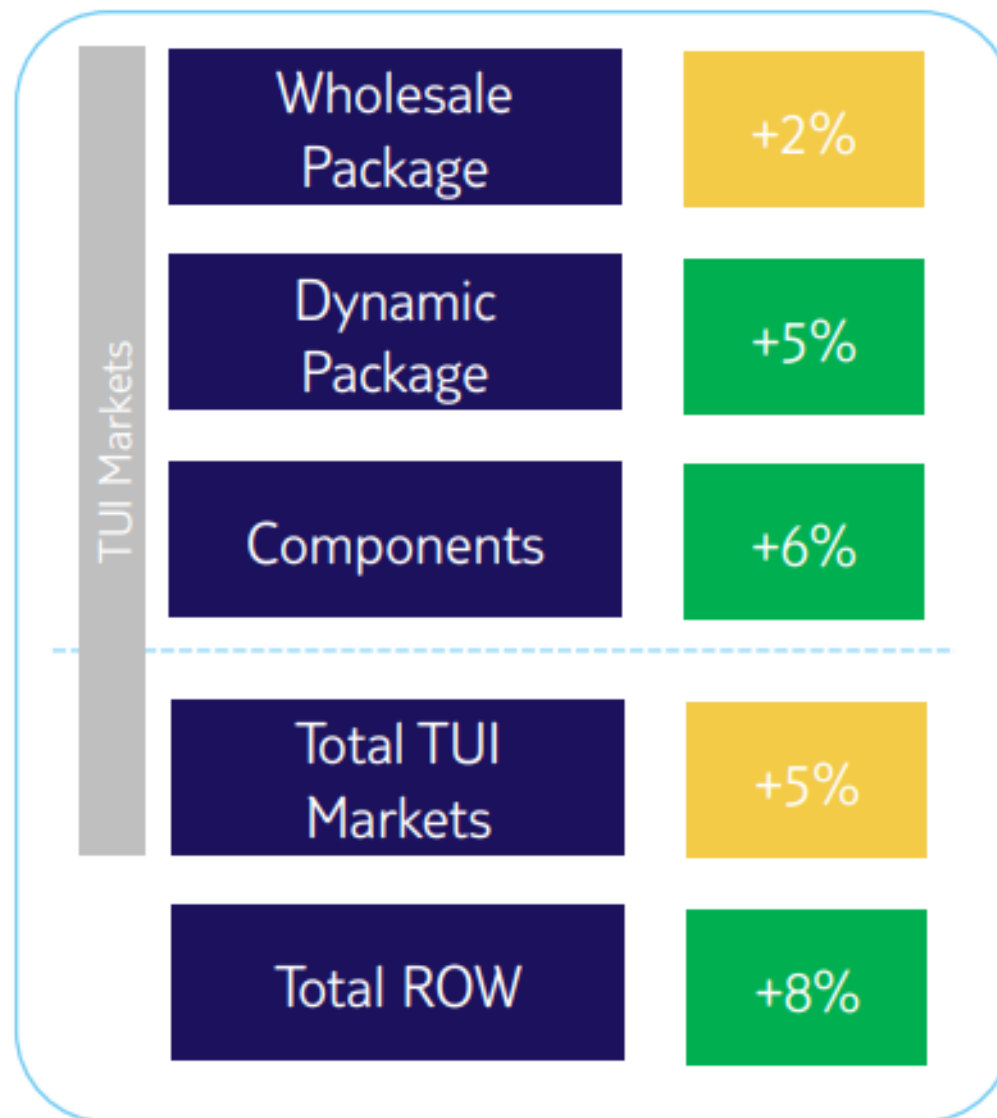
- [Coronavirus - latest updates](#)
- [See all our coronavirus coverage](#)





Source: Euromonitor Travel 2023 ed.
*: CAGR from 2023 to 2028





Source: Euromonitor Travel 2023 ed.; Leisure retail sales value CAGR 23-28; constant 23 FX/prices

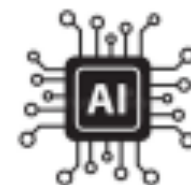
Wholesale/dynamic is based on offline/online growth

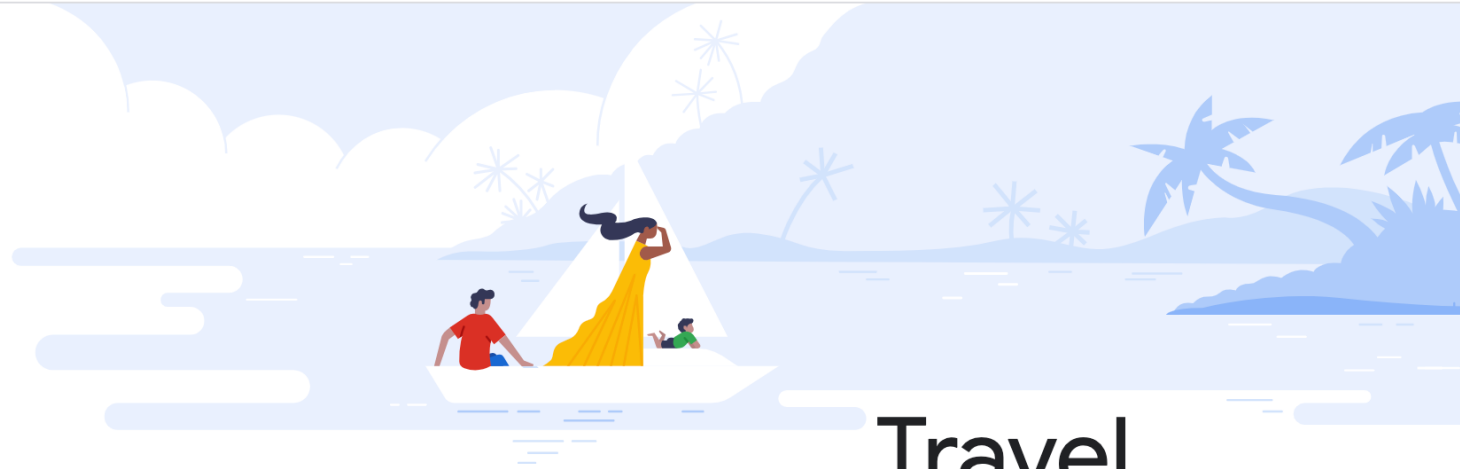
Components = flight only + acco only

TUI Markets = DE, AT, CH, PO, CZ, UK, IE, SE, DK, NO, FI, BE, NL, FR

ROW = all others (delta to World data)







Travel

🔍 Search for flights, hotels and more

🌐 Explore

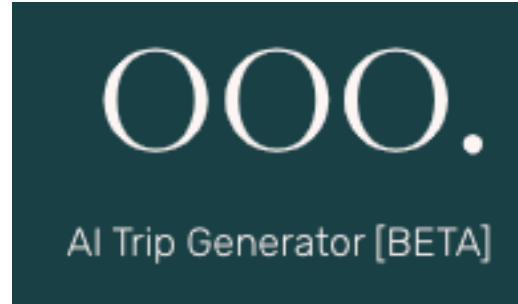
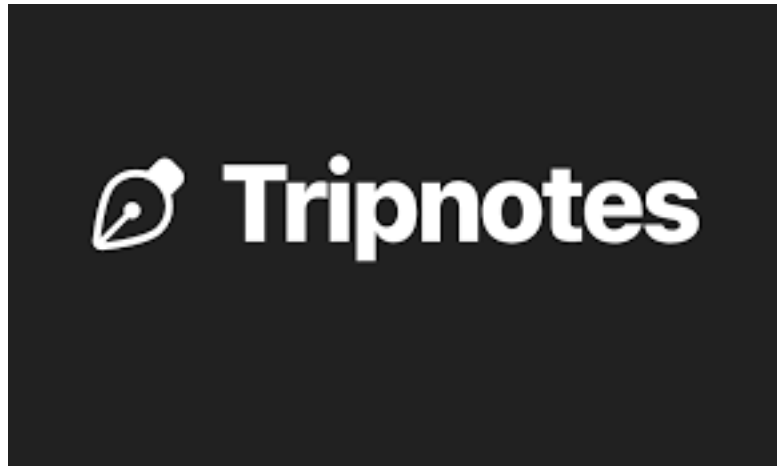
✈ Flights

🏨 Hotels

🏠 Holiday rentals



AI Players in the Travel space





Our strategy

**New products
New segments**

New brands

**Solid Marketing Effectiveness
Program**



**Moving away from low
incrementality low funnel
channels**

**Leveraging on our 30mln+
customer 1st party data**

AI for better customer service



the mora



Hotel experience

Our hotels combine laid-back, contemporary luxury with a highly tailored and flexible approach that frees guests to decide what matters to them most, for a holiday that is always in the moment.



Unscripted Service

- ✓ We are tailoring our service to meet and anticipate the individual needs of our guests
- ✓ Examples: Check-in of your choice, Last day laundry, More space in the case



Culinary Freedom

- ✓ Guests will have the freedom to explore our flexible culinary choices.
- ✓ Examples: All-day dining menu, personalised mini-bar, expertly crafted bar concept



Elevated Experiences

- ✓ Guests will get a curated individualised experience that's right for them and their schedule.
- ✓ Personal recommendations
- ✓ Small group sizes



Timeless Wellbeing

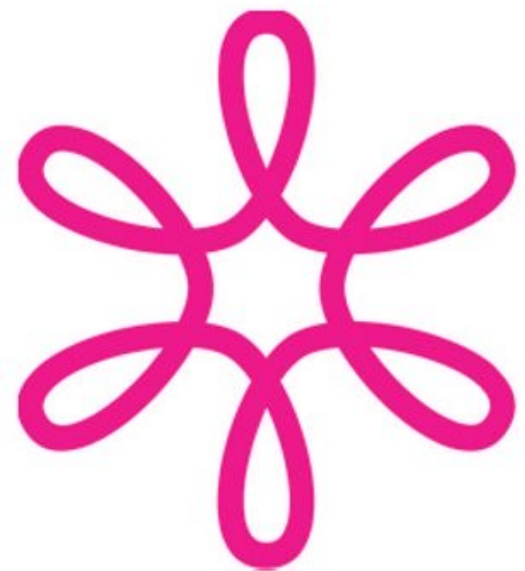
- ✓ A variety of classes that focus on Mental, Emotional, Physical, Spiritual and Social wellness pillars.
- ✓ Remote spa treatment anywhere within the resort
- ✓ Personalised coaching sessions



Younger Guests

- ✓ Younger guests are catered for just like the adults.
- ✓ Examples: Younger Guest menu, flexible childcare, family experts can recommend, plan and deliver bespoke experiences





FIRST CHOICE



**FIRST
CHOICE**

FIRST CHOICE

HOME HOLIDAYS DEALS DESTINATIONS

HOLIDAYS HOTELS FLIGHT-FREE

Pick your next trip

Any Destination

Any UK Airport

7 Nights Select Date

1 Room: 2 Adults

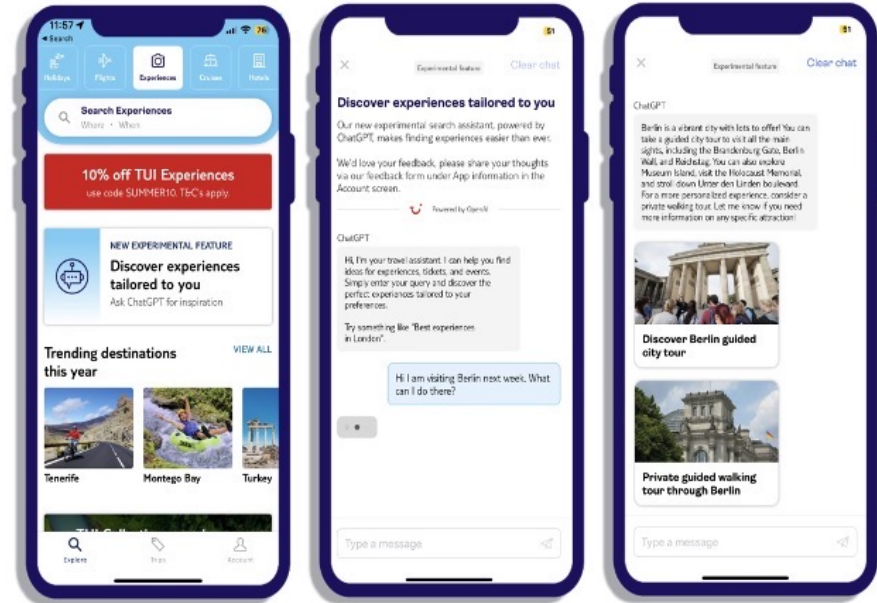
SEARCH

Browse **Flight-Free** Holidays! Powered by
Byway

Byway



And use AI to our advantage with TUI AI Lab



Thank you.

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