

TUI shapes the future of work with AI

- **Company and Group Works Council agree guard rails for use of artificial intelligence (AI)**
- **“At TUI, we are convinced that AI does not replace jobs, but rather certain tasks. That is why we are focusing on training our employees for higher-value tasks,” says Sybille Reiss, Chief People Officer of TUI Group**
- **“We are utilising the potential of artificial intelligence for TUI – responsibly and with a focus on opportunities,” explains Frank Jakobi, Chairman of the Group Works Council of TUI AG.**

TUI Group
Group Corporate &
External Affairs
Karl-Wiechert-Allee 23
30625 Hannover

group.communications@tui.com
www.tuigroup.com

Hanover/Berlin, 12 March 2023. The TUI Executive Board and the Group Works Council have adopted a joint "Policy Paper" on the use of artificial intelligence (AI). The paper focuses on the potential of AI and its impact on employees. For the first time, the paper formulates guard rails for the introduction and use of AI at TUI. With this paper, the Executive Board and the Group Works Council are sending out a signal in favour of an open, opportunity-driven approach to AI technologies at TUI, which will benefit both the company and its employees.

One focus of the paper is on training employees to make them fit for a working world driven by AI. In particular, applications based on generative AI will lead to increases in productivity and efficiency. TUI will offer extensive training programmes to enable employees to get to grips with the potential of generative AI at an early stage and to test and introduce these technologies in their own area of work. There is already high interest in such programmes, as demonstrated by the introduction of two initial e-learning courses on the topic of "Generative Artificial Intelligence". They were accessed by almost 7,000 employees within three weeks.

"TUI will make extensive use of artificial intelligence in its own systems and in daily work processes. It is important to us that employees can keep pace with those technological innovations. At TUI, we are convinced that AI does not replace jobs, but rather certain tasks. That is why we are focusing on training our employees for higher-value tasks. We are embracing an important topic for the future and shaping it - openly and without fear," says Sybille Reiss, Chief People Officer at TUI Group.

"We are utilising the potential of artificial intelligence for TUI – responsibly and with a focus on opportunities. That is why employees are at the centre of the Policy Paper: employment and working conditions at TUI will not deteriorate as a result of the introduction and use of AI. AI should contribute to a diverse, fair and non-discriminatory working environment. With regard to applicants and employees, the following applies at TUI: the final decision is made by a human being," explains Frank Jakobi, Chairman of the Group Works Council of TUI AG.

In the paper, comprehensive and regular information and involvement of employee representatives in the introduction of new AI applications is agreed. This is already standard practice for numerous other strategic issues at TUI. In future, an AI advisory team with equal representation from the company and the employee side will monitor technical progress as well as the associated ethical issues. The committee is also tasked with ensuring health protection, particularly regarding potential psychological stress.

At TUI, the use of artificial intelligence (AI) in HR is guided by a clear maxim: The final decision-making power always lies with humans. This applies to all processes that affect employees and applicants – from application and recruitment to personal career planning, qualification options, development opportunities and salary developments. AI serves as a supporting tool, but employees are responsible for every final decision. Both employees and applicants are informed when they encounter AI applications during their interaction with TUI.

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About TUI Group

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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 19 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.

TUI Group Group Corporate & External Affairs

Christian Rapp
Corporate Communications
Tel. +49 (0) 511 566 6028
christian.rapp@tui.com