



# TUI Group

One of the world's leading tourism groups

# TUI Group Overview



Global group -  
headquartered in Germany

Cruise ships



17

Hotels



~400

Aircraft



~130

Travel Agencies



~1200

Revenue 2024:  
**23.2 bn €**

Underlying EBIT 2024:  
**1,3 bn €**



TUI Care Foundation, initiated  
by TUI, promotes the positive  
effects of tourism in  
**25 countries**



Through the TUI Workwide  
Programme, TUI employees  
have spent more than  
**16,380 days** working abroad



Over **7 million**  
TUI Collection  
excursions have been  
sold since the launch



# Tourism remains a growth sector - fundamentals remain attractive

## TRAVEL IS A MEGA TREND



Tourism growth above GDP –  
a multi-year growth industry



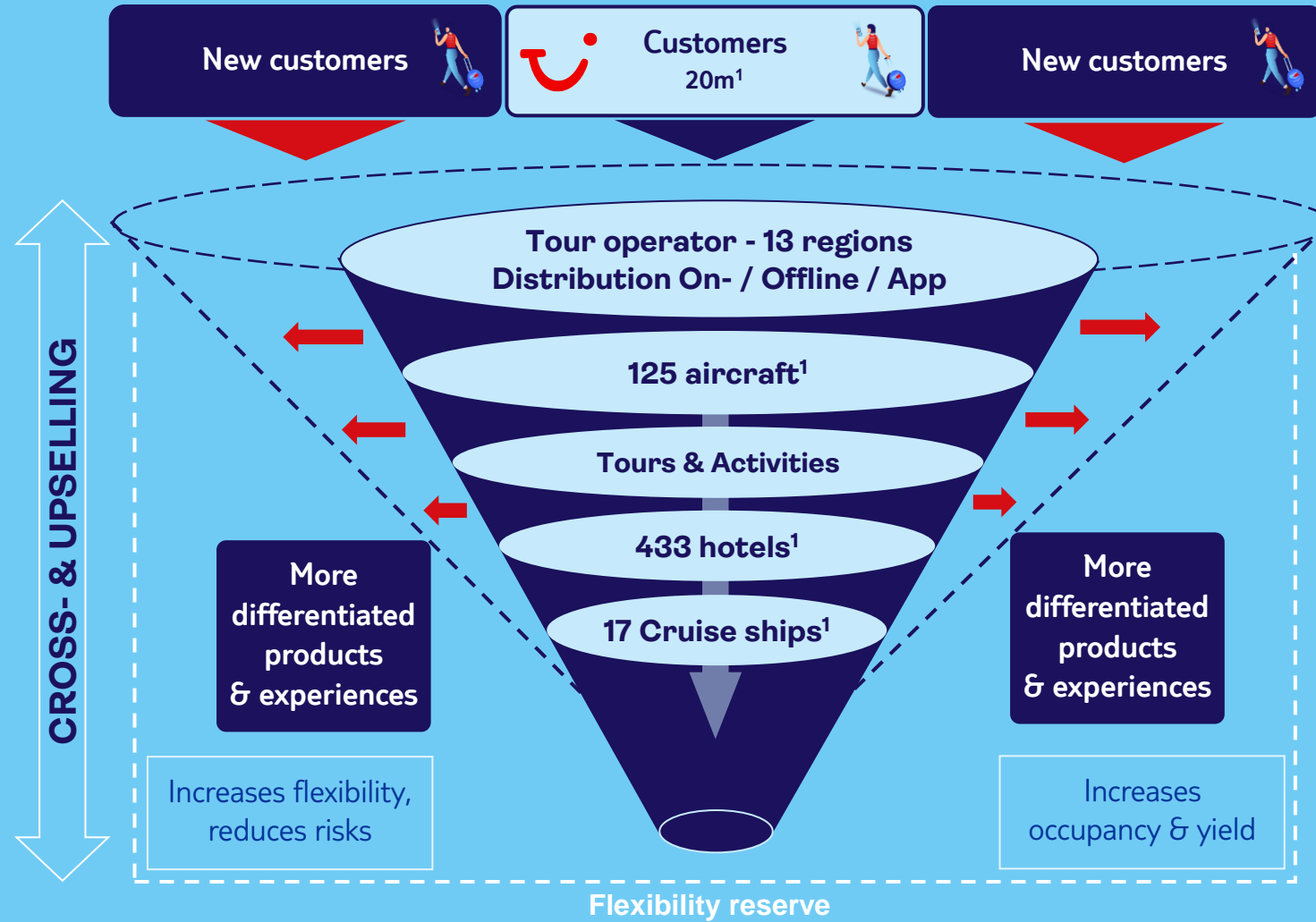
Favourable demographic  
supported by high disposable  
income and longevity



Experiences  
The new lifestyle & global  
trend in travel



# Grow market share – Broadening the TUI funnel Attracting existing & new customers with more products...



... driving profitable & de-risked growth as we strengthen occupancies & yields in our assets

1 As per FY23



# Our Markets + Airline operate under one brand across Europe

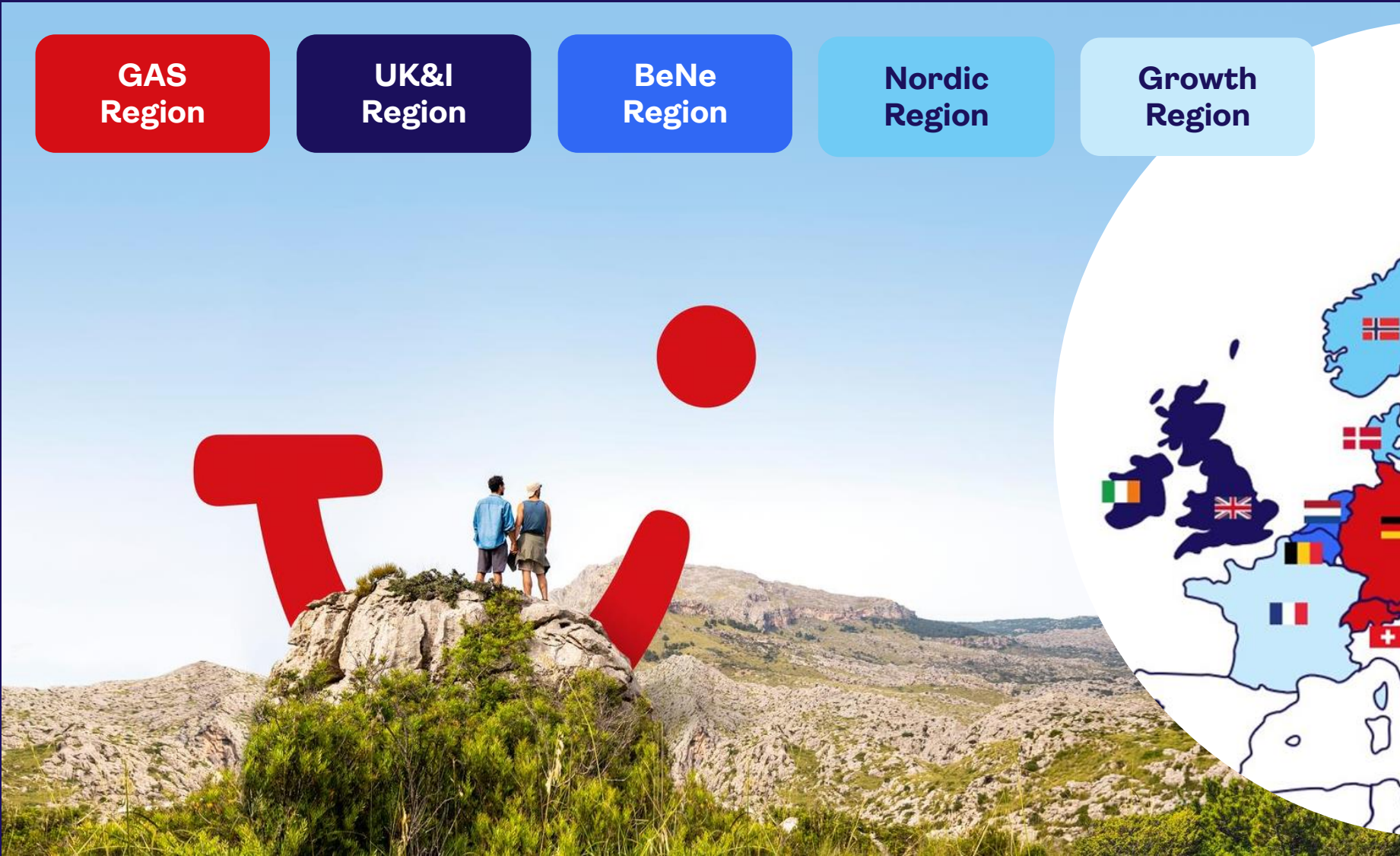
**GAS  
Region**

**UK&I  
Region**

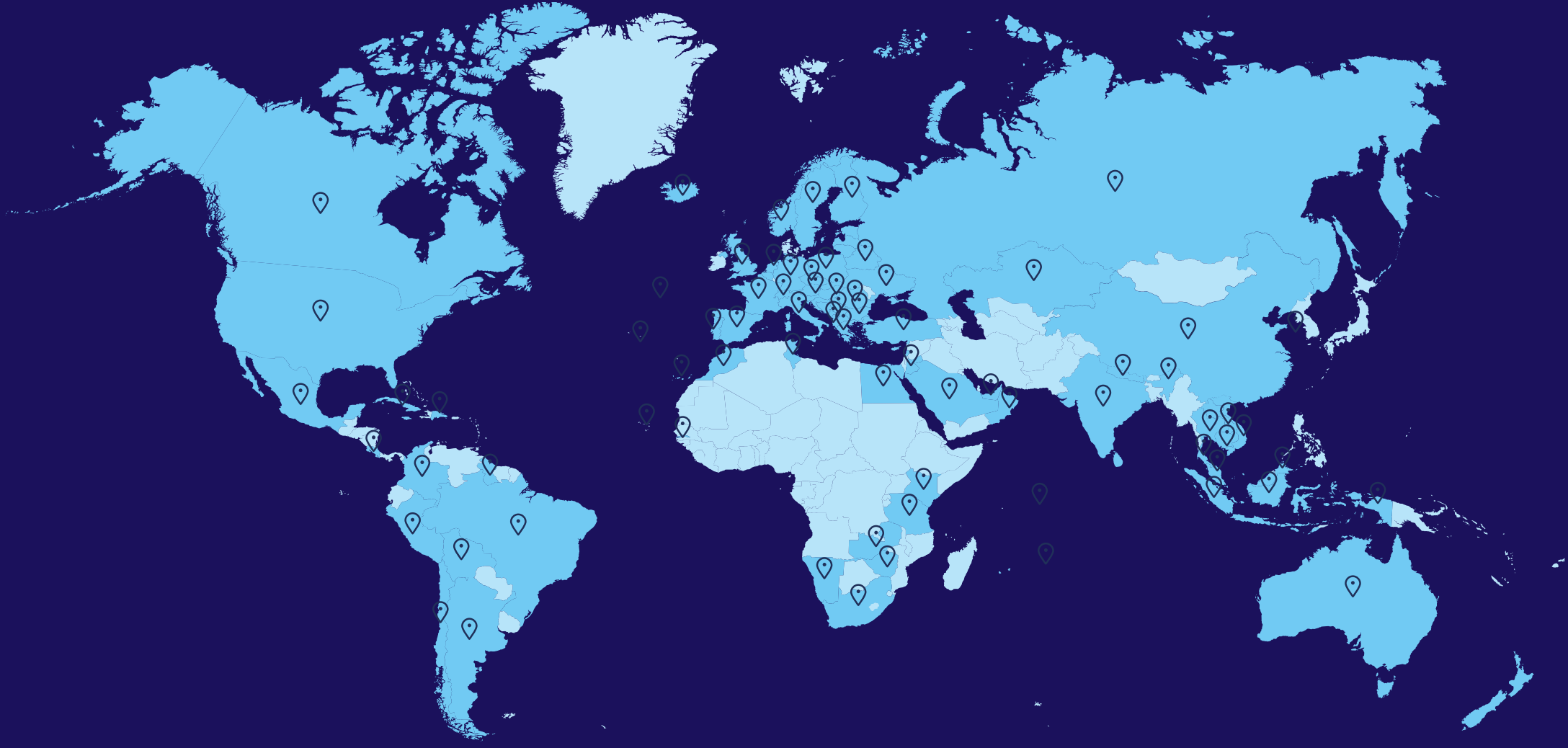
**BeNe  
Region**

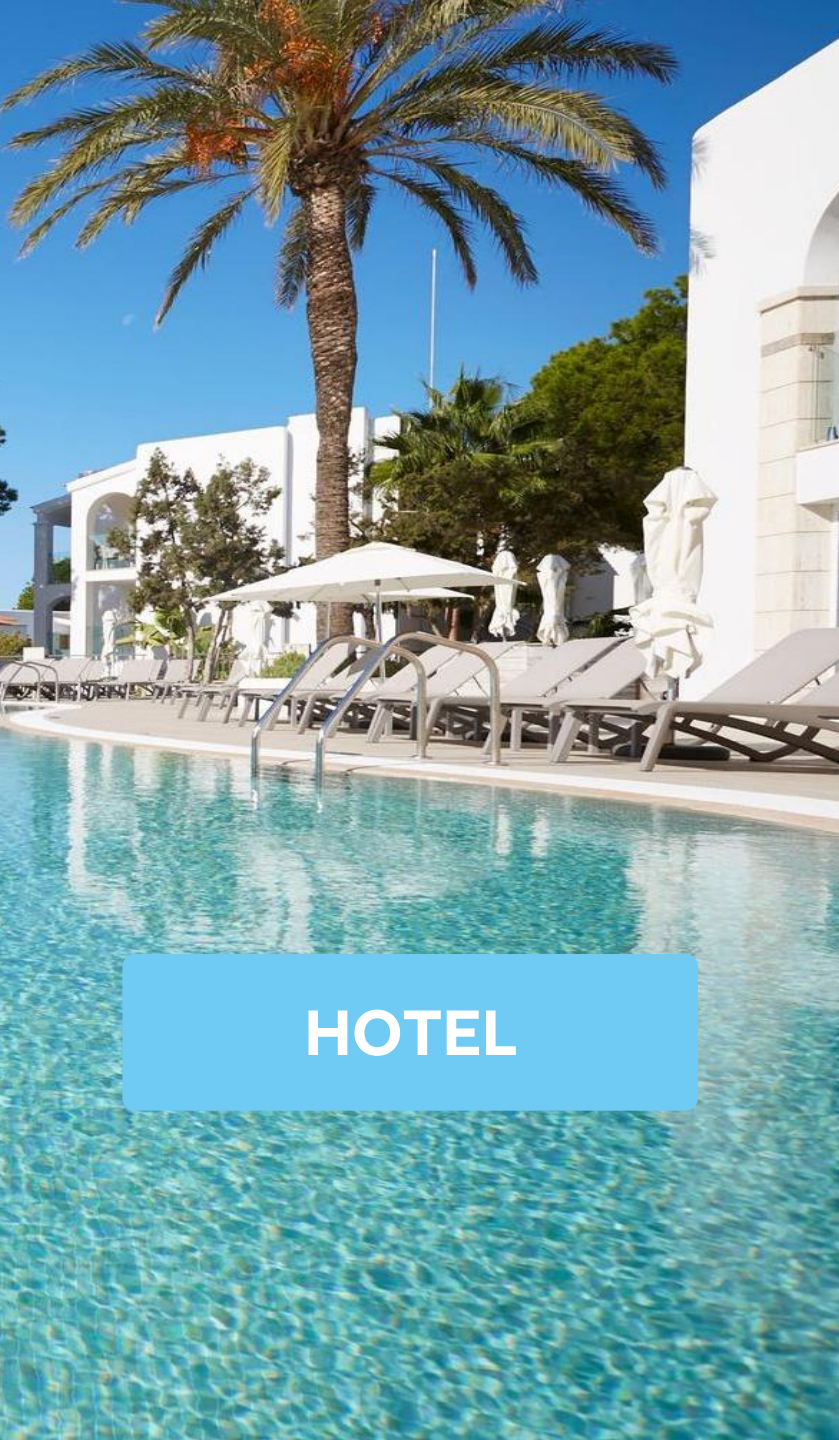
**Nordic  
Region**

**Growth  
Region**

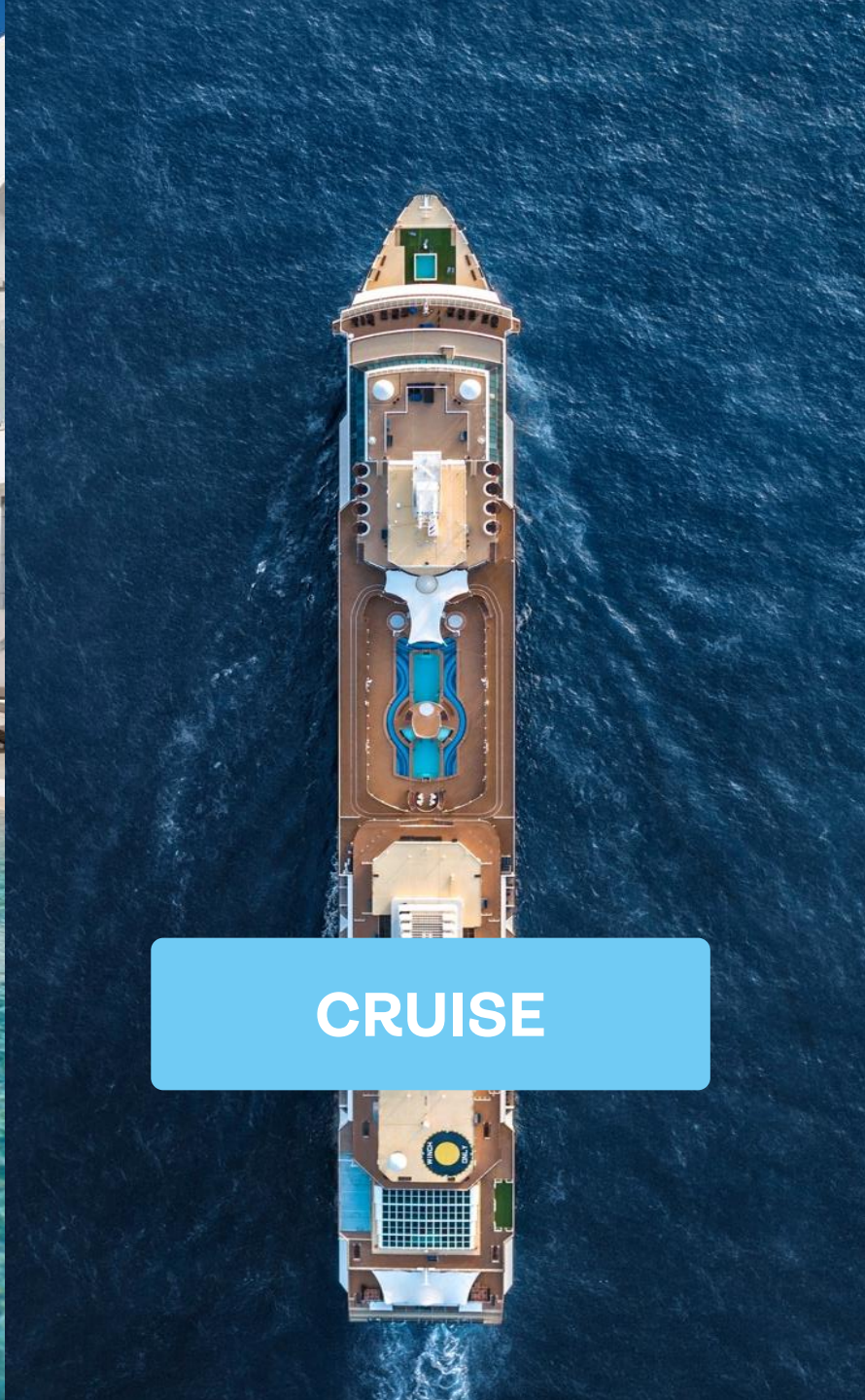


# Operating worldwide – serving more than 180 destinations

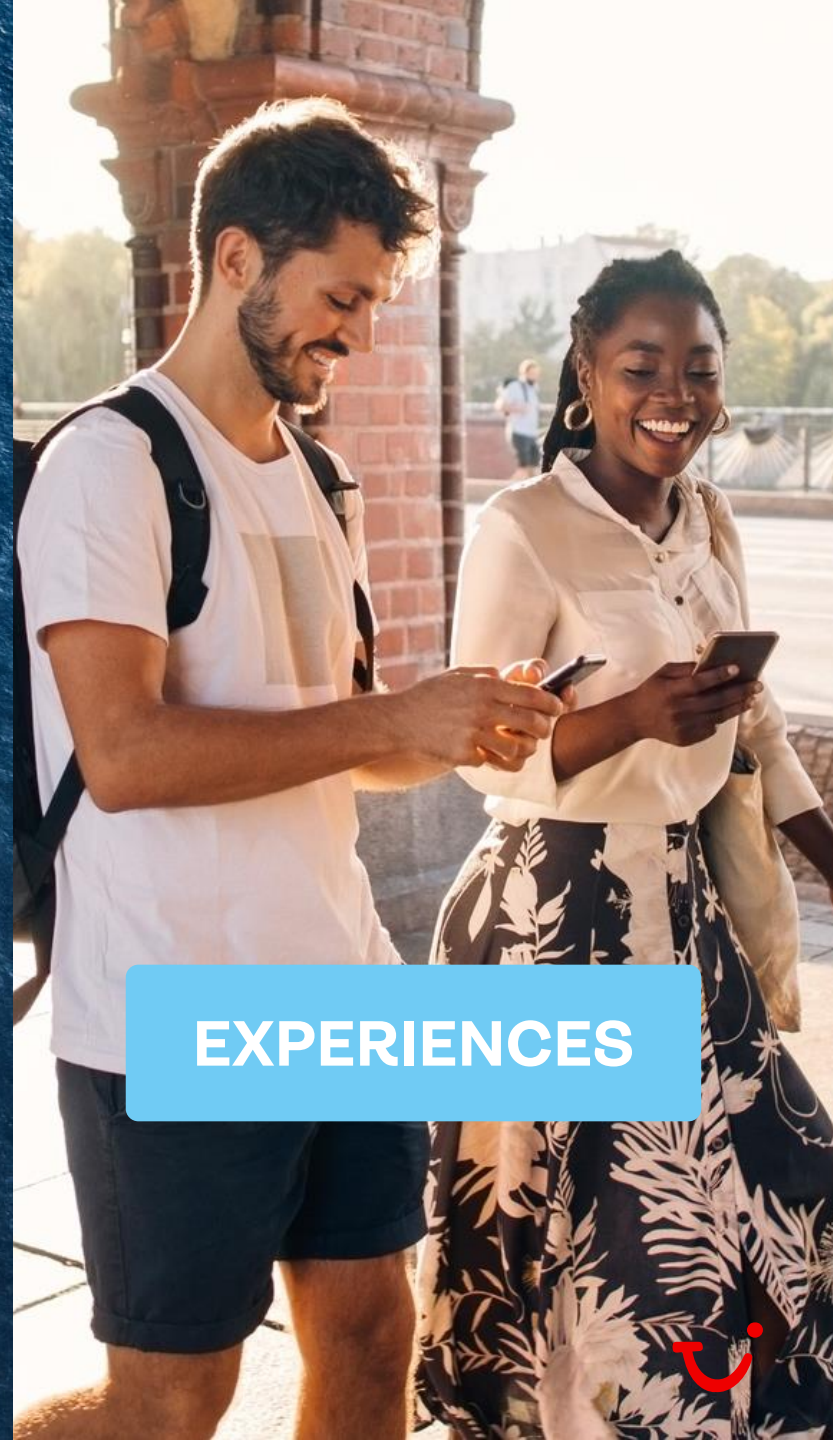




**HOTEL**



**CRUISE**



**EXPERIENCES**



# TUI Hotels & Resorts

Luxury

the  
mora

Royalton  
Luxury Resorts

Global

RIU  
HOTELS & RESORTS



ROBINSON



TUI BLUE



TUI MAGIC LIFE

Regional

ATLANTICA  
HOTELS & RESORTS



GRUPOTEL  
HOTELS & RESORTS



IBEROTEL



AKRA  
HOTELS

Price-conscious



TUI SUNEО

AQI

12  
Brands

~ 350  
Leisure Destinations

~ 35  
Countries

**Royalton** offers luxurious, all-inclusive accommodations in the Caribbean and Mexico.

**The Mora** hotels combine laid-back, contemporary luxury with a highly tailored experiences.

**RIU** Hotels & Resorts is a renowned hotel brand with proven quality and excellent service.

**ROBINSON** is one of the leading providers of club holidays in the premium segment.

**TUI BLUE** is a global hotel brand for experience-oriented lifestyle travellers.

**TUI MAGIC LIFE** is an all-inclusive club brand with great value for money.

**Atlantica** Hotels & Resorts is one of the leading hotel companies in Greece and in Cyprus.

**Grupotel** offers more than 40 hotels mainly in the Balearic Islands and the Canary Islands.

**Iberotel** provides a high level of comfort in Egypt and the United Arab Emirates.

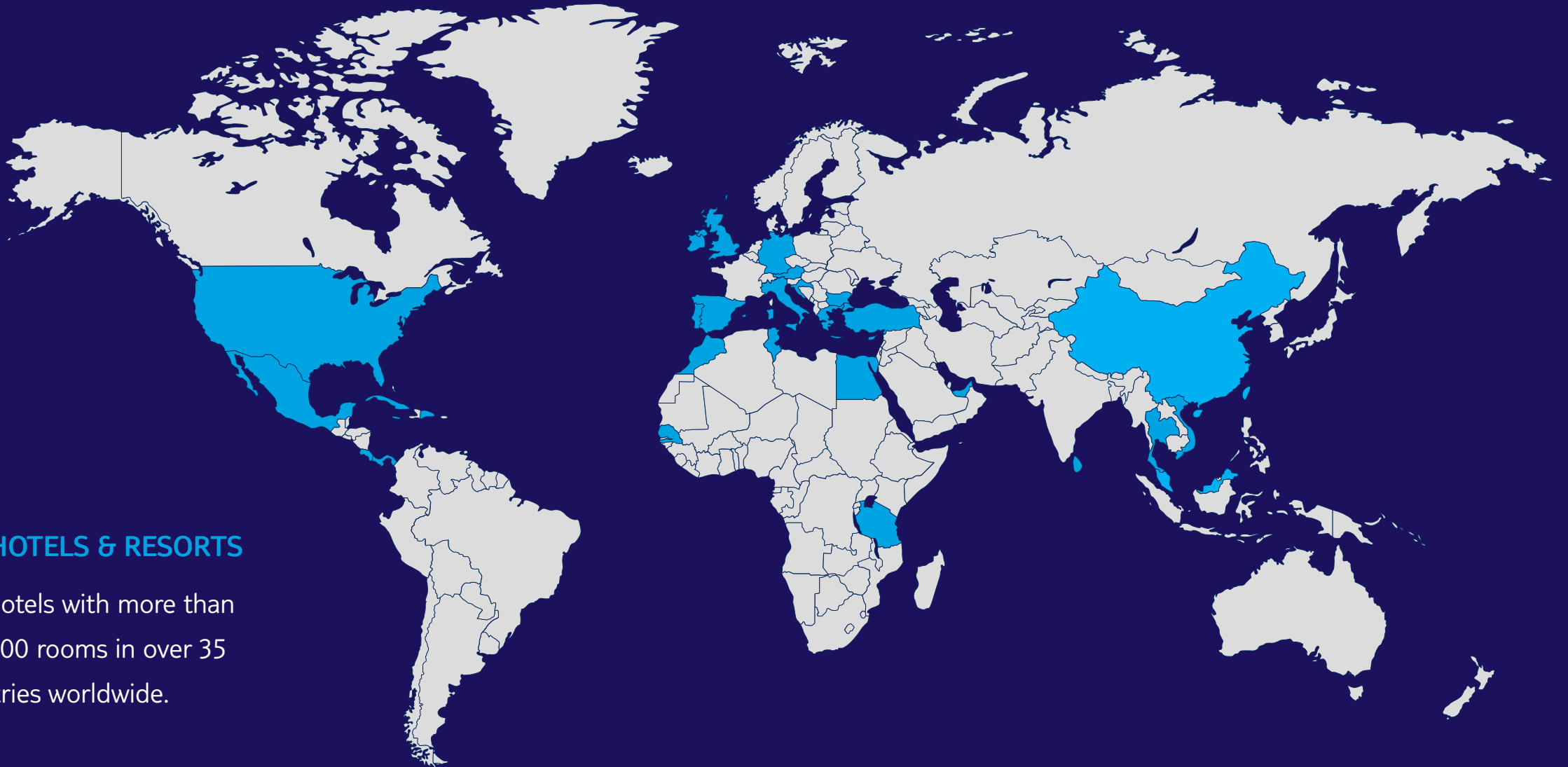
**Akra** is a premium hotel brand that combines modern design and personalized service.

**TUI SUNEО** offers holiday experiences with great value for money and good quality.

**AQI** focuses on the essence of hospitality in terms of quality, health & safety and sustainability.







 **TUI HOTELS & RESORTS**

433 hotels with more than  
140.000 rooms in over 35  
countries worldwide.





# CRUISE



- The joint venture TUI Cruises is German market leader for premium cruises.
- The feel-good fleet offers every passenger the premium all-inclusive package: most F&B and use of the spa area are included in the travel price.
- The fleet currently consists of seven vessel with the Green-Methanol-ready Mein Schiff 7 delivered in June 2024.
- The delivery of the Mein Schiff Relax of the new InTUltion class is scheduled for 2025.

**Vessels: 7**



- Hapag-Lloyd Cruises is the leading provider of expedition and luxury cruises in the German-speaking market.
- Its fleet includes the well-known 5-star luxury vessels MS EUROPA and MS EUROPA 2 and the expedition ships HANSEATIC nature and HANSEATIC inspiration
- From the Arctic to the Amazon: the fleet's small ships are ideally fitted for travel to exceptional places.
- In May 2019, the "HANSEATIC nature" was added to the fleet. The "HANSEATIC inspiration" joined in October 2019. In 2021 the "HANSEATIC spirit" completed the fleet.

**5**



- Marella Cruises offers several formats in the UK market.
- From family holidays via city breaks to luxury cruising, the company caters for a diversity of segments.
- In April 2019 the newest member, the "Marella Explorer 2" has joined the fleet.
- Marella Cruises' concept is based on balance and diversity and attracts a very broad audience. From fullday family activities all the way to casino and bar evenings – all passengers can fashion their cruise trip to
- suit their individual needs at affordable rates.

**5**





## TOURS & ACTIVITIES

### TUI Musement: A global Tours & Activities business

TUI Musement combines a highly curated product portfolio, scalable digital platforms and in-destination service by local teams, to source, develop, distribute and deliver:

- *Experiences:* Excursions, activities & attraction tickets
- *Transfers:* Between airports, hotels and ports
- *Tours:* Multi-day itineraries including accommodation, transport, experiences and guides

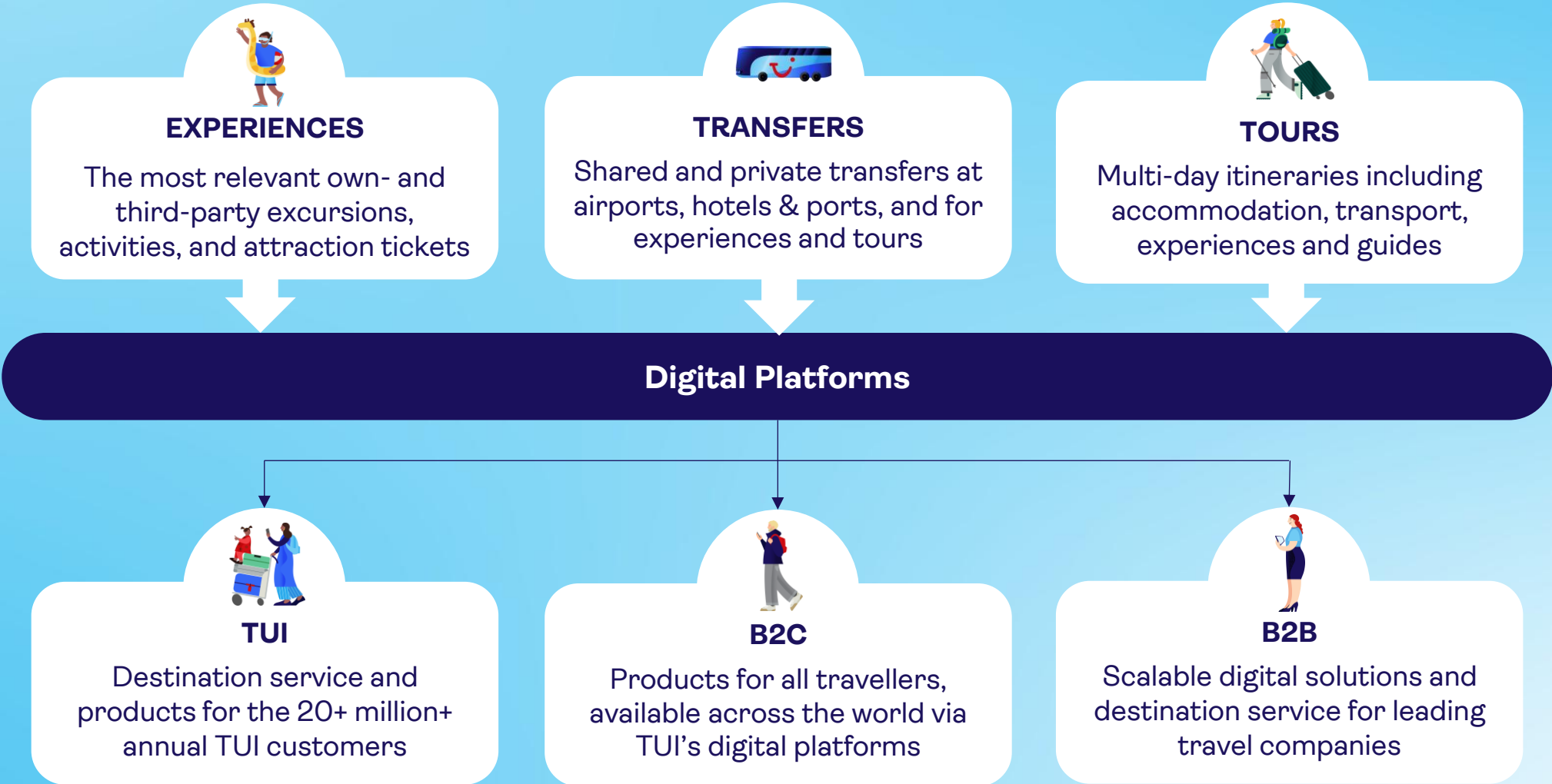
Available in all major beach and city destinations, products are sourced from leading travel businesses or developed in-house by TUI teams, including the *TUI Collection*, the flagship experiences portfolio of TUI Group

Products are distributed to customers, including the 19+ million TUI customers, through TUI websites and apps, as well as in-destination local teams and B2B partners, including some of the world's leading OTAs, tour operators, airlines, hotels, travel agencies and cruise lines.

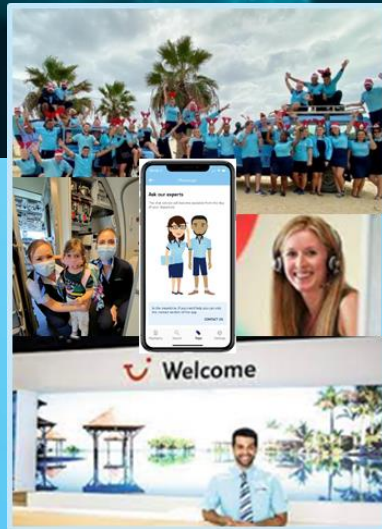


# TUI Musement has a unique business model

Scalable digital platforms, multiple product categories and customer groups, and service delivery



# We continuously improve the Customer Experience



## CUSTOMER EXPERIENCE

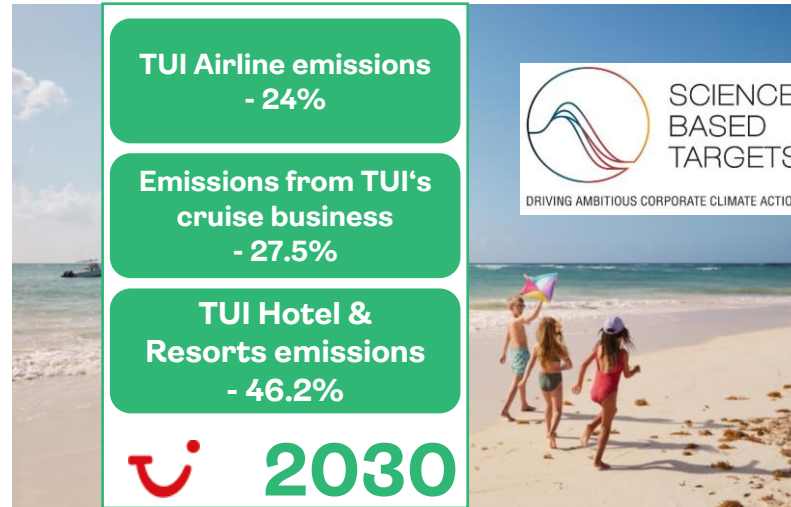
We know that no guest is the same. Within TUI we smartly personalize experiences. With our broad offering and a unique blend of human & digital interactions, we deliver experiences tailored to different customer needs, across different customer journeys.

In the countries we operate, TUI has the highest brand awareness and consideration. We actively listen & act on customer feedback. We continuously monitor what drives satisfaction and customer loyalty, and offer 24/7 support for customers travelling around the globe.

We continuously engage our colleagues on customer feedback, training staff to deliver TUI signature experiences, based on our core values: **Trusted, Unique & Inspiring.**



# TUI Sustainability Agenda: Reduce our environmental footprint significantly, maximise the socio-economic impact of tourism



**People**



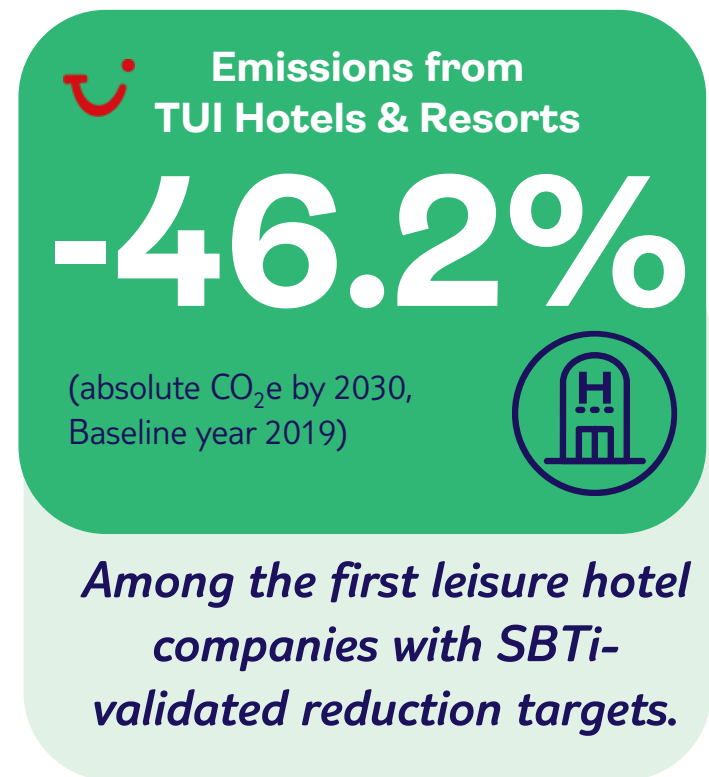
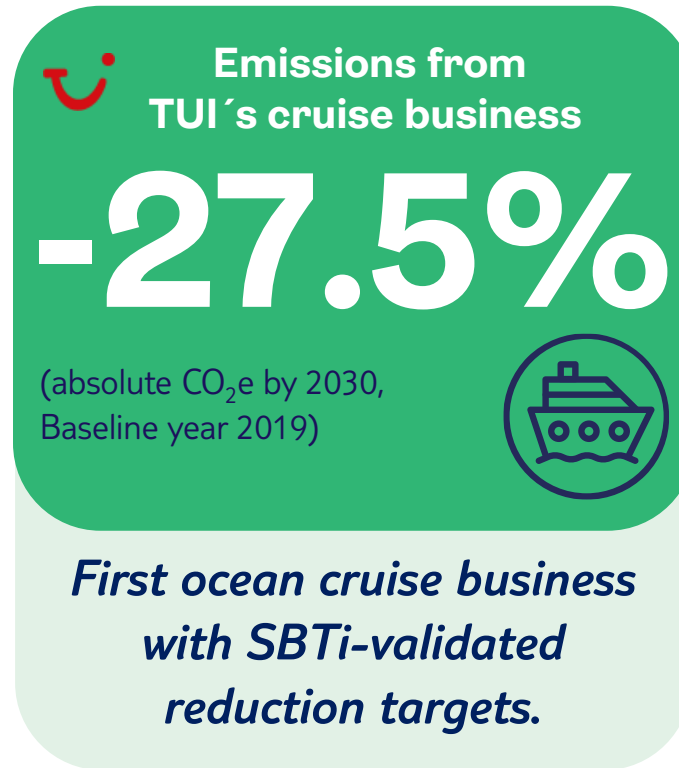
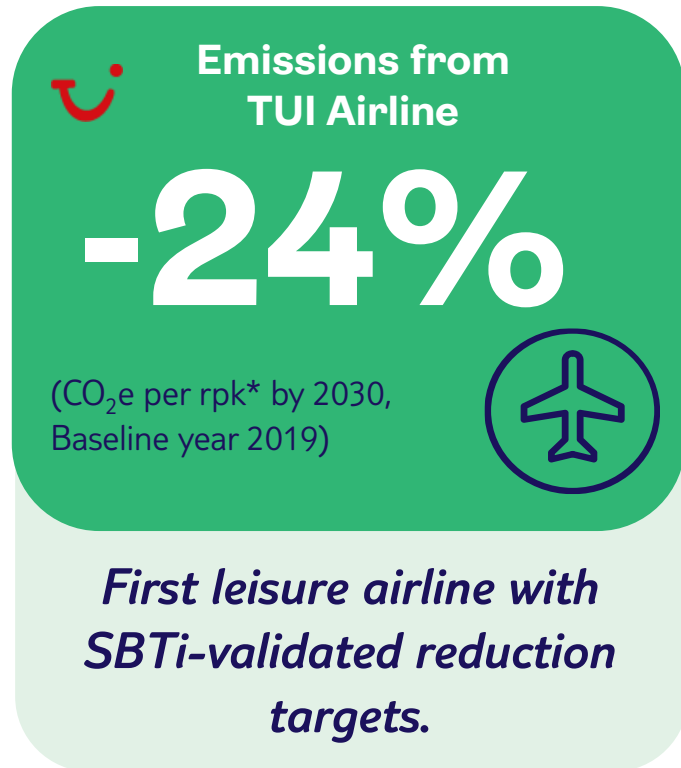
**Planet**



**Progress**

**Milestone 2030 with firm commitments and roadmaps for emission reductions.**  
On our way to net-zero emissions and a circular business by 2050 the latest.

# Science Based Targets initiative has confirmed that TUI's emission reduction targets are in line with the latest climate science



# TUI's Sustainability Agenda: A force for good



## People

Empower to drive development

- Buy local first
- Community for changemakers
- Socially fair
- Upskilling
- Support TUI Care Foundation



## Planet

Reduce our footprint: from investments in state-of-the-art aircraft to ambitious energy savings

- Emission reduction roadmaps
- Green & clean energy sources
- Circular business
- Water management
- Biodiversity



## Progress

Accelerate the transformation

- Destination Co-Lab
- Empowering consumers
- Driving certification
- Green tech & data-driven
- Net-zero travel accelerator



## TUI Care Foundation Long-term Programmes



### Youth and Education

The TUI Academy programme provides education and practical training for vulnerable young people and opens up new career opportunities in tourism. The TUI Junior Academies empower children to become environmental ambassadors in their communities.



### Natural Environment

The TUI Care Foundation's nature programmes focus on safeguarding the beauty of holiday destinations by using resources more efficiently, protecting the marine environment and promoting animal welfare with a focus on turtle and elephant protection.



### Economic Development

The TUI Cares programme supports innovative tourism entrepreneurs with a clear social and environmental mission. It aims to protect a destination's cultural and gastronomic heritage, strengthen local added-value and employment and drive the sustainable development of the local tourism sector.

## Corona Response Activities

Supporting communities in holiday destinations badly affected by the crisis



**100 Helping Hands**  
Support for **100 local aid organisations** in holiday destinations

**Food Security Initiative**  
Providing communities in holiday destinations with food and hygiene packages

**COVID-19 Relief Programme for Tourism**

Empowering 150 innovative tourism businesses in four countries with financial support, individual mentoring and business training



The work of TUI Care Foundation is made possible by donations from TUI guests and employees worldwide

# TUI Group Executive Committee



**SEBASTIAN EBEL**  
*Chief Executive Officer*



**MATHIAS KIEP**  
*Executive Board Member;  
Chief Financial Officer*



**PETER KRUEGER**  
*Executive Board Member;  
Chief Strategy Officer & Chief Executive  
Officer Holiday Experiences*



**SYBILLE REISS**  
*Executive Board Member;  
Chief People Officer / Labour Director*



**DAVID SCHELP**  
*Executive Board Member;  
Chief Executive Officer Markets + Airline*



**THOMAS ELLERBECK**  
*Group Director Corporate & External  
Affairs & Chief Sustainability Officer*



**PIETER JORDAAN**  
*Chief Information Officer*



**PETER ULWAHN**  
*Chief Executive Officer TUI Musement*



**FLORIAN LENSER**  
*Group Director Legal, Compliance &  
Board Office*



**MARCO CIOMPERLIK**  
*Chief Airline Officer*





Contact:  
Magnus Hüttenberend  
Corporate Communications  
Phone +491705666006  
[magnus.huettenberend@tui.com](mailto:magnus.huettenberend@tui.com)

