



TUI Group's use of data to enhance the holiday experience

Peik Martin, Director Sales & Digital at TUI in the Nordics



TUI is the world's number one tourism group

Global group –
headquartered in
Germany



A FTSE 100
company



380 hotels



Turnover
€18.5bn*



Market
capitalisation
€10bn**



17 cruise ships



Underlying EBITA
€1,2bn*



Around 70,000
employees



Around 1,600
travel shops
in Europe



27 million customers

* Numbers based on FY 2018 ** As at January 2018







And transitions from Tour Operator to Platform Company

- From 300 individual companies and brands to **one**
- **85% digital distribution**
*in the Nordics
- Broad choice **require** personalised offers
- Component-based, **experience focused** booking flow



Modern platforms combine AI, Machine Learning, Blockchain as well as personalisation

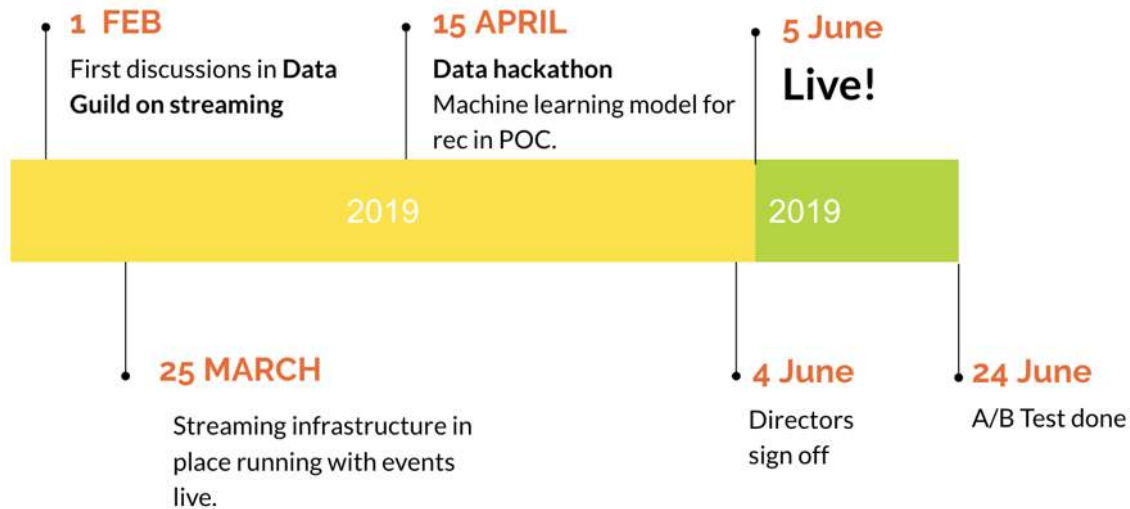
| FEATURE | BENEFITS | FEATURE | BENEFITS |
|--|--|---|---|
|  <p>AI yield-management</p> | <ul style="list-style-type: none">Automated pricing systemBased on artificial intelligence |  <p>One CRM</p> | <ul style="list-style-type: none">Reduce cost of sale by strengthening direct channelsShare customer insight with wider businessCross-selling of TUI products and ancillariesReduce marketing spend |
|  <p>One booking flow</p> | <ul style="list-style-type: none">Optimising online efficiencySupport customer relationships |  <p>One Inventory / One Purchasing</p> | <ul style="list-style-type: none">Centralised inventory management based on Blockchain technologyBundling of inventory across source marketsArtificial intelligence based demand analysisBed swapping mechanism optimizes yield across source markets |



Example: TUI's 'Data Guild' implemented a Machine Learning framework in six months

STREAMING & MACHINE LEARNING SOLUTION

TIMELINE - FIRST ITERATION



“The Data Guild has made us to work together with data and tech, coding and collaborate instead of planning. We execute and then learn instead of planning for execution.”
- Andreas Markerud





Our sustainability strategy is industry leading & data driven



betterholidays
betterworld

Sustainability and customer satisfaction go hand in hand

Our hotels with sustainability certifications deliver better environmental performance and higher customer satisfaction compared to non-certified hotels, according to our analysis of 330 hotels*.

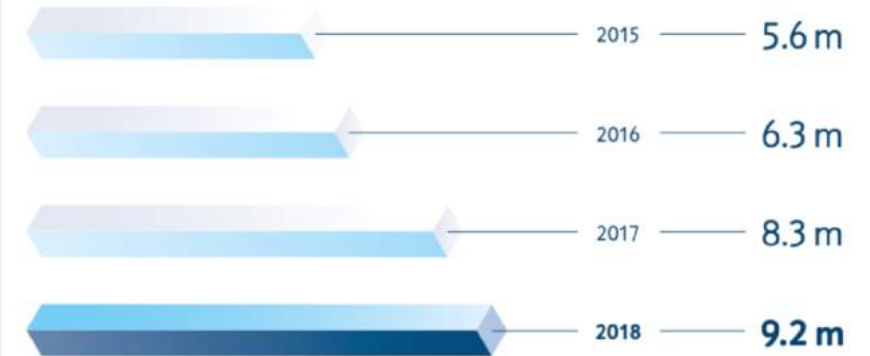
Positive trend data for hotels with sustainability certifications

- 10% lower CO₂ emissions per guest night
- 24% lower waste volume per guest night
- 19% less fresh water use per guest night
- 15% less total water use per guest night
- 23% higher use of green energy
- 9% higher employment rate of national employees
- Higher customer satisfaction scores for accommodation overall

* analysis of 2017 performance data in which 75% of hotels surveyed held sustainability certifications

Growth of 'greener and fairer' holidays

(million customers)



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In the end, it's all about the customer



A tropical island scene with a clear blue sky, white clouds, and a turquoise ocean. The island is lush with greenery, including several tall palm trees and dense bushes. Two thatched-roof huts are visible on the right side of the island. The water is crystal clear, showing the sandy bottom.

Think Travel.
Think TUI.

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Our sustainability efforts are data driven



TUI Airways and TUI fly Germany ranked **#1 & #4** most carbon-efficient airlines globally (In the 2018 atmosfair Airline Index)



9.2M



'Greener and fairer' TUI holidays delivered in hotels with sustainability certifications



€7.8M



Invested to enhance the positive impacts of tourism



76



Building the best place to work with a **colleague engagement score of 76**

19%



TUI's airlines are **19% more carbon-efficient** than the average of the six largest European airlines

81%



Of hotels owned by TUI Group had sustainability certifications

>30



TUI Care Foundation projects active in 25 destinations

34%



Of managerial positions are held by **women**

