



# TUI UK & Ireland factsheet

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## ABOUT TUI UK & Ireland



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- UK's largest tour operator, operating to over 180 destinations worldwide
  - Team of over 9,000 employees
  - Usually serves over six million customers each year
  - As part of TUI Group, it is the business behind the TUI, First Choice, Marella Cruises and Crystal Ski Holidays brands, as well as TUI Lakes & Mountains, TUI Tours and TUI River Cruises, and its sub brand is TUI BLUE
  - Its airline, TUI Airways – operates to 87 destinations in 35 countries with more than 60 aircraft
  - Six customer contact centres, with the biggest one in Swansea
  - 360+ retail stores across the UK and Republic of Ireland
  - Since the TUI app launched in May 2013, it's been downloaded over 6 million times
  - Six million Facebook fans, 186,000 followers on Instagram and 211,400 followers on Twitter
  - **Board:**
    - Andrew Flintham, Managing Director
    - Henrik Anderson, Financial Director
    - Richard Sofer, Commercial Director
    - Katie McAlister, Chief Marketing Officer
    - Dawn Wilson, Managing Director TUI Airways
    - Julie Tindale, HR Director
    - Pete Baxter, General Counsel

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## TUI GROUP

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- World's number one integrated tourism group, headquartered in Germany
  - CEO: Friedrich Jousen
  - Operates in around 180 destinations worldwide, covering the entire tourism value chain under one roof



- Share listed in the FTSE 250 index and on the Regulated Unofficial Market in Germany
- The Group employs around 50,000 people worldwide
- Serves 28 million customers, with 21 million in Europe
- Owns 400+ hotels and resorts with premium brands such as RIU, TUI Blue and Robinson
- Owns 15 cruise ships
- Includes five airlines with around 100 modern medium- and long-haul aircraft
- Includes 1,000+ travel agencies
- TUI is increasingly focusing on the expansion of digital platforms. The Group is transforming itself into a digital company.
- Runs TUI Care Foundation, which supports holiday destinations in their development. The foundation focuses on the positive effects of tourism on education and training and on strengthening environmental and social standards with projects in 25 countries.

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## TUI'S CONCEPTS

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### TUI BLUE

TUI BLUE is TUI's flagship leisure hotel brand offering lifestyle holidays tailored to specific needs and preferences so there is something for everyone. The collection of more than 100 hotels, uses four labels: *For All*, *For Two*, *For Families* and *Sensatori* by *TUI BLUE* to help guests make the right choice for them.



**TUI BLUE FOR ALL** offers authentic experiences beyond the tourist trail, with fitness, nutrition, relaxation, tailor-made experiences and heaps of sports at the heart.



**TUI BLUE FOR TWO** offers adults-only hotels in stunning locations, where the emphasis is on relaxed experiences and activities designed with two in mind. You'll find fine dining, ways to unwind and local experiences for adults at our TUI BLUE for Two hotels and resorts.



**TUI BLUE FOR FAMILIES** is designed with families in mind, with food and entertainment tailored to suit both children and adults, and activities focused on families who want to spend quality time together.



**SENSATORI BY TUI BLUE** joined the TUI BLUE family in 2021. Suited to both families and couples, this concept is all about modern-high-quality surroundings that fuel the senses. From family suites to swim-up rooms, there's even the option to select adults-only zones, and customers can take part in activities like yoga and cooking classes, and then sit back for a professional evening show.



### **ROBINSON**

Sunning locations, a vast array of activities, entertainment and great food, all served up by a highly trained team.



### **TUI MAGIC LIFE**

A 24-hour all-inclusive offering with an extensive sports programme and entertainment schedule included as standard.



### **TUI SUNEО**

TUI Suneo, formerly known as SuneoClub, offers great value, all inclusive beach breaks, in three and four-star hotels across some of the most popular holiday destinations. Hotels are close to the resort centre and beaches, revolving around sun, sea and sand.



## RIU

With hotels worldwide, guests return year after year to enjoy the prime beach locations, personal service and warm, welcoming atmosphere.

MARELLA  
CRUISES

## MARELLA CRUISES

- Four ships: Marella Explorer, Marella Explorer 2, Marella Discovery, Marella Discovery 2
- Third largest cruise line in the UK
- In normal times, sails to over 200 destinations
- Customers can sail from a UK port, or fly from 25 regional airports
- All-inclusive as standard
- Always state of the art facilities, like climbing walls and cinemas, as well as first-class entertainment and sophisticated dining
- Tips and service charges included in prices
- Flexible options available, such as Cruise & Stay
- Managing Director: Chris Hackney
- Unique selling points:
- **With you every step of the way** – we bring Marella Cruises' experience and TUI's holiday expertise together, so you can relax knowing everything's taken care of.
- **Your home from home** - Our crew give the warmest of welcomes, so you can expect the friendliest service at sea – where everyone remembers your name as well as your favourite cocktail.
- **Explore more** - Sail to over 200 destinations across the globe – we're focused on getting you to the places you love so you can spend more time ashore.
- **All inclusive as standard** - Our cruise holidays include flights, luggage, transfer, meals, drinks, tips and service charges in one simple package.



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## TUI AIRWAYS

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- TUI Airways flies over six and a half million customers abroad each year
- Managing Director: Dawn Wilson
- Operates to 87 destinations in 35 countries
- Has over 60 Boeing aircraft, including the 787 Dreamliner

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## CRYSTAL **CRYSTAL SKI HOLIDAYS**

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SKI HOLIDAYS

- Leading ski holiday tour operator in the UK
- More than 35 years' experience of providing ski holidays in Europe and North America
- Managing Director: Chris Logan
- Offers:
  - One convenient package
  - The ability to pre-book extras such as lift passes, equipment and lessons
  - Flights & transfers – TUI & third party as well as Eurostar and snow trains.
  - Coaches to resort
  - The Crystal Ski Explorer App
  - A 'guide' to the mountain (rather than brochures)
  - Summer launch offers (e.g. 2 for 1 on lift passes)
  - A choice of durations, with 7 nights as the core package and short breaks of 3, 4, 5 and 6 nights available in selected resorts
  - ABTA & ATOL protection
  - Free booking changes and £100pp deposits up to 12 weeks before departure (on holidays with TUI flights)
- The ski season runs from December to mid-April
- Accommodation offered through Crystal includes hotels, bed and breakfast and self-catering
- Core product is 3\* Half Board and 70% of its volume comes from trips to France, Austria & Italy
- 'Finest' range gives more indulgent food & wine, and increased luggage allowance on TUI flights
- Has a handful of Crystal shops in indoor snow centres around the UK



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## TUI RIVER CRUISES

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- TUI's brand new product, due to set sail in summer 2021
- Personalised, adults-only packages on itineraries across Europe
- Three ships launching in 2021: TUI Maya, TUI Skyla and TUI Isla
- Managing Director: Chris Hackney
- Will sail on the Danube, Moselle, Main, Rhine, and Dutch & Belgian waterways
- Standout service and more than 100 culture-packed shore excursions to choose from
- Each ship has a maximum of 155 guests onboard
- Full board plus as standard (3 meals a day with drinks)