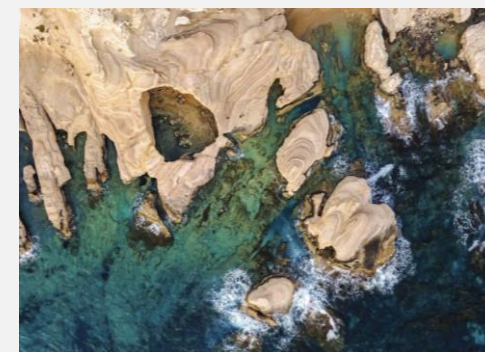




CYPRUS

TUI Group



TUI – The world’s number one tourism group in a growing tourism market



Turnover €18.9bn	Market capitalisation €6,6bn
Underlying EBITA €893 million	Around 70,000 employees

+3%⁵	Tourism market growth: Above GDP	
Hotels: +4%⁵ Cruises: +4%⁵ DX: +7%⁵	Holiday Experiences: Supply/demand ratio favourable	
+1%^{5,6}	Markets & Airlines: Growing market share within a consolidated market	



TUI Strategy – Owning the end-to-end experience

1 MARKETS & AIRLINES



Maintaining and strengthening our market leading position.

Most modern leisure aircraft fleet

2 HOLIDAY EXPERIENCES - HOTELS & CRUISE



“Best-in-class” concept hotels to differentiate holiday offering.....but 70% volume still via 3rd party hotels

3 NEW SEGMENTS



Building scale based on competitive pricing to extend TUI’s ecosystem

4 DESTINATION EXPERIENCES



Building scale in the T&A market leveraging on the acquisition of Musement business

- Best product offering
- Acceleration of digital customer acquisition
- Enlarge ecosystem, digitalised upselling
- Individualised offerings

TUI is market leader in Cyprus from all major markets, it is one of our top 5 most important destinations. It has high customer satisfaction but also high price

Country (S19)	Customer Satisfaction
Cyprus	8,51
Croatia	8,48
Egypt	8,57
Greece	8,49
Italy	8,29
Spain	8,42
Turkey	8,53

Destination	Average Selling Price	Net Accommodation Cost
Programme	100	100
Cyprus	111	118

- Cyprus has one of the highest **Customer Satisfaction** scores
- However, it also has the **highest price destination** within the Short & Mid Haul programme (11% higher than the average) & highest accommodation cost (11% higher than the average)



TUI in Cyprus – our strategy for the future

1. Strengthen the position as **market leader** across all TUI Group markets, helping to replace capacity from Thomas Cook
2. Increase the **capacity** across all TUI Group markets, supported by a consistent deployment of **own flights**
3. **New hotel units** being introduced with focus on maintaining and strengthening **key existing partnerships**
4. Strategic review on how attract **new markets**, as well as **extend the season**



TUI Group's growth and market leading position allows to increase flight capacity, opportunities to all strategic partners

The future of the holiday market – Key trends

Market Availability

- As of today, **all destinations are open** and striving to grow market share i.e. Tunisia, Turkey
- Importance to invest in new products to **ensure competitiveness**

Personalisation

- **Evolving digital services** and **smart physical spaces** will increasingly expect *relevance as a service* in the tourism industry

Local Preservation

- Destinations that are to remain **competitive** and **attractive** for years to come will have to start **protecting their communities** and **cultural capital**
- Consumers are **retreating from globalisation** – consumers associate **local** with being **ecologically responsible**

Subscription Travel

- **Subscriptions and memberships** represent a compelling way for travel companies to create **lasting relationships with consumers**

Brands Consistency

- Over-branded players to align with a **lifestyle brand** in order make for a more memorable stay