

CYPRUS

TUI Group

CHA Feb' Update 2025

Presenting today



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Chief Commercial
Officer Markets,
TUI Group

TUI Group at a glance

One of the World's Leading Tourism Groups



€23 billion
revenue



16 European
markets



20 million
customers



67 000 employees



360 group
hotels



125 aircraft



17 cruise ships



>180
destinations



TUI: Largest Tour Operator to Cyprus



**Operating for
over 50 years**



550K+
customers a
year



200 directly
contracted hotels



150+ hotels with
customers from
**multiple TUI
markets**



TUI Musement:
300+ staff locally



Customers
from **14
Countries**



22K beds filled
every night



Further **growth
plans** for S26



All-time-high pax planned to Cyprus:
600K by FY26



Highest TUI growth
market in FY26 from
Poland (+30% YoY)

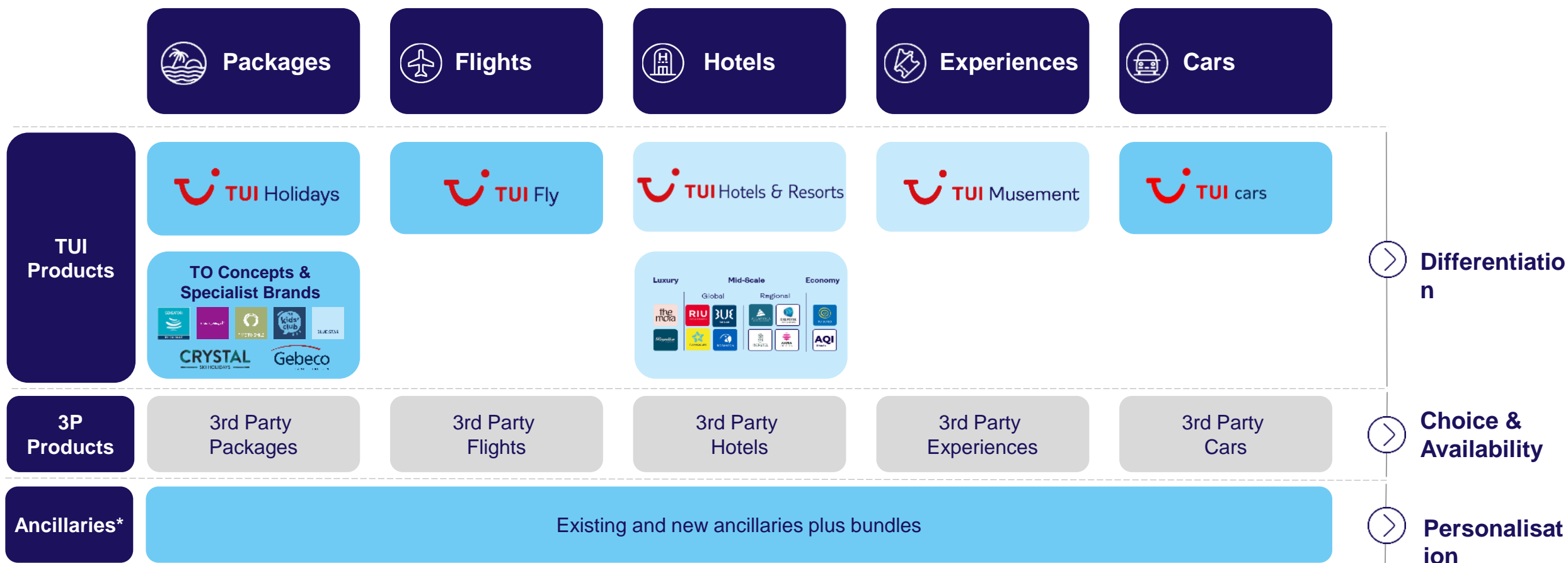
	PFO	LCA
UK	231	128
Germany	10	50
Poland	28	58
BeNe	17	1
Nordic	0	88

FY25/26 Plan (k) Passengers by
TUI Source Market

TUI as a Global Curated Leisure Marketplace



Unmatched Product, Choice, Flexibility & Personalisation at **all stages** of the customer journey

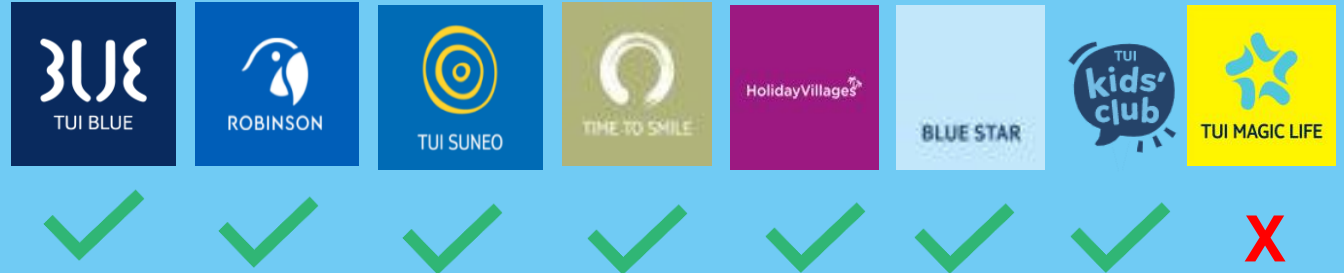


Our strategy is working in Cyprus



160K TUI customers choose a TUI concept every year in Cyprus.

Delivered with passion through our Joint Ventures, owned hotels and local partners



Expansion businesses continue to unlock new growth & opportunity:

 **Poland**
 **Czech Republic**
 **Romania**

Greater TUI Airline options: UK
Winter season extension: +3
weeks until 16th Nov

67% of our Cyprus customers travel to **GSTC** certified hotels



Dynamic: more flexibility for our Cyprus customers in FY25



TUI's Unbeatable Range of Distribution Options

All channels serve a purpose and offer ultimate customer flexibility

TUI Controlled Distribution



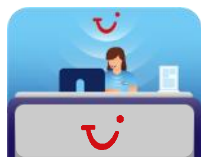
App

Frequency



Web

Drive Volume



Call Centre

Support



Own Retail

Flagships



Franchise

Brand Reach



3rd Party Retail

Retail Reach



OTA

Online Reach

Partner Distribution



3rd Party Retail

Retail Reach



OTA

Online Reach

Purpose

Pax Share FY24 %

Note: UK App sales 17% share (+44% YoY)

7%

44%

3%

15%

5%

17%

9%

TUI's extensive flight offering

125 TUI aircraft supplemented by added flexibility of 3rd Party Airline partners

TUI Fleet of 125 Modern Aircraft

Medium-haul fleet: 106 aircraft

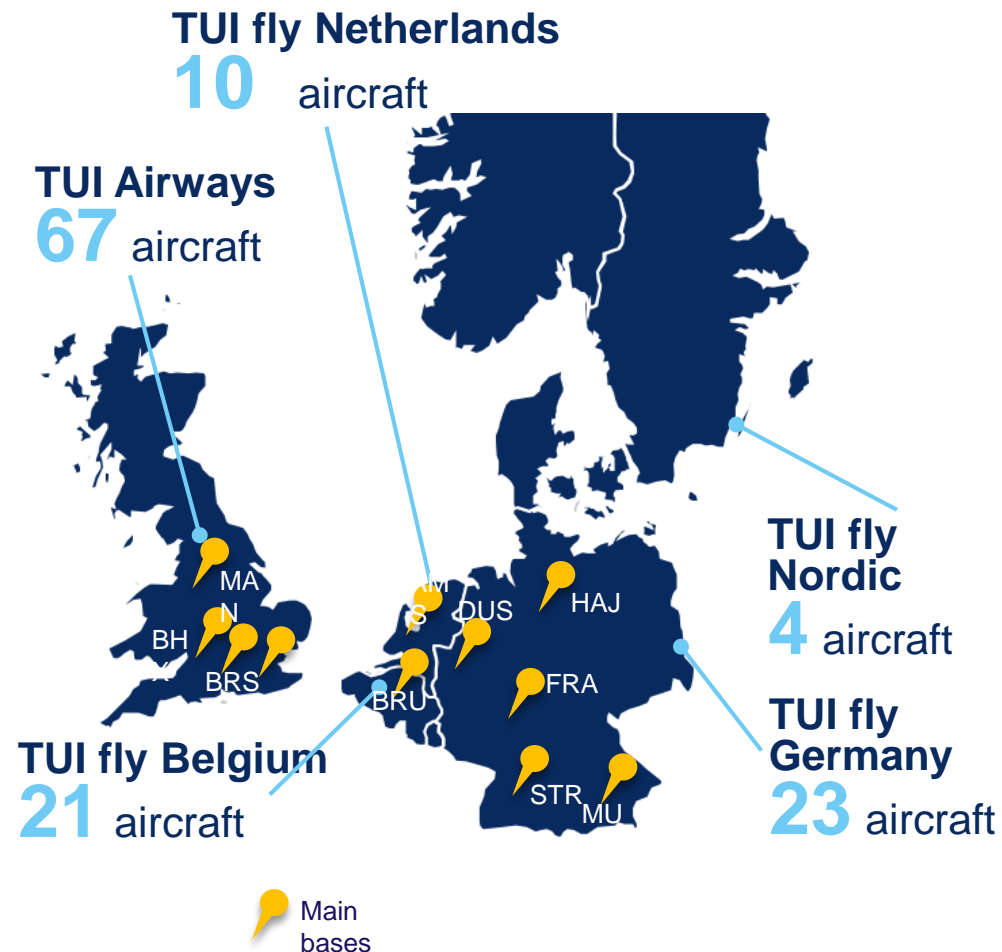


- E195-E2
- B737-700
- B737-800
- B737-MAX 8

Long-haul fleet: 19 aircraft



- B787-8
- B787-9



Additional Flexibility of 20+ 3rd Party Partner Airlines

 **RYANAIR**

easyJet

BRITISH AIRWAYS 

Eurowings 

 **Lufthansa**

TUI Sustainability Agenda

Tourism: A Force for Good

TUI Sustainability Agenda



People

We will ensure that local people and communities benefit from tourism and the local supply chain.

We will empower a generation of changemakers by helping them acquire the new skills and knowledge they need to transform the tourism industry.



Planet

We will achieve net-zero emissions across our operations and supply chain by 2050 at the latest.

To protect our planet we will change the way we use resources, and become a circular business.



Progress

Together with our partners we will co-create the next generation sustainable business model for the tourism industry.

We will enable our customers to make sustainable holiday choices at every stage of the customer journey.



TUI Care Foundation in Cyprus



Global reach: more than 70 projects in 25 regions worldwide

Destination Zero Waste



- 1,000 users of the “Bring your cup” mobile app
- 300 students participating in the “Plastic-free school” programme
- 300 signed up businesses
- 2,000 kg of plastic collected for 6 upcycling events
- Workshops with 500 guests
- Creation of 6 plastic-free beaches
- Avoidance of 3.7 million kg of plastic waste generation

Field to Fork



- 92 farmers participating in open regenerative agriculture training sessions
- Establishment of regenerative agriculture demonstration training center
- 2,500 visitors taking part
- 2 partnerships with the tourism sector
- 510,000 sqm sustainably managed



Thank you