



# TUI GROUP PARTNER UPDATE

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24 | 07 | 2020

Dear Valued Partner,

I hope that this finds you, your family and team safe and well.

July continues to be a busy month as all of our source markets have now started their Summer 2020 programmes. We have worked hard with authorities and partners in destinations to make this possible, and our initial return to business has been a success. We will be building on this in the coming weeks as more destinations open up to holiday makers and we can deliver memorable holiday experiences to more of our mutual customers.

As we continue to emerge from the truly extraordinary situation we have found ourselves in, I want to thank you once again for your continued commitment and support.

It has been really important to me to keep in touch with you throughout this period, and I hope that you have found my regular updates useful. As we return to more of a 'business as usual' status I will be writing to you every six weeks, so you will still be hearing from me, just less frequently.

### RE-START PROGRESS

Last time I wrote to you I detailed our restart plans for individual source markets. These are now well underway from Germany, Austria, Switzerland, Poland, Belgium, Netherlands and France. Following suit, TUI UK has taken its first holiday makers to the Canaries, the Balearics and Greece, and by 1<sup>st</sup> August will be travelling to 24 destinations, including Turkey from 12 regional airports. TUI Nordic has also now started operating from Denmark, Finland and Norway to Greek destinations, and had to increase capacity to meet customer demand. Across July, TUI Group will have been flying holidaymakers to around 40 destinations on 1200 flights to more than 2000 hotels.

It has been very exciting to see the images of our first flights and customers arriving in destination for their long anticipated holidays. The support we have had in destinations has been wonderful. As you know, the President of the Balearics personally welcomed the first TUI guests on Mallorca, and more recently, our flight from Germany to Kos was welcomed by the airport fire brigade with a water cannon. Greek Tourism Minister Harry Theoharis visited the island for the occasion. He welcomed the TUI delegation led by Sebastian Ebel, Member of the TUI Group Executive Board, and spoke to media and TUI guests in the evening, making them feel very welcome indeed.

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At the moment we are also holding talks at all levels regarding the re-opening of other EU countries, non-EU countries and long haul destinations, and will be ready to return as soon as we are able to. We are hopeful that the UK will resume some holidays to Jamaica from early September, followed by Mexico and Dominican Republic from October.



### **CUSTOMER AND MARKET INSIGHTS**

Customer feedback from our guests continues to be extremely positive. Given all the hard work we have achieved to introduce excellent hygiene and safety protocols, it is very satisfying to see that the score in this category is one of the highest, with an 8.4 average. Working closely with our hotel partners helped us give our mutual customers such great experiences.

As more destinations begin to open up we are seeing more visits to our websites across source markets. With positive media coverage from different markets' press trips to showcase the 'new package holiday' and the launch of our new marketing campaigns, we hope to grow customer confidence to further stimulate the market. A recent UK press trip to Ibiza has generated hundreds of articles with extremely positive sentiment and the Nordic's press trip to Greece was also a success.

We are seeing some positivity in late bookings for Summer 2020, however, sales for Summer '20 and Winter 2020/2021 remain challenging. Volumes for Summer 2021 continue to look solid and are largely driven by re-bookings. We are still in a challenging situation. The market continues to remain extremely price sensitive, with customers looking for the best deals possible, so it is really important we can deliver the most competitive rates to secure their bookings.

### **NEW 'COVID-19 COVER' HOLIDAY GUARANTEE INSURANCE SCHEME**

Another significant initiative that we have put in place across TUI Group to give customer's the confidence to book with us is the introduction of a Holiday Guarantee insurance in cooperation with AXA Partners. This supplementary insurance is automatically included in all current and future bookings at no extra cost. It does not replace standard travel insurance and customers will use it in conjunction with their usual holiday policies. Some of the items covered include:

- Overseas COVID-19 testing for suspected cases
- Overseas medical assistance if a customer contracts COVID-19 while on holiday
- Costs associated with an extended stay and a new return flight home if customers are asked to self-isolate while on holiday
- Dedicated 24/7 emergency hotline and app

Different terms and conditions may apply in individual source markets, but customers will be fully informed of what they are covered for before departure. They will also have instructions on what to do should they develop any symptoms, and of course, the first action they are asked to take is to inform the hotel management. This allows our hotel partners to take the appropriate actions in line with local authority guidelines and to inform their local TUI destination contact or relevant TUI representative, as well as Group Purchasing contact immediately. Working together effectively with our partners we will be able to mitigate the impacts of any future COVID-19 cases that may occur.

### **GETTING BACK TO BUSINESS AS USUAL**

Responding rapidly and efficiently to any potential cases of COVID-19 this summer is, of course, critical. But as we return to 'business as usual' it is also important that we are aware of anything else happening in destinations and at hotels that could affect our customers. We have, so far, successfully managed customer's expectations with very clear and transparent communications, highlighting any changes to their holiday experience, and as a result, sentiment and feedback is positive. And as we move further into the summer we must ensure this continues.

For all of us it is a summer season like none we have ever experienced before, and in addition to the new COVID-19 measures, we need to make sure we follow our standard protocols and reporting measures.

Communication with our Partners overseas is the key to managing expectations, maintaining positive sentiment and promoting advocacy, and this has never been more important than it is now.

## THE TUI CARE FOUNDATION'S CORONA RELIEF PROGRAMME

The travel and tourism sector has been particularly affected by the impact of the pandemic and it's been especially difficult for the people whose livelihoods depend on tourism. Therefore, the TUI Care Foundation has launched a Corona relief programme to support local communities in holiday destinations during the current emergency situation.

The first stage of the programme is the '100 Helping Hands' initiative which will respond directly to the needs of communities by supporting local NGOs in holiday destinations. It will include assistance with hygiene training, home schooling and childcare as well as the distribution of emergency food parcels and healthcare items, such as masks, for disadvantaged families. The Foundation will give 500,000 euros to this scheme and more initiatives in the Corona relief programme will follow in the coming weeks. You can find out more [here](#)

*For our latest news, including destinations that have restarted, please click [here](#) to see the TUI Group Coronavirus news ticker.*

Thank you for your continuous support and co-operation and I will look forward to speaking to you again in September.

Best wishes



Helen Caron  
Group Purchasing Director