



TUI
HOTEL PARTNER UPDATE
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Dear Valued Partner,

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

The summer season may be drawing to a close, but the incredibly challenging situation due to the pandemic continues. We now look ahead to winter.

As you know there are still significant restrictions on worldwide travel. The market remains volatile, and we expect it to be like this over the coming months.

We recognise how difficult this time is for you and we cannot thank you enough for your resilience and incredible efforts throughout what is the biggest challenge our industry has ever faced.

We want to continue working with you, our valued partners, so together we can protect the future of travel and the communities it supports.

TUI Group Update

TUI has been accelerating its transformation and has laid the foundation to support its return after the pandemic, with some changes to our Group Executive Committee. Sebastian Ebel from 1st January will be our new CFO. Birgit Conix, currently in the role decided in the summer not to extend her contract.

This move means that Group Purchasing will move under David Burling, who is CEO of the Markets. I know David is familiar to you and many of our partners have long standing relationships with him. This move will ensure that Group Purchasing and all TUI's markets can work even more closely together to respond to customer demands more quickly and efficiently in the future.

Peter Krüger will take over a newly tailored Executive Board division, with responsibility for TUI Group's central assets – including owned hotel and joint venture interests, cruise shareholdings and the airlines as well as his previous area of responsibility - Group strategy, markets and airlines. Operationally, our airlines will retain their reporting line to the markets under David Burling, CEO Markets

Last month TUI Destination Experiences announced it was to become TUI Musement. They are accelerating their digital transformation and the growth of an open platform for Tours & Activities suppliers and customers. The digital platform will offer sourcing, production and distribution capabilities with excellent physical delivery of service and experiences for guests. TUI Musement as a growth segment will now be represented in the Group Executive Committee by CEO David Schelp.



Activity to Stimulate Bookings

Our teams across the markets are also doing everything they can to stimulate bookings and reassure customers of the measures in place for a safe and secure holiday.

TUI Germany took the decision at the beginning of the month to begin trialling holidays to the Canary Islands for the German market. The Federal Government in Germany has now confirmed that a travel warning is not a travel ban, so that booked trips can still go ahead as planned.

Customers in Germany who were booked to travel between the 3rd October, 2020 to 14th November, 2020 now have the choice to either cancel or go ahead with their trip as planned. This was started as a trial to the Canary Islands, which has been extended to the 14th November. We have now also taken the decision to roll this out to Majorca for holidays departing between 15th October to 14th November, and the Maldives between 27th October and 30th November.

TUI Poland will operate a programme to Egypt from the 15th October. Some of our source markets are planning to start a trial in our long haul programme too. TUI Germany will be sending customers to Cuba, the Maldives and the Seychelles. TUI Poland will be sending customers to Cuba, Mexico and the Dominican Republic, and TUI UK will send customers to Cuba and St Lucia.

We will monitor the success of these programmes and hopefully will be able to fully restart these and other destinations as soon as possible.

TUI Netherlands is also trialing a new Workation concept. It offers employees the opportunity to work and holiday. Employees of seven different Dutch and Belgian companies have travelled to the Algarve to pilot this new initiative. Employees stayed at the TUI BLUE Falésia in Olhos d'Agua, Portugal and spent the week working, whilst testing out the facilities and are providing feedback on how it is supporting their wellbeing and motivation. The concept is being developed in collaboration with different companies and there has been an increase in interest from more companies since the pilot. Other markets are also looking at how they could also introduce a similar concept.



TUI Global Hotel Awards

Winners of the new TUI Global Hotel Awards have been unveiled. Congratulations to all the winners. Based on customer feedback, the awards celebrate the outstanding quality and service delivered to TUI's customers by you our hotel partners in 2019. We have also recognised hotels that have demonstrated their commitment to sustainability.

As I'm sure you're aware, the awards were due to take place earlier this year, but due to the pandemic had to be postponed. As tourism has gradually re-started, and TUI operations have resumed with the re-opening of some destinations and hotels, we felt it is the right time to share the results of our first Global Hotel Awards. Small, socially distanced presentations with winners are now happening locally.

The winners are:

Best Hotel Worldwide Louis Infinity Blu, Protaras, Cyprus	Best Hotel Eastern Mediterranean TUI BLUE Palm Garden, Manavgat, Turkey	Best Hotel Overland TUI BLUE My Arbor, Dolomites, Italy
Best Hotel West Mediterranean Hotel Falesia, Algarve, Portugal	Best Hotel Long Haul TRS Yucatan Hotel, Riviera Maya, Mexico	Best Hotel TUI Belgium RIU Palace Meloneras Resort, Las Palmas, Spain
Best Hotel TUI France TUI BLUE Palm Beach Palace, Djerba, Tunisia	Best Hotel TUI Netherland TUI BLUE Palm Garden, Manavgat, Turkey	Best Hotel TUI Nordic Euphoria Resort, Kolymbari, Crete, Greece
Best Hotel – TUI Germany, TUI Austria & TUI Suisse Ali Bey Resort Sorgun, Side, Turkey	Best Hotel TUI UK & Ireland Kemer Barut Collection, Kemer, Turkey	TUI Care Foundation PHAEA RESORTS, Elounda, Crete, Greece
Sustainability category: Lower Carbon ROBINSON Club Jandia Playa, Fuerteventura, Spain	Sustainability category: Reducing Waste Kuramathi, Maldives	Sustainability category: Celebrating Local Kuramathi, Maldives
Overall winner Better World Sustainability ROBINSON Club Jandia Playa, Fuerteventura, Spain		

Congratulations to our winning hoteliers and their teams on their outstanding and well deserved achievement. On behalf of everyone at TUI Group, we would like to thank each one sincerely for the unique and exceptional holiday experiences you delivered to our customers in 2019.



Marketing Update

In the Nordics, TUI has launched a major new marketing campaign across Sweden, Finland, Norway and Denmark to inspire customers when they feel ready to book their next holiday. The campaign called 'Welcome to' aims to keep the spirit of travel alive and also reminds customers about all of the measures taken to ensure our customers can travel safely and securely. As well as paid for media, the marketing campaign is also supported by inspirational video content and impressive imagery across social channels in the Nordics.

UI has also invested in some high level media partnerships in the UK to also inspire customers and provide reassurance about travelling. It includes a partnership with leading UK national newspaper the Daily Telegraph. Across its social media channels it has also been sharing inspiring images of hotels and destinations to excite customers about future travel.



© Telegraph SPARK

'The overall holiday experience is remarkably unchanged'

Richard Sofer, TUI's commercial director, discusses the enduring appeal of the package holiday in these uncertain times, and explains why we need them now more than ever

Why do you think people enjoy package holidays so much?
A holiday means different things to different people. Some want to relax by the pool or on the beach; others want to explore new cultures and places. For some, a holiday is about adventure and activity. And for many of us it's a combination of all those things and a chance to spend quality time with family and friends.

Whatever trip people are looking for, they're likely to be able to book it as a package holiday. They come in all shapes and sizes, from two weeks on the beach to 10 nights in the jungle, three-star, five-star, self-catering, gourmet experiences and all-inclusive beach holiday or city breaks, cruise or escorted tour. Tour operators will take care of everything.

People enjoy the ease and comfort of a package holiday. You don't have to go to multiple places to book flights, transfers, accommodation, excursions. It's a simple one-stop shop, whatever type of holiday you want – and the choice is vast.

All package holidays have built-in protection via the ATOL scheme – so

“ People enjoy the ease and comfort of a package holiday ”



What does a package holiday look like under the current circumstances?
The overall holiday experience is remarkably unchanged. Of course, there are new health and safety measures, but nothing we aren't all already doing daily at home. Face masks need to be worn on flights, on transfers and in public spaces in hotels and resorts. Social distancing in place and there will be more table service and less self-service in

restaurants and bars. There will also be some adjustments to the activities – but the fundamentals of being on holiday remains the same. I had two amazing weeks in Kos with my family this summer. A benefit of staying in a resort hotel in the space and variety of facilities. We could spend every day on the beach, still take part in water sports or just chill out by the pool. I can honestly say the holiday was just as enjoyable as any other holiday we have been on.

How are the different types of TUI hotels selected?
When you choose to stay in a large part of your holiday. You've allocated previous annual leave and you've been

counting down for months. So, the hotel must be perfect – no compromises. That's why each TUI hotel is hand-picked.

TUI's core holiday brands – such as TUI BLUE, TUI BLUE For Two, TUI BLUE For Families and TUI SENSASTORE – have been selected to give an authentic local experience combined with a contemporary design, while TUI BLUE For Two are designed for adults, set in stunning locations with ultimate relaxation in mind.

TUI BLUE hotels make it easy for families of all shapes and sizes to enjoy special moments together with lots of different activities to please every age. While TUI SENSASTORE offers luxury

hotels that are designed to fuel the senses with indulgent treatments and gourmet dining.

How did the TUI Holiday Promise come about – and what cover is in place for Covid-19?
We understand that some people may be feeling apprehensive about travel now and have questions about what a holiday will be like. We want to reassure customers that their holiday will be safe and that they will still have the relaxing and enjoyable experience they expect. The TUI Holiday Promise provides holidaymakers with five guarantees to do just that.

If a destination has a quarantine in place, we won't go there. If local restrictions or measures in place at hotels or resorts significantly impact the original holiday experience, we won't take customers there. We guarantee you'll be supported by our holiday reps via our app or in person at the resort.

If a holiday goes awry, we make it easy to amend or get a full refund. And every person who travels with us between now and 30 April 2021, on a TUI package holiday or a TUI Blue-only booking, will be automatically covered for overseas medical assistance should they contract Covid-19 (subject to terms and conditions).

Find out more at tui.co.uk

ADVERTISEMENT FEATURE FOR TUI



October 5 at 12:09 PM

New week. New perspective 🌈 Though we'd much rather be in Rhodes, tbh...
@nick_mitsi | Instagram



Health & Safety

The wellbeing of our customers, partners and colleagues remains our number one priority, and it is essential that we continue to work together to ensure that all guests are fully compliant with health and safety measures in line with local regulations, in particular social distancing and the wearing of masks. If there are any customers staying with you who are not adhering to the guidelines, we would really appreciate your support in reminding them of the local measures in place to protect them, other guests, as well as you and your teams.

As we come to the end of the most challenging summer seasons we've ever experienced, I would like to thank you personally all for your incredible efforts and commitment in implementing all the essential processes and practices, to keep our mutual customers and colleagues safe and healthy on holiday.

We will continue to work closely with you, destinations and the governments of our source markets to ensure that all necessary local regulations continue to be followed. Don't forget that Health, Safety and Security information and guidance can be found at [TUIpartners.com](https://www.tui.com/partners)

Customer Experience

Through our marketing, communications, retail shops, call centres and planes in every market, we are working hard to reassure customers about their holiday experience and keep them updated.

In the future there are going to be a number of customers travelling who may have had to rebook, postpone or change their holiday multiple times due to the changing travel restrictions caused by the pandemic this summer. When they do travel with us we want to meet their expectations and ensure they have the best holiday experience.

We would therefore appreciate it if you would keep us informed of any planned building work or renovations, even if these are being done while you are closed. Please also make us aware of anything else that may impact or enhance brochure or web descriptions. At this time it is very important that we manage our customers' expectations and keep them fully informed, so keeping our content up to date, with accurate descriptions is essential. You can do this by contacting your usual TUI contact.

For destinations that have been operational this summer, as the season draws to a close, we would like to mention the importance of ensuring facilities our customers are expecting to be available, remain open until the last guest leaves the hotel. This will help avoid negative feedback from customers and unnecessary compensation payments due to loss of facilities.

Sustainability

Last Month the TUI Care Foundation launched the first German 'Covid-19 Relief Programme for Tourism'. It's an emergency aid programme for innovative tourism companies in developing and emerging countries. The COVID-19 Relief Programme will support 150 new, innovative businesses in Mexico, Kenya, Indonesia and Jordan through dedicated mentoring, workshops and financial backing of up to 9,000 Euros.

The programme aims to encourage innovative thinking from local entrepreneurs and keep the tourism infrastructure in holiday destinations alive, ready for when international tourism can restart and guests from Germany and Europe can be welcomed again.

For our latest news, including destinations and the latest financial news from TUI Group, please click [here](#)



Thank you again for everything you are doing as we continue to navigate our way through this Global Pandemic. I hope that by the time I write again, there will be further progress with vaccines, coronavirus testing and government plans for borders and quarantines to update on.

In the meantime, please stay safe and well.

Best wishes,

A handwritten signature in black ink, appearing to read 'Helen', with a wavy, cursive style.

Helen Caron
Group Purchasing Director