

ATTRACTIONS AND ENTREPRENEURSHIP



OUR APPROACH TO CREATING A BETTER WORLD IS AT THE HEART OF OUR BRAND VISION



THINK TRAVEL. THINK TUI.

Discovering the world's diversity, exploring new horizons, experiencing foreign countries and cultures: travel broadens people's minds.

At TUI we create unforgettable moments for customers across the world and make their dreams come true. We are mindful of the importance of travel and tourism for many countries in the world and the people living there. We partner with these countries and help to shape their future – in a committed and sustainable manner.

OUR SUSTAINABILITY STRATEGY

**betterholidays
betterworld**

WE HAVE A **CREDIBLE
STORY** TO TELL ABOUT
THE WORK WE ARE DOING
TO BE A BETTER, MORE
RESPONSIBLE BUSINESS.

‘BETTER HOLIDAYS, BETTER WORLD’
is our strategy for being a better, more
responsible company

It is about working hard to ‘step lightly’ and reduce our
environmental impacts, while at the same time ‘making a
difference’ so that holidays really can do more good,
especially for local communities in our destinations.



PAST

Working for over 25 years
to improve the social and
environmental credentials of
our business

**betterholidays
betterworld**

PRESENT

Delivering a clear sustainability
programme, Better Holidays,
Better World, with clear 2020 goals
to lead in our sector

•
INVEST €10
MILLION
PER YEAR TO
ENHANCE
THE POSITIVE
IMPACTS OF
TOURISM

•
OPERATE
EUROPE'S
MOST
CARBON-
EFFICIENT
AIRLINES

•
DELIVER
10 MILLION
GREENER
AND FAIRER
HOLIDAYS

•
ACHIEVE A
COLLEAGUE
ENGAGEMENT
SCORE OF
OVER 80



FUTURE

Embed ‘better business’
storytelling and experiences
into our brand

MOST IMPORTANTLY, CUSTOMERS EXPECT US TO DO THIS

In February 2017, we conducted research across our six main source markets with almost 4,000 customers to understand their attitudes around sustainability and brands, sustainable holidays and our work with the TUI Care Foundation. We found there is a clear demand from them for TUI to play a more active role in making our holidays better not just for our customers but also for destinations and the wider world.

CUSTOMERS EXPECT
BRANDS TO DO THIS:

66%

of holidaymakers agree that 'brands have a greater responsibility to make sustainable decisions than I do myself'.

COMMUNICATING OUR WORK
AROUND SUSTAINABILITY CAN
GROW TUI'S BRAND EQUITY:

After hearing about the TUI Care Foundation customer brand perceptions improved, including:



CUSTOMERS LIKE
BRANDS THAT DO THIS:

67%

of holidaymakers like to buy from companies which make positive change to the world.



COMMUNICATING
SUSTAINABILITY INCREASES
PURCHASE INTENT:

33%

of customers are more likely to book with TUI having heard about TUI Care Foundation.



CUSTOMERS ARE
SEARCHING FOR IT:

Terms such as
★★★★★
Responsible tourism
and "ecotourism" rank very highly in terms of Google searches.

TUI
CUSTOMER
SURVEY

NATURAL BEAUTY - KEPT PRISTINE



HOW SUSTAINABILITY
INITIATIVES ENSURE
THERE ARE **BEAUTIFUL
NATURAL PLACES
TO ENJOY**

Holidays have always been associated with spending time in nature.

Lying on sand, swimming in the sea, exploring the landscape. Tourism can be a powerful force for protecting the natural beauty of destinations, providing a financial incentive to local people to care for the ecosystems that attract tourists. But if tourism isn't managed intelligently, it can have a negative effect on the environment of destinations, so it's vital that we show customers that we're working hard to keep them pristine and unpolluted.

CUSTOMERS EXPECT
BRANDS TO DO THIS

85%

of holidaymakers agree:
'Protecting wild animals from
human activity and unnecessary
suffering is important.'

TUI
CUSTOMER
SURVEY

CUSTOMERS EXPECT
BRANDS TO DO THIS

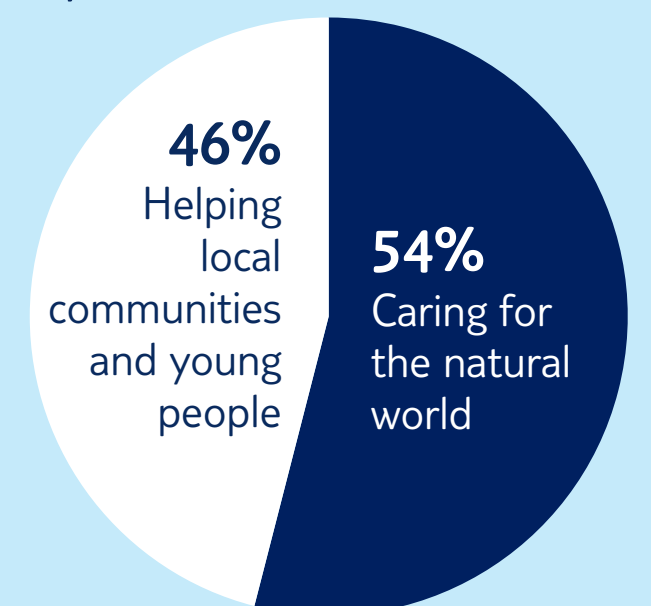
86%

of holidaymakers
agree: 'Protecting the
diversity of animals
and plants in the
world is important.'



CUSTOMERS EXPECT
BRANDS TO DO THIS

When asked what the TUI Care
Foundation should focus its
investment on, a majority of
holidaymakers wanted it to be on:



HOW CAN WE DO IT?

LOCAL IMMERSION

Encouraging customers to explore independently is good for business because:

- It shows we are **destination experts** who care about places and local people
- It makes for a more **memorable, richer holiday experience** for customers
- It shows the destination is much more than just sun and sea, encouraging **repeat visits**





HOW TO COMMUNICATE IT

Explore all these
excursions at
gotui.com



TUI COLLECTION

FOUR TUI COLLECTION EXCURSIONS THAT ARE MAKING THE WORLD A BETTER PLACE.

Discover the heart of your destination with our
exclusive, unique, authentic and responsible
experiences.



DALAMAN TURTLE WATCH TURKEY

Drift along the clear waters of
the Dalyan River, which is home
to both freshwater turtles and
rare loggerhead turtles. After
your turtle watching, you'll visit a
turtle rescue centre and learn
how these beautiful creatures are
protected.



POSTCARDS OF SAL CAPE VERDE

In one day you'll see the real
beauty of Sal, from a cavernous
underground lake that glows
bright turquoise, to a sleepy
fishing village filled with colourful
boats drifting in and out of the
harbours – with a few hidden
gems in between.



LANZAROTE GRAND TOUR SPAIN

Get away from the beaches and
sample Lanzarote's natural
biodiversity, spectacular scenery
and craggy volcanic coastline. This
full-day excursion will introduce
you to both local farming
practices and local wines!



TRADITIONS OF RHODES GREECE

Spend a day well off the beaten
track, exploring the villages of
inland Rhodes. Experience the
island's distinct cultural history
and fantastic local produce –
from locally pressed olive oil to
some of the region's finest wines.

CHECK-IN / TRENDING

TUI
Discover your smile

EXCURSIONS THAT MEAN A WHOLE LOT MORE.

TUI COLLECTION


Discover the heart of your destination with our exclusive, unique,
authentic and responsible experiences.

Today, more and more holidaymakers want to discover the true character of the places they visit. With a little extra imagination, we can design authentic experiences which respect the natural environment and give more back to local people. TUI Collection excursions showcase the value of activities that are local, responsible and unique.

[Discover more at gotui.com](https://gotui.com)



HOW TO COMMUNICATE IT



★ Shortlist(0) [Travel Information](#) [Account & Bookings](#) ▼

HOLIDAYS ▼ CRUISES ▼ FLIGHTS ▼ CITIES ▼ LAKES & MOUNTAINS ▼ MULTI CENTRES DEALS DESTINATIONS EXTRAS

FLYING FROM?

WHERE TO?
(Destination, Hotel or Collections)

[Destination List](#)

WHEN?

☐ Flexible by +/- 3 days

HOW LONG?


ADULTS

CHILDREN
(0-17)

[SEARCH](#)

[Destinations](#) » [Morocco](#) » [Marrakech](#) » [Rent a bike to explore the city](#)

Rent a bike to explore the city



1 of 1

When you book a bike tour with [Pikala](#), you'll cycle around Marrakech with a local guide, discovering parts of the city beyond the famous Jemaa el-Fna square. As well as burning calories en route, you can feel good about helping young Moroccans. With the support of the TUI Care Foundation, Pikala has trained 90 young men and women in bike guiding, maintenance and management. It doesn't only give these people jobs for now, it will also help them develop transferable skills to build their future careers. This training is invaluable in a country where there's a high youth unemployment rate, and only 15% of first grade students graduate from high school.

■ SIGHT

Availability:

**1,024,000 TUI COLLECTION
EXCURSIONS**

WITH SUSTAINABILITY AT
THEIR HEART



**GROWTH OF TUI
COLLECTION
EXCURSIONS**

2015 – 500,000

2016 – 846,000

2017 – 1,024,000

In 2017, we sold over 1 million TUI Collection excursions (1,024,000) - 271 'unique, authentic and responsible' excursions in 66 destinations. These excursions are based on local and sustainability elements. TUI has also included a sustainability component in our excursion contracts based on TUI's minimum standards. Our 'TUI Smiling Offices' program also sets minimum sustainability requirements for all TUI Destination Experience offices.

ONE MILLION TUI COLLECTION EXCURSIONS WITH SUSTAINABILITY AT THEIR HEART

TUI COLLECTION



DISCOVER THE HEART OF THE DESTINATION WITH OUR EXCLUSIVE UNIQUE, AUTHENTIC AND RESPONSIBLE EXPERIENCES

UNIQUE

EXPERIENCE THE
DESTINATION'S 'MUST
SEE' HIGHLIGHTS
IN A UNIQUE AND
DIFFERENTIATED WAY

AUTHENTIC

ENJOY THE LOCAL
TOUCHES OF A DESTINATION
AND GAIN AN INSIGHT
INTO LOCAL CULTURES
AND TRADITIONS

RESPONSIBLE

EXPLORE WHILST
BENEFITTING THE
LOCAL COMMUNITY
AND MINIMISING
ENVIRONMENTAL IMPACT

GUIDELINES FOR MORE SUSTAINABLE EXCURSIONS

MANAGE ENVIRONMENTAL IMPACTS | ENSURE FAIR EMPLOYMENT PRACTICES | PROTECT CHILDREN | MEET ANIMAL WELFARE GUIDELINES
DINE IN LOCAL EATERIES, OFFER LOCAL CUISINE | OPPORTUNITIES TO BUY LOCAL PRODUCTS | INCLUDE VISITS TO PROTECTED AREAS, CULTURAL
ATTRACTIONS AND HISTORICAL SITES | CONTRIBUTE TO A LOCAL PROJECT THROUGH THE TUI CARE FOUNDATION

TAILORING OUR COMMS ACROSS THE CUSTOMER JOURNEY

MY HOLIDAY IDEAS

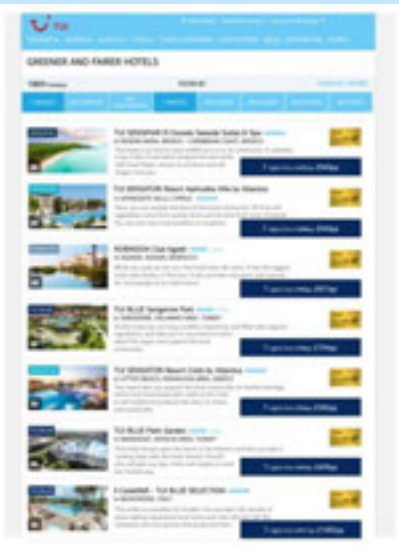
BLOG / SOCIAL MEDIA



TAILORING OUR COMMS ACROSS THE CUSTOMER JOURNEY

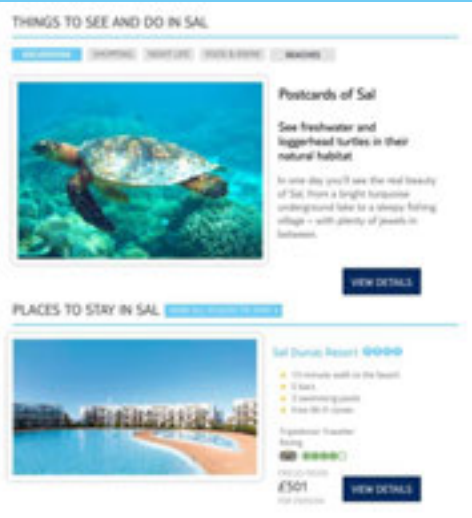
SOPHIA BOOKS HER HOLIDAY + MY HOLIDAY COUNTDOWN

WEBSITE / EMAIL



8

WEBSITE
Recommended
'Greener and Fairer
hotels' SEO page



9

WEBSITE
Destination page
banner/section



10

EMAIL
Customer
Confirmation Email

13

PRINT
One-page advert
on TUI Care
Foundation
Pikala project



12

PRINT
One-page article on
'Four TUI excursions
that make the world a
better place'



11

PRINT
One-page inflight
magazine advert



14

PRINT
Destination
Services A3
poster



15

PRINT
Destination Services
A3 poster



TAILORING OUR COMMS ACROSS THE CUSTOMER JOURNEY

MY HOLIDAY MEMORIES (BACK HOME & RELIVE)

RETENTION EMAILS



16

EMAIL
Morocco Project Pikala Bikes



18

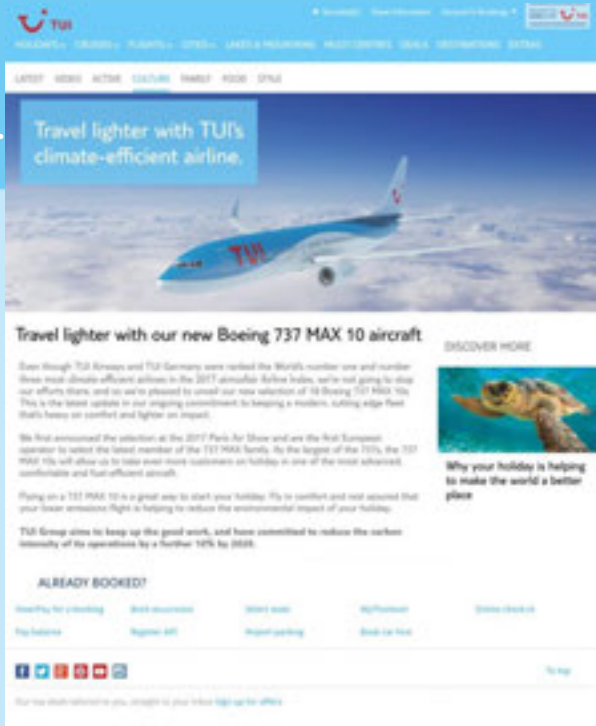
FACEBOOK POST
Thanking customers for their TUI Care Foundation donations that are helping fund projects like the Jamaican craft market

17

FACEBOOK POST
Thanking customers for their TUI Care Foundation donations that are funding projects like: ASIA elephants



SOCIAL MEDIA



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BLOG
TUI Blog on our carbon-efficient airlines

END

BLOG

THERE ARE LOTS OF REASONS TO CHOOSE A TUI HOLIDAY. HERE'S JUST A TASTER...

PERSONAL SERVICE

Our global team of experts are here whenever and wherever you need us, through our TUI Holiday Stores and the TUI app. During your holiday, our 24/7 HolidayLine is just a call, text or email away.

TAILOR-MADE EXPERIENCES

Design a holiday that's as flexible as you, with a choice of city breaks, three to five-night stays, tours and Multi-Centre trips. All this adds up to more than 80 destinations, from close-to-home favourites to tropical shores.

HANDPICKED HOTELS

We carefully select the very best hotels and offer something to suit every lifestyle. Spend some quality time at a TUI FAMILY LIFE hotel, indulge at a five-star TUI SENSORI resort, or reconnect with our adults-only TUI SENSIMAR range.

BEST HOLIDAY AIRLINE

Fly from your local airport with our award-winning airline – it's been named World's Best Leisure Airline at the World Airline Awards for the past three years. And thanks to our state-of-the-art 787 Dreamliners*, you can travel to lots of long-haul destinations without any stopovers.

ALL INCLUSIVE CRUISES

Our fleet is growing, as we add more modern ships to our collection. All tips and service charges are taken care of. And, all our ships will be All Inclusive from May 2018.

*Not available on all flights.

BETTER HOLIDAYS, BETTER WORLD

We want our holidays to benefit the places you love to visit. That's why the **TUI Care Foundation** supports projects in our destinations that are improving the lives of young people, caring for the natural world, or helping local communities thrive. We're providing greener and fairer hotels, too – look out for the Travelife logo to spot them.

Find out more at tui.co.uk/destinations/info/better-world



IN THE UK, 'BETTER HOLIDAYS,
BETTER WORLD' HAS BECOME
ONE OF THE KEY MESSAGES.