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Customers	7.5 million
Bed Nights	42 million
Aircraft	91
Destinations	107
Shops	1,076
Call Centres	5
Colleagues	20,000

To the Caribbean



Customers	260,000
Bed Nights	2.8 million
Destinations	12

Economy

- Global crisis
- Fluctuating fuel prices
- Fluctuating exchange rates

Industry

- Consolidation of major tour operators
- Removal of many small and mid size players in the market
- Sharp downturn in sale for new online players

Consumer

- Huge personal debt
- Little economic confidence
- Looking for value in all aspects of spend

The reaction




- Customers are looking to book closer to departure
- Over supply of new 4 and 5 star properties are bringing prices down
- The Spanish hotel chains have brought massive economies of scale





Products



- Significant growth in the sale of value all inclusive
 - Significant growth in non euro and dollar destinations
 - In uncertain times people travel with brands they trust
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- A background image showing a tropical sunset with silhouettes of palm trees against a bright orange and yellow sky.

The future





More Range ... More Destinations
... More Choice ...



Today's Leisure Aircraft

787



Key to success



- Build long term sustainable supplier relationships
- Communicate the role and importance of charter capacity and the need to share the risk
- Understanding that the bed rates support back to back occupancy
- Quality product offering exceptional value for money
- Need to build new and differentiated product

