

Wednesday 20 June 2018 – Morning

A2 GCE APPLIED TRAVEL AND TOURISM

G734/01/CS Marketing in Travel and Tourism

CASE STUDY

Duration: 2 hours



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TUI

TUI was established over 100 years ago and is today the UK's top holiday brand with 20 million customers travelling with them from families to couples, clubbers to cruisers. Its mission is – To help you to 'Discover your smile'. TUI now has 67,000 travel experts, including travel agents, cabin crew and holiday reps. They organise travel to 180 worldwide destinations, from Spain to Shanghai, from Croatia to Costa Rica. They have 15 core source markets; UK, Ireland, Norway, Denmark, Finland, Sweden, Germany, Austria, Switzerland, Poland, Belgium, Netherlands, France, Russia and Canada. The company's major shareholder is German company TUI AG.

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TUI IN THE UK AND IRELAND IN NUMBERS...

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- 6 million holidaymakers – we're the UK's leading travel brand
- 12,500 employees – from travel agents to cabin crew, engineers to back office staff
- 80+ destinations – in 30 countries around the world
- 4,000+ properties – from luxury hotels to private villas
- 60+ planes – based across the UK and Ireland
- 600+ travel agencies – including innovative Holiday Design Stores
- 24 regional airports – from Gatwick to Glasgow, Dublin to Doncaster
- 6 cruise ships – sailing under the Marella Cruises banner
- 1 leading website – one of the UK's top digital travel hubs
- 120+ ports of call – from Venice to Havana, Santorini to Singapore

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TUI – What we do best...

Personal Service

When it comes to arranging your holiday, you can click on our website, pop into one of our holiday shops, launch our app or call our contact centre. While you're away, our 24/7 HolidayLine means our global team of travel experts are on hand to help whenever you need us. Plus, our MyTUI app lets you control your holiday from the palm of your hand.

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Handpicked hotels

All of our hotels are handpicked. We also offer hotels where we've designed the full experience... TUI SENSATORI is all about luxury, TUI SENSIMAR has been created just for adults, TUI FAMILY LIFE is a hit with all generations, TUI BLUE offers up a touch of authenticity, TUI MAGIC LIFE serves up all-inclusive fun, ROBINSON is spot on for activities and RIU puts service at the centre of things. We've also created collections of holidays – like A la Carte, Platinum, and Small & Friendly – to make it easy for you to find your ideal hotel.

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Tailor-made experiences

Our holiday portfolio ticks off everything from beach holidays and city breaks through to lakes and mountains getaways. We also offer tours, which let you experience exotic places like Costa Rica, India, and Vietnam in a brand new way, and multi-centre trips with over 5,000 combinations to choose from. Plus, our flexible flight options, taxi transfers and flights from your local airport mean you can design your perfect holiday, just as you want it.

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All-Inclusive Cruises

Our cruiseline, Marella Cruises, sail to over 120 destinations. On our most modern ships – Marella Discovery, Marella Discovery 2 and Marella Explorer – All-Inclusive comes as standard. What's more, tips and service charges are taken care of on all our ships. Plus, you can choose a cruise experience to suit you – from small, cosy ships that feel like home, to newer ships where there's as much to do onboard as there is in port.

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Best holiday airline

We've been voted the 'World's Best Leisure Airline' at the World Airline Awards for five years running. Our state-of-the-art 787 Dreamliners have transformed long haul holidays – far-flung doesn't feel quite so far with roomy seats and no stopovers. And with our highly-trained cabin crew delivering top service, you can be sure of a great start to your holiday no matter which of our 24 regional airports you fly from.

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Integrated services

TUI offers its 20 million customers comprehensive services from a single source. It covers the entire touristic value chain under one roof. This comprises leading tour operator brands and 1,600 travel agencies in Europe, five European airlines with around 150 modern medium and long-haul aircraft, more than 300 Group-owned hotels and resorts with premium brands such as RIU and Robinson. With cruise ships ranging from the MS Europa and MS Europa 2 luxury class vessels to the "Mein Schiff" fleet of TUI Cruises and the vessels of Marella Cruises in the UK, TUI is also strongly positioned in the growing cruise sector.

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Global responsibility

Global responsibility for sustainable economic, ecological and social activity is a key feature of our corporate culture. The TUI Care Foundation builds on the potential of tourism as a force for good by initiating projects that create new opportunities for the next generation and contribute to thriving destinations all over the world.

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Fig. 1

Ever wondered what happens to all those coins donated on board TUI flights?

Since January 2009 passengers have been asked to donate their spare change, foreign or British, to charity. The charities, including the Family Holiday Association, have benefited from donations totalling more than £1 million to date. The collections have helped hundreds of families enjoy that much needed break at the British seaside and have also helped the Family Holiday Association charity buy additional caravans too. The Born Free Foundation and charities local to inbound airports also enjoy a share of the income from the coin collection.

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The Family Holiday Association

According to UK government figures, about 2.2 million families – about 7m children and parents – do not go on holiday each year, because of poverty. We estimate 1.5m families cannot even afford a day at the seaside. These statistics from the Office for National Statistics show almost one in three families cannot afford a one week break away from home.

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Those excluded from holidays are often those most in need. A lack of holidays can have an adverse effect on health and well-being as well as causing feelings of depression, isolation and alienation from peers and society at large. Social exclusion is damaging – physically and emotionally. In its social inclusion policy, the government has recognised the importance of holidays and leisure.

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For families coping, year in year out, with very low income and often ill-health or disability, poor housing and nowhere safe for children to play, the holiday they cannot afford can be a lifeline, not a luxury.

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The Family Holiday Association is the only national charity dedicated to helping provide holidays for families who desperately need a break.

Family Holiday Association

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- The work of the Family Holiday Association includes providing grants to families towards the cost of their holiday; lobbying and campaigning for greater awareness, and working with other like-minded organisations.
- The charity is funded at different levels by a wide range of people and organisations; made up approximately of the following:
- 31% from private individuals
- 6% from fundraising events
- 17% from trusts
- 4% from our local groups in Rotherham, North London and Sheffield
- 40% corporate donations
- 2% from investments and interest.

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Fig. 2 An example of a Press Release from TUI

TUI is now the world first in travel retail – the ‘Destination U’ prototype – uses emotionally



intelligent technology to unlock holiday desires. Unique algorithm tracks emotional responses through sophisticated facial coding. Developed exclusively for TUI by world leaders in the field of facial coding and emotion measurement, Realeyes, the futuristic ‘Destination U’ prototype is a first of its kind. It’s an innovative way for holidaymakers to choose a trip that matches their emotional needs. It uses sophisticated facial coding and emotion measurement technology to trigger imaginations and tap

into the subconscious. A unique algorithm computes every subtle facial response to a rapid series of evocative moving images of destinations and experiences, and uses that data to calculate a ‘perfect holiday’ prescription.

With this exciting new way to find a perfect holiday, does it mean the death of the holiday brochure? The glossy publications are said to be phased out by 2020 in favour of digital screens and new technology.



Fig. 3

THOMSON IS CHANGING TO TUI

- Thomson kicks off re-brand campaign as the countdown to TUI begins

19 September 2017. The UK's leading travel company kicked off its name change campaign to highlight that Thomson is changing to TUI with a new TV advertisement debuting during ITV's flagship Saturday night programme the X Factor. The advert shows a man diving into clear crystal blue water; the message was simple, 'Thomson is changing to TUI.'

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The 20 second advertisement, created by Young and Rubicam, is at the heart of a wide scale communications offensive that will cement the name TUI in the minds of the British public as Thomson's transition from UK number one to world number one reaches the final stages. The company announced in December 2016 that its summer 2017 marketing campaign 'moments' would be the last under the Thomson brand name, paving the way for a full re-brand by the end of the year.

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Jeremy Ellis, Marketing Director at TUI UK and Ireland commented: "The foundations for our re-brand are firmly in place and we are primed ready to become TUI. We want to ensure our customers are ready to take this exciting journey with us so it's really important that we communicate the transition clearly."

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"A Customer Relationship Management campaign has been underway since May, engaging with 5m loyal customers and a special issue of our glossy magazine Discover has been sent to 1.5 million people. Customers are already used to seeing the TUI smile logo as it has been an integral part of Thomson branding for some time. TUI has also been visible in our overseas resorts for three years and on our airline livery this summer. People will now notice changes on the high street from this week as our 600+ stores shift from Thomson to TUI."

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Fig. 4

Our customers are at the heart of everything we do at TUI.

Customer feedback

Across the Group, we aim to understand what our customers want from their holiday so we can adapt to meet their needs. We listen to our customers' feedback through four main channels: listening to our frontline colleagues; customer focus groups; customer feedback questionnaires; and by conducting mystery shopping, where a third party acts as a customer and tells us about the quality of service they receive.

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THE OPINIONS OF OUR GUESTS ARE IMPORTANT!

To be able to measure the satisfaction of our German, Austrian and Swiss guests with our hotels in the future, it is important to motivate as many guests as possible to take part in the TUI guest survey online. We need your support to achieve this.

Please help to make our guests aware of the online survey.

THERE ARE FOUR WAYS IN WHICH OUR GUESTS CAN TAKE PART IN THE ONLINE SURVEY:

- At the end of the holiday our service partner metra TUI sends the guest a mail with a direct link to the online survey. You can go to the metra TUI website and simply click, if signed on, on Guest survey.
- After their holiday, guests can use the access code indicated in their holiday confirmation or in their holiday schedule to log into www.tui-behagungs.de (the TUI survey website).
- If guests - when booking - explicitly selected printed travel documents, they can find the personal access in the printed documentation.
- If guests booked through tui.com, when the holiday is over they are sent a mail with a link that takes them directly to the survey page.

Fig. 5

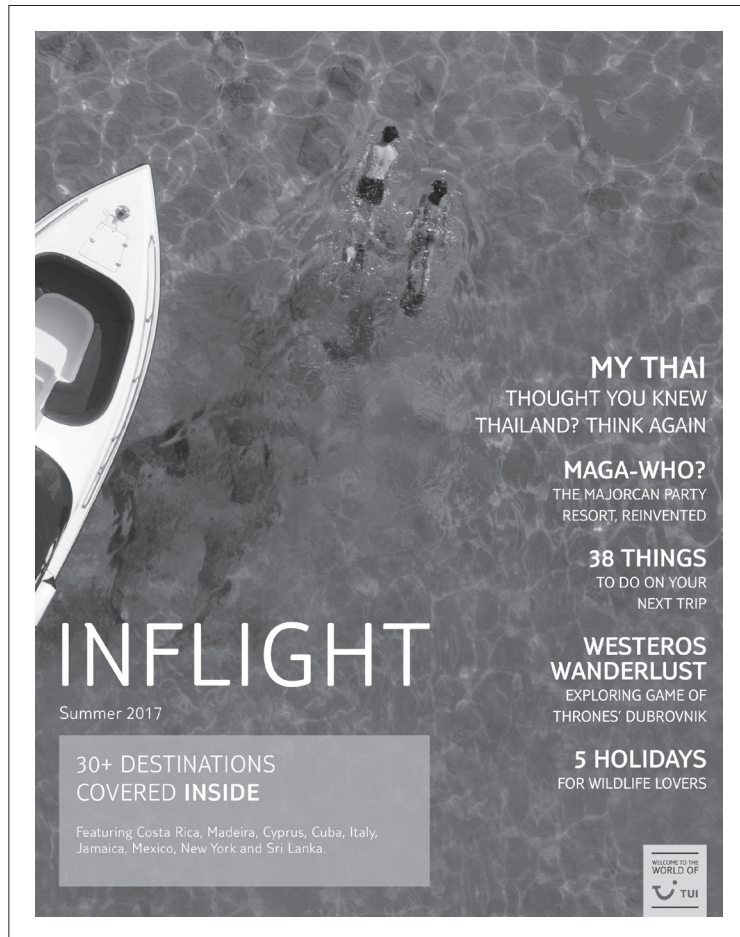


Fig. 6 TUI inflight magazine

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