

TUI Travel PLC (www.tuitravelplc.com) is a FTSE 100 leisure travel company listed on the London Stock Exchange (TT.L). It was formed on 03 September 2007 by the merger of First Choice Holidays PLC and the Tourism Division of TUI AG.

TUI Travel's vision is to make travel experiences special. Through 200+ products and brands it provides customers with a wide choice of differentiated and flexible travel experiences to meet their changing needs.

TUI Travel's strategic goal is to create superior shareholder value. It plans to achieve this by leveraging its high profile products and brands to deliver earnings growth and margin expansion through a combination of organic growth and selected acquisitions.

TUI Travel is recognised for its commitment to sustainable development and is listed in the FTSE4Good index.

KEY FACTS

- Leading international leisure travel company
- Market capitalisation circa £2.5 billion
- 30+ million customers from over 27 source markets
- Over 200 products and brands
- 146¹ aircraft and circa 3,500 retail shops in Europe
- 50,000 colleagues operating across 6 continents

FINANCIAL HIGHLIGHTS

	FY09	FY08
£m		
Revenue	13,863	13,932
Underlying operating profit/ (loss)	443	398
Underlying operating margin %	3.2%	2.9%
Underlying profit/(loss) before tax	366	320
Underlying EPS	23.8p	20.4p

KEY MANAGEMENT

Peter Long, Chief Executive, 57



Peter Long has worked in the travel industry for over 25 years. Prior to joining the Board of TUI Travel PLC he was Chief Executive of First Choice Holidays PLC, which he joined in October 1996. Peter is also non-executive director of Rentokil Initial plc .

Paul Bowtell, Chief Financial Officer, 41



Prior to joining the Board of TUI Travel PLC, Paul Bowtell was Group Finance Director of First Choice Holidays PLC. He joined First Choice in September 2004, from British Gas where he was Finance Director. Paul is also a non-executive director of SThree PLC.

¹ The majority of TT PLC aircraft are on lease back arrangements, which means TT PLC can operate a flexible business model whilst securing continued access to modern and fuel-efficient aircraft.

Our Sectors

TUI Travel PLC is structured in four sectors, which include over 200 leading products and brands. A snap shot of each sector and the brands are highlighted:

MAINSTREAM

Mainstream is our largest sector in terms of size, underlying operating profit and employee numbers. It services over 25 million customers each year and comprises a number of the leading tour operators across Europe operating a fleet of 146 aircraft and circa 3,500 retail shops.

This sector services customers seeking package or self-package sun and beach holidays. It includes differentiated products for example Holiday Villages, Sensatori, Kids Academies and Beach Clubs.

Full year 2009 underlying operating profit: £305 million, revenue: £11.7 billion



SPECIALIST & EMERGING MARKETS

Operating in North America, Europe and a number of emerging markets including China and Russia, this sector is comprised of over 40 specialist companies primarily selling direct to a loyal customer base.

Specialist travel experiences include escorted tours to the Galapagos, around the world private jet expeditions, student spring-break trips to Acapulco and tailor-made trips to Australia.

Full year 2009 underlying operating profit: £31 million, revenue: £825 million



ACTIVITY

The activity lifestyle travel companies and premium brands operate in the market segments of Marine, Adventure, Ski, Student and Sport.

Its customers seek unique travel experiences including hiking Kilimanjaro, polar cruise expeditions, chartering yachts in the Caribbean, skiing the Peak 2 Peak at Whistler and touring with the 2011 Rugby World Cup.

Full year 2009 underlying operating profit: £59 million, revenue: £816 million



ACCOMMODATION & DESTINATIONS

This sector supplies online and offline hotel accommodation and destination services worldwide. The B2B Division is a global integrated supplier of accommodation, transfers and excursions online and offline to a diverse customer base. The A & D Specialist Division has a portfolio of destination management companies with local shareholders in specialist destinations. The B2C Division sells accommodation online direct to the customer via brands including LateRooms and AsiaRooms.

Full year 2009 underlying operating profit: £60 million, revenue: £552 million



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