

## **“Colleague-Generated Content”: TUI's new employer branding focuses on authentic messages from employees**

- **Slogan “Let’s TUI it” sums up what working in one of the leading tourism companies is all about**
- **Currently 950 job vacancies in holiday destinations and source markets**

**Hanover, 22 March 2023.** Tourism is making a comeback after three years of the Corona pandemic. People want to travel and that means TUI is ramping up teams to meet demands. TUI currently has around 950 vacancies in holiday destinations and the tour operators' source markets. Against this background, TUI is updating its employer branding – in terms of strategy, content and design. The focus is on authentic content from employees, which they share via their own social profiles on networks such as LinkedIn or Instagram. Surveys show that their insights are perceived by applicants as particularly trustworthy.

TUI Group  
Group Corporate &  
External Affairs  
Karl-Wiechert-Allee 4  
30625 Hannover

group.communications@tui.com  
www.tuigroup.com

“With the realignment of our employer branding, we are focusing on authenticity. TUI employees give real insights into their work at TUI. Our colleagues were involved in the redesign from the very beginning. The employer branding is directed both internally and externally. We use it to address potential new employees as well as our own colleagues. It conveys in an authentic and accessible way what it's like to work for TUI,” says Lena Weber, Head of Global Talent Attraction at TUI Group.

The newly designed employer branding is launched in a video that is based entirely on colleague-generated content: It solely contains self-recorded videos of TUI colleagues - including airline crews, teams in hotels, travel representatives in the holiday destinations and head office teams (<https://careers.tuigroup.com/life-at-tui/>). TUI is also launching an ambassador programme for employees to provide ongoing insights into their works. Today, out of TUI's 61,000 employees more than 26,000 are present on LinkedIn. TUI has an already established Social Media training programme to support employees to communicate effectively on platforms such as LinkedIn. Since 2019, more than 2,000 employees have taken part.

The slogan “Let's TUI it” is an integral part of TUI's new employer brand. It sums up what working in one of the leading tourism companies is all about: creating unique experiences for travellers, having fun as part of a team, taking the initiative on the job to solve problems, and great flexibility in terms of one's own career, place of work and working hours. These aspects were fed back by employees in an internal survey as the defining characteristics of working at TUI.

TUI worked closely with the London-based agency MSL Group on developing the concept for the new employer branding.

More information can be found here: <https://careers.tuigroup.com/>

**About TUI Group**

TUI Group is a leading global tourism group and operates worldwide. The Group is headquartered in Germany. TUI shares are listed on the FTSE 250, an index of the London Stock Exchange, on the regulated market of the Hanover Stock Exchange and on the Open Market segment of the Frankfurt Stock Exchange. The TUI Group offers integrated services from a single source for its 21 million customers.

The entire tourism value chain is covered under one roof. This includes over 400 hotels and resorts with premium brands such as RIU, TUI Blue and Robinson and 16 cruise ships, from the MS Europa and the MS Europa 2 in the luxury class and expedition ships to the Mein Schiff fleet of TUI Cruises and cruise ships at Marella Cruises in Great Britain. The Group also includes leading tour operator brands and online marketing platforms across Europe, five airlines with more than 130 modern medium and long-haul aircraft and around 1,200 travel agencies. In addition to expanding its core business with hotels, cruises via successful joint ventures and activities in holiday destinations, TUI is increasingly focusing on the expansion of digital platforms. The Group is transforming itself into a digital company.

Global responsibility for sustainable economic, ecological and social action is at the core of our corporate culture. The TUI Care Foundation, initiated by TUI, focuses on the positive effects of tourism, on education and training and on strengthening environmental and social standards with projects in 25 countries. It thus supports holiday destinations in their development.

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www.tuigroup.com

**TUI Group  
Group Corporate & External Affairs**

Christian Rapp  
Corporate Communications  
Tel. +49 (0) 511 566 6028  
[christian.rapp@tui.com](mailto:christian.rapp@tui.com)