

New digital inspiration channel: TUI informs via WhatsApp

- **News, travel inspiration and insights directly on your smartphone**
- **Early mover: TUI as a pioneer in the tourism industry**

Hanover, 30 November 2023. With over two billion users, WhatsApp is the leading messenger worldwide. For a few weeks now, WhatsApp has also been offering media and company updates that users can follow – and TUI is one of the first brands to do so. Our guests can now follow TUI on WhatsApp. In the “Updates” tab, interested persons will get posts from TUI several times a week – including travel inspiration, authentic stories from TUI colleagues, entertainment & quiz formats as well as news on sustainability topics.

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“Identifying new trends early is particularly important in social media. TUI is present on all major social media platforms – but WhatsApp has not been an easy field for brands in the past. Now this is changing, and we are the first major travel brand to join in”, says Stefan Siemon, Senior Manager Social Media & Digital Communications at TUI Group.

With WhatsApp, TUI is adding a new digital channel to its international digital communication strategy. This is a global inspiration channel in English. Followers cannot reply directly but can react with an emoji.

TUI is taking on a pioneering role in the tourism industry with this new communication offering. The channel function was recently introduced by WhatsApp in October 2023. According to the parent company Meta, around 30 million people are using the messaging service in the UK.

[TUI on WhatsApp](#)



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.

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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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