

TUI brings ChatGPT to its mobile app in UK

- **To be piloted on mobile app for UK customers**
- **ChatGPT guides TUI customers with informative responses on destinations and personalised excursion recommendations**
- **Newly established TUI AI Lab supports internal trials**

London/Hanover, 17 August 2023. TUI is bringing ChatGPT to its mobile app and testing the potential of generative Artificial Intelligence (AI). What originally started as a tech experiment by three TUI tech engineers and the app product teams has culminated now with the launch of a first pilot on the TUI app in the UK. The new feature provides customers with informative responses about holiday destinations and personalised recommendations for excursions, activities and attraction tickets. Depending on the level of detail the customer provides about the type of experience they want, such as culinary activities, adventure excursions, or museum visits, the app will provide a more refined and relevant shortlist of descriptions, images and links for suggested experiences. Customers can then book experiences directly on tuiexperiences.com via the mobile app.

"Technologies such as generative Artificial Intelligence are influencing our lives and TUI is embracing the opportunities this provides. ChatGPT technology can help to simplify processes and services for customers or make information more easily available. Our goal is to be a leader in the use of new technologies and to actively shape the future of tourism," says Sebastian Ebel, CEO of TUI Group

Bringing ChatGPT to the mobile app is part of an initiative by TUI to implement AI features across all areas of the business. TUI's approach is to build internal skills and capabilities across the organisation working in conjunction with its strategic cloud partner AWS and other 3rd parties. An internal TUI AI Lab has been established to drive the initiative, acting as an open platform to provide guidance, support and training for all TUI colleagues. ChatGPT training has recently been introduced to foster a broader understanding of the challenges and potential of AI for TUI and the travel industry.

"Generative AI is starting to change the way customers are searching and interacting with TUI. We continue to test new technologies that bring benefits to

our customers and employees. We can build on our vast experience with machine learning and artificial intelligence which is already integrated within our technology platform. This pilot will give us important insights to further develop the feature”, says Pieter Jordaan, Member of the Group Executive Committee & Chief Information Officer of TUI Group.

Further trials are also underway using generative AI tools, including post-holiday customer communication, automated analysis of knowledge bases to support contact centre teams, and content language translation, as well as other applications that support TUI technology teams in code creation and testing.

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Customers using ChatGPT in the TUI mobile app can be assured that no customer data is being shared at any time. In addition, developers have implemented measures to limit inappropriate responses. As the feature is a pilot, feedback is being collected constantly to ensure TUI standards are met at all times.

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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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