

Group Executive Committee

Peter Ulwahn

Member of the Group Executive Committee
CEO TUI Musement

* 1971, Swede



As CEO of TUI Musement and member of the Group Executive Committee, Peter Ulwahn is responsible for the Tours and Activities division of TUI.

TUI Musement is a key strategic growth area, and a 100% subsidiary, of TUI Group. It is a leading Tours and Activities provider that combines a scalable digital platform with local service delivery. Its Tours and Activities are distributed through the Musement and TUI websites and apps, and B2B partners, including the world's leading online travel agencies (OTAs), tour operators, cruise lines and travel companies. In FY19, TUI Musement generated a revenue of 1.2bn EUR, delivered by 9,000 colleagues.

Peter Ulwahn has been part of TUI Musement's Executive Leadership Team since 2015 and has played a key role in shaping the company's transformation into a leading digital platform for Tours and Activities. In his role as CEO, which he took on in May 2022, his priority is to create a mature digital culture that is consumer-centric, and to ensure that TUI Musement continues to be at the forefront of the Tours and Activities market.

He has been with the TUI Group since 1994 when he started his early career as a Tour Guide. Peter Ulwahn has progressed to gain a wealth of management experience in a wide range of areas – from product management and customer service to digitalization and human resources.

Originally from Sweden, Peter Ulwahn has worked in both European and international destinations at TUI and also knows the tour operator and airline business well from his time on the Management Board of TUI Nordic. He has lived and worked for example in the United States, Portugal, Sweden, Thailand, Spain, India, Israel, Greece and Kenya. He holds an EMBA IMD, Master of Business Administration at IMD Business School.