

Group Executive Committee

Elie Bruyninckx

Member of the Group Executive Committee
CEO Western Region

* 1969, Belgian



Elie was appointed member of the Group Executive Committee of TUI AG, when the Group Reorganised its formerly Mainstream segment, which was divided into three regions. Since June 1st 2015 he is assuming responsibility for the Western Region, including Belgium, the Netherlands, France and Italy.

Elie Bruyninckx has fulfilled international functions within the group since October 2012, when he became member of the Mainstream Sector Board of TUI Travel PLC ; later to become the Mainstream Board of TUI Group. Since January 2014 Bruyninckx is responsible for the TUI-activities in Belgium and the Netherlands, as CEO TUI Benelux. In November 2012 – December 2013 he was Chairman of the Airline Steering Group at TUI Travel PLC.

His career within our organisation started in September 2000, when he joined our Belgian organisation as Director Traffic & Yield at tour operator Jetair. In May 2003, he launched the hybrid touroperator model, combining package sales with seat only sales synergetically. Since November 2003 he is the founding Chairman of our Belgian airline Jetairfly. In April 2008 Elie was appointed COO Flight Holidays at Jetair, and CEO Jetair in November 2010. In October 2012 he took over the responsibility as CEO TUI Belgium.

Prior to joining our organisation, Elie was active at the Belgian airlines Sabena, Air Belgium and Sobelair, where he fulfilled maintenance, engineering, technical and leasing management positions.

Elie Bruyninckx was born in Vilvoorde/Belgium. He studied Electromechanical Engineering and obtained a Special Master in Business Administration, with a specialisation in Accounting and Auditing.