



后疫情时代的旅游业振兴和转型 Tourism Revitalization and Transformation after COVID-19



途易集团简介 – 全球最大的综合性旅游集团

The world's number one tourism group – An overview of TUI

Global group –
headquartered in
Germany



A FTSE 100
company



400 hotels



Turnover
€19bn*



Market
capitalisation
€6,6bn**



18 cruise ships



Underlying EBITA
€893 million*



Around 70,000
employees



Around 1,600
travel agencies
in Europe



28 million

customers

每年组织超过2800万游客
前往180个地区旅游

* Numbers based on FY 2019 ** As at December 2019



我们的出入境旅游业务板块及航空业务板块集中在欧洲三个地区 Our Sales & Marketing business and airlines are clustered into three regions and are operated under one brand



北部地区 英国、爱尔兰、北欧(瑞典、挪威、芬兰、丹麦)、加拿大、俄罗斯

中部地区 德国、瑞士、奥地利、波兰和Destination Services目的地服务(总部设在马略卡)

西部地区 比利时、荷兰、法国

中旅途易：首批获准经营中国公民出境游业务的中外合资旅行社

TUI China: First Foreign Majority JV and Part of Outbound Pilot Project

- Shareholding: 75% TUI AG, 25% CTS 由途易集团出资75%、中旅出资25%
- Outbound Licence was granted in 2011 as only one of 3 foreign invested JVs in China (besides JTB and Amex) 2011年，中旅途易成为首批获准经营中国公民出境游业务的三家中外合资旅行社之一（其他两家是JTB及美运通）
- Business Fields: 主营业务
 - Inbound to China 外国公民入境游
 - MICE 商务会奖旅游
 - Outbound from China 中国出境旅游
- Staff: 265 for TUI and Viking 共计265名员工



外国公民入境游：我们的商业模式及定位

Inbound to China: Our Business Model and Position

- 欧洲入境游市场的领军者，具备雄厚实力的旅行商
- TUI is one of the leading full service destination management companies for European tour operators in China, especially in German market, providing travel-services for around 25,000 guests to China annually with our MICE department managing 30.000 clients per year.
- 产品构成 Product Scope:
 - 团队环线 90% group round-trips 90%
 - 散客 10% offerings for individual travellers 10%
- 产品覆盖 Geographical Scope:
 - 中国全部省会 All provinces of China
 - 已连接东亚、东南亚多个目的地，包括韩国、台湾、日本、蒙古等国家 Multi destinations tours with partner DMCs covering South-Korea, Taiwan, Japan and Mongolia



Our Destinations

Northern China

■ Main attractions. The Great Wall, Forbidden City, Summer Palace, Temple of Heaven, Summer Resort, Yunnan Grotto, Pingyao old town, Hanging temple, the Qiao Family Courtyard

Culture Nature Adventure City Break

Northwestern China

■ Main attractions. Terracotta Warriors, Big Wild Goose Pagoda, city wall, Grand Mosque, Astana Tombs, Flaming Mountains, Beaklik Caves, Mogao Grottoes, Heavenly Lake, Karez Underground Irrigation System, Abakh Khoja Tomb, id Kah Mosque, Karakul Lake, Kashgar Bazaar, Silk Road Heritage.

Adventure Culture Nature

Tibet

■ Main attractions. Potale Palace, Norbulingka Palace, Sera Monastery, Drepung Monastery, Jokhang Temple, Tashilhunpo Monastery, Shigatse Fortress - ruins, Phalkor Monastery

Adventure Culture Nature

Seasonality	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Northern China												
Northwestern China												
Tibet												
Central China												
Southern China												

Language: Mandarin
Currency: Chinese Yuan Renminbi
Time zone: (UTC+08:00)

■ Polar season ■ Mid season ■ Low season



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- **疫情导致的危机也可能是一个机会:以更可持续和创新的方式发展全球旅游业务**
Covid crisis could be an opportunity to develop global travel business even more sustainable and innovative
 - o 挖掘更多的旅游目的地 With more destinations
 - o 当地机构更多地参与, 以及更高度重视的社会责任 More experiences and the involvement of local communities and a strong focus and social responsibility
- **对旅游业的影响可能会持续到2022年 Travel business will remain affected in 21 and probably 22**
- **中国旅游业将分阶段恢复 Chinese travel business will recover in stages**
 - o 国内旅游业务最快恢复至疫前 Domestic business recovering fast and parts already on pre-crisis level
 - o 前往香港、日本、韩国等短途旅游将在第二阶段恢复 Short haul travel to/from Hong Kong, Japan, South Korea and other Asian destinations to recover in a second step
 - o 往返欧盟、美国和澳新等长途旅行将在21年下半年重启, 并将呈现较慢的恢复轨迹 Long haul travel to/from EU/US and ANZ to restart in the second half of 21 and will have a slower recovery trajectory



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创新性的目的地营销可以重建人们对旅游的信心和兴趣，比以往任何时候都重要

Innovative destination marketing more important than ever to restore confidence and interest

明晰的旅游政策对重启国际业务起到关键作用

Clear and predictable travel rules essential to restart the international business

疫情后可考虑适当放宽签证政策，进一步促进中国的出入境旅游

Visa rules should be eased after the crisis to promote inbound and outbound leisure travel from and to China



想旅行 Think

Travel

找途易 Think TUI

