

# TUI AG in Travel (World)

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## Abstracts

The merger of TUI AG and TUI Travel in 2014 was followed by the sale of Travelopia and Hotelbeds and the full re-branding of all travel operations, including Thomson UK, under TUI. The group's profits have soared since then, as TUI continues to expand into new markets and moves towards full digitisation of its operations. Challenges remain, such as the aggressive competition from online travel retailers, the repercussions of Brexit and slowing demand for travel to Turkey and North Africa.

Euromonitor International's TUI AG in Travel (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Travel market. The report examines company shares by region, financial performance, its marketing strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**Product coverage:** Activities, Booking, Flows, Lodging, Travel Modes, Traveller Profiles.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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## Contents

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Recommendations

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