

Our sectors - Mainstream

Mainstream

Johan Lundgren
Deputy Chief Executive



Colleagues

38,400

Having worked in the tourism industry for 27 years, Johan is the Deputy Chief Executive responsible for the Mainstream Sector and was appointed to the Board on 21 December 2007. Prior to his appointment as Deputy Chief Executive in October 2011, he was Managing Director of the Northern Region of TUI Travel's Mainstream Sector which includes the Source Markets UK and Ireland, Canada, Sweden, Norway, Denmark and Finland. Prior to the merger in 2007, Johan was Chief Executive of TUI Nordic and also took responsibility for tourism sales in the source markets of Italy and Russia.

Source markets

UK & Ireland
Germany
France
Nordics
(Sweden, Norway, Finland, Denmark)
Belgium
Netherlands
Austria
Switzerland
Poland
Spain
Italy
Portugal
Canada
Russia
Ukraine

Number of brands

91

Market presence

The number one tour operator in Europe, offering many of the most popular household-name holiday brands including Thomson (UK), TUI (Germany), Fritidsresor (Sweden) and Marmara (France).

Proportion of holidays that are unique

69%

Customer numbers

19.5m

Online sales

35%

Top three destinations

Canary Islands
Turkey
Balearic Islands

Retail shops

1,800
(owned)

Airlines

6

Aircraft

138

Our sectors - Mainstream

Largest source markets

Market position

Key brands

Number of customers

Aircraft
Airline routes

	UK & I	Germany	Nordics	France	Other markets
Largest source markets	UK & I	Germany	Nordics	France	Other markets
Market position	#1	#1	#2	#1	#1 or #2*
Key brands	 	 	 		  
Number of customers	5.2m	6m	1.6m	1.6m	5.1m
Aircraft	61	31	7	7	31
Airline routes	566	568	323	150	210

Experts in outbound tour operating

*Netherlands, Belgium, Austria, Poland

Our sectors - Mainstream

Unique holidays and resorts

Mainstream-wide

SuneoClub

UK & I

Sensatori

Thomson
Couples

holidayvillages

Germany

PURAVIDA
RESORTS

ROBINSON

SENSI
MAR
HOTELS &
RESORTS

TUI
best
FAMILY

Nordics

BlueVillage

BlueStar

BlueCouples

Sustainable Development initiatives

We now offer over **1,200 hotels with sustainability certifications** and 3.8 million of our customers stayed in one of these hotels during 2013. We also work with the Travel Foundation and Overseas Development Institute on research and pilot projects to understand and improve the socio-economic impact of our unique hotels.

Thomson Airways took delivery of its first batch of next-generation Boeing 787 Dreamliner aircraft in 2013. The Dreamliner, which is more fuel efficient than comparable aircraft, is forecast to emit 20% less CO2 per passenger kilometre, bringing both environmental and business benefits.

TUIfly was ranked the most climate-efficient charter airline worldwide for the second year in a row and most climate-efficient airline in the world with more than one million passengers in the 2013 atmosfair Airline Index. TUIfly also achieved ISO 14001 certification in 2013 for its environmental management.

Fritidsresor was ranked most sustainable travel company in Sweden in the 2013 Sustainable Brand Index. TUI Nordic has been spearheading environmental efforts since 2008, having launched an ISO14001 certification programme that hotel partners in Greece, Egypt, Cyprus, Turkey and Spain have adapted and implemented locally.