

TUI Group Launches New 'Better Holidays, Better World' Sustainability Strategy

TUI Group, the world's number one tourism business, has launched its new sustainability strategy, 'Better Holidays, Better World'. The ambitious 2020 strategy is built around three core pillars to help shape the future of sustainable tourism and continue to lead the tourism industry.

'Better Holidays, Better World' builds on the strong sustainability legacy of both TUI AG and TUI Travel PLC before their merger in late 2014. It demonstrates a step change in approach, with commitments to influence, innovate and invest in more sustainable tourism.

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