

Guests in Paradise

TUI AG publishes Sustainability Report 2009/2010

As a global player aspiring to market and brand leadership in the tourism sector, TUI feels a particular commitment to the principle of sustainability.

The TUI Sustainability Report bears the title "Guests in Paradise". The first association this sparks in your mind might be our clients. But TUI itself, as a company, also sees itself as a guest in Paradise. Ambience, culture, landscape and natural resources are not capital assets in our own inventory, but precious and above all limited resources whose intelligent use provides the basis for our core business. That is why we wish to make sure that the tourism services we provide in our destinations are not detached from ecological and social conditions in the receiving country, and why we see ourselves as an integral part of a networked economy that can sustain its future and reflects the specific character of each region.

Learn more about our Group wide commitment in our SD report "Guests in Paradise".

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[Notes on the GRI indicators](#)

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Further information

Sustainability Report 2009/2010
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