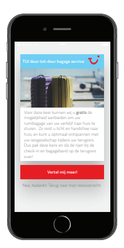
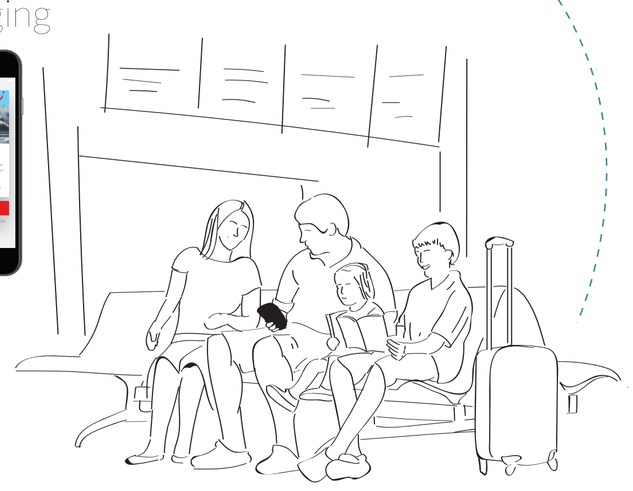
1st Holiday: priming & experience

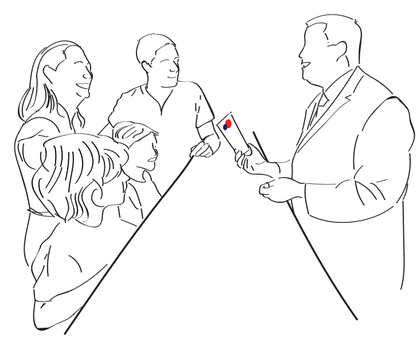
Home | Tram, Train, Taxi, Car | Airport | Flight | Airport | Tram, Train, Taxi, Car | Final destination

Researching | Booking | Preparing | transport | Check-in | Security check | Border control | Pre-boarding | Boarding | Flight | Arrival | Border control | Luggage hall | Transport | Final destination

Push-notification
Messaging

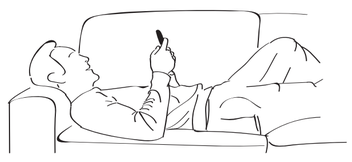






Voucher
Distribution

Referral strategy
Messaging



Track & Trace
Messaging

Experience a more
seamless journey

Luggage
Handover

Arrival home | transport | Luggage hall | Border control | Arrival | Flight | Boarding | Pre-boarding | Border control | Security check | Check-in | Transport | Final destination

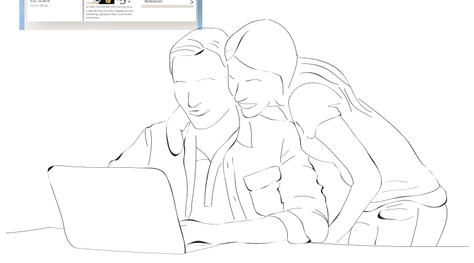
Home | Tram, Train, Taxi, Car | Airport | Flight | Airport | Tram, Train, Taxi, Car | Final destination

2nd Holiday: triggering & acquisition

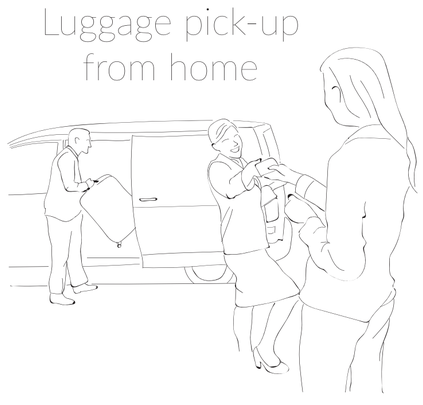
Home | Tram, Train, Taxi, Car | Airport | Flight | Airport | Tram, Train, Taxi, Car | Final destination

Researching | Booking | Preparing | transport | Check-in | Security check | Border control | Pre-boarding | Boarding | Flight | Arrival | Border control | Luggage hall | Transport | Final destination

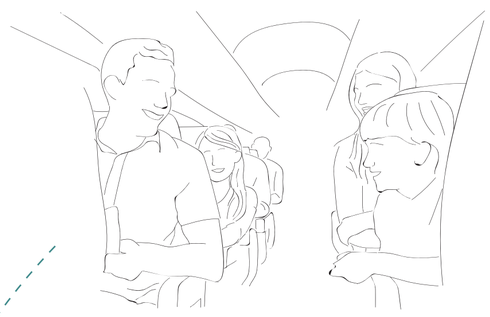
New booking flow
& My TUI portal



Luggage pick-up
from home



Experience a more
seamless journey



Find luggage
in your room

Referral strategy
Messaging

Track & Trace
Messaging

Luggage
Handover

Arrival home | transport | Luggage hall | Border control | Arrival | Flight | Boarding | Pre-boarding | Border control | Security check | Check-in | Transport | Final destination

Home | Tram, Train, Taxi, Car | Airport | Flight | Airport | Tram, Train, Taxi, Car | Final destination