



DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

CASE STUDIES



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TUI GROUP – ENHANCING BOOKING EXPERIENCE THROUGH UX OVERHAUL

Provided By: REZOS BRANDS

Overview:

Name: TUI Group – Digital Experience optimization

Location: Germany (Headquarters in Hanover, operating globally)

Type of Case Study: UX redesign and website management to improve booking efficiency and customer satisfaction in tourism

Introduction: *Why the change was necessary*

TUI Group, one of the world's leading travel and tourism companies, operates globally in travel, hotels, cruises, and vacation packages. With an increasing number of customers booking trips online, TUI recognized that its digital booking journey was outdated, overly complex, and inconsistent across devices and regions. This prompted a full-scale UX and website redesign aimed at simplifying the process, increasing conversions, and ensuring a seamless, branded experience across all international markets.

Implementation: *How the UX overhaul was delivered*

TUI's digital team undertook a user-centered redesign based on data, testing, and behavioral analysis. Key actions included:

- **Mobile-First design:** Prioritized mobile performance and responsive layouts for users booking on smartphones and tablets.
- **Simplified navigation:** Reduced steps in the booking funnel, eliminated friction points, and clarified user flows.
- **Data-driven testing:** Employed A/B testing and heatmaps to identify conversion bottlenecks and test design variants.
- **Centralized CMS:** Implemented a global content management system to streamline updates across languages and regions, ensuring brand consistency.



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Key Insights: *What drove the success*

- User-Centred design process: Extensive testing and interviews with customers led to the development of a cleaner, more intuitive booking process that aligned with user expectations.
- Mobile optimization: With a mobile-first design strategy, TUI improved performance for users booking from smartphones and tablets, critical in a market where more than 50% of users accessed the site via mobile.
- Consistent brand experience: Through central CMS implementation, TUI unified the look and feel of its websites across 20+ markets, improving customer trust and brand recognition.

Results: *Measurable impact*

- 20% increase in conversion rates on redesigned booking pages
- 31% reduction in mobile bounce rate
- Noticeable improvement in customer satisfaction and repeat bookings.

Recommendations:

For tourism businesses looking to improve their digital experience:

1. **Start with the user:** Conduct user testing and behavioral analysis to uncover friction points.
2. **Go mobile-first:** Design for mobile as the primary platform, especially for bookings.
3. **Centralize content:** Use a CMS to manage multilingual, multi-region websites efficiently.
4. **Iterate constantly:** Leverage A/B testing and heatmaps to make evidence-based improvements.



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Conclusion: *A blueprint for digital excellence in travel*

TUI's UX transformation shows how aligning digital strategy with real user needs — combined with a strong technical foundation — can lead to measurable business gains. This case stands as a benchmark for tourism brands looking to boost customer engagement and digital performance in a mobile-driven world.

Sources:

TUI. (n.d.). TUI increases in-app bookings and purchases with better customer journeys. Retrieved from <https://www.braze.com/customers/tui-case-study>.



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