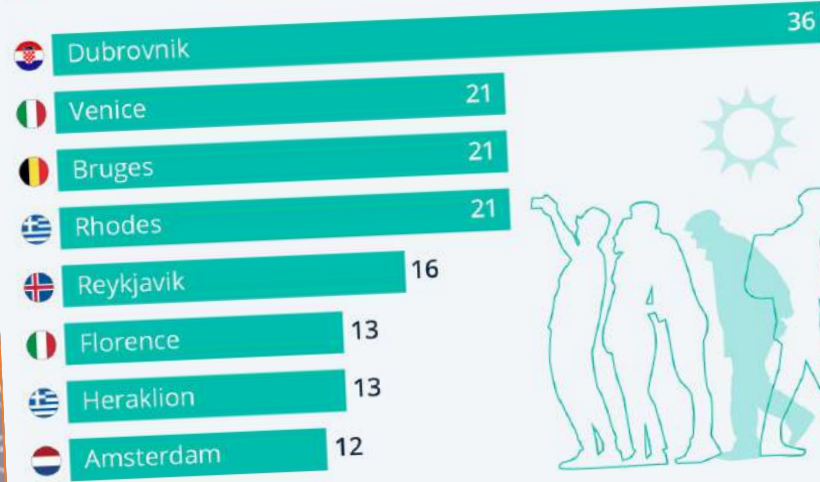




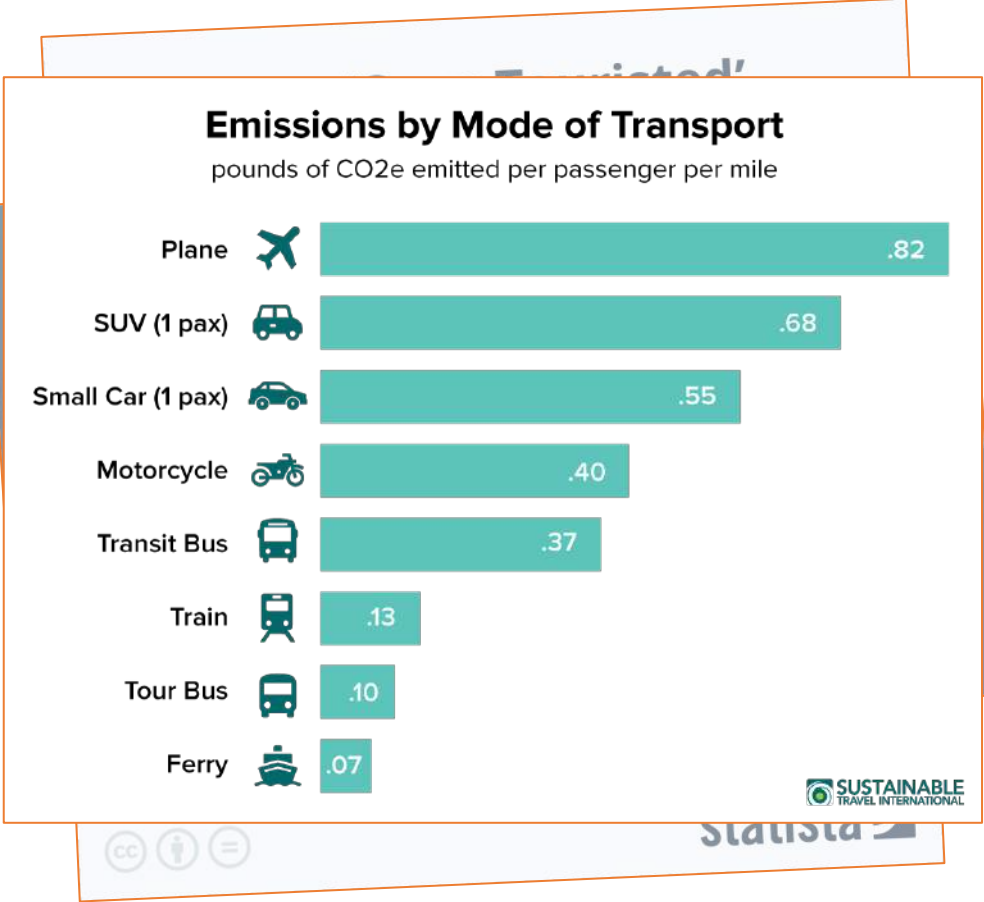
## The Most 'Over-Touristed' Cities in Europe

Annual number of tourists per inhabitant of selected cities\*



\* Based on 2019 annual tourist data (pre-pandemic)  
Source: Holidu









Matt Callaghan  
Chief Operating Officer













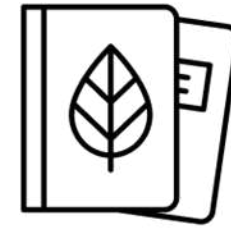




Create better holiday choices



Keep our holidays special



Transform travel for everyone

Delivered through: education, collaboration, and rapid implementation













## Certification

Focus on driving GSTC recognised certification – this is enabling more customers to holiday better, even if the direct impact can be difficult to measure.

## Data Quality

Understand own data quality strengths and opportunities, as well as those of our supply chain.

## Industry Collaboration

Work with other industry players for opportunities in the short, medium and long term.





Matt Callaghan  
Chief Operating Officer