



**Leading European Travel  
Company Uses Thawte SSL  
Certificates to Build Trust  
with Customers and Grow  
Business Online**

# Leading European Travel Company Uses Thawte SSL Certificates to Build Trust with Customers and Grow Business Online

In Europe, TUI is synonymous with travel. The corporation operates a broad range of travel companies, from its highly popular and widespread travel agencies, to its airlines, to its Robinson Resort chain, and more than 260 hotels. These businesses serve 30 million customers in 180 countries worldwide, generating €16 billion in revenue and helping TUI become a household name around the globe.

## Challenge

### SECURE ONLINE TRANSACTIONS SO CUSTOMERS FEEL SAFE BOOKING TRAVEL ONLINE

TUI prides itself on providing superior customer service across all of its nearly 200 brands, so it's no surprise that ensuring trust in its travel booking sites is one of the company's top priorities. "Many people are accustomed to going into a travel agency and working with an agent to book their flights and hotel stays," says Alexander Bialas, Senior Manager at TUI. "People trust their travel agent, so we need to provide the same level of comfort and safety on our travel websites."

Bialas isn't the only one who thinks that online trust and safety are important. According to EyeForTravel, a source for travel industry news, about 60 percent of Europeans agree that trust is the most important consideration for successful online travel resources, rating it higher than other characteristics including simplicity, friendliness, usefulness, and professionalism.

Given these high stakes, TUI needed a flexible, reliable security solution that would protect online transactions while helping to reassure customers that its web-based travel sites were safe and trustworthy.

## SOLUTION SUMMARY

### Industry:

- Travel

### Key Challenges:

- Protect credit card information and other information from the moment customers submit sensitive data
- Build trust with global customers across more than 120 travel web sites
- Utilize a flexible, reliable online security solution that is respected worldwide

### Solution:

- Thawte® SSL Web Server Certificates

### Results:

- Established reputation for strong security
- Protects customers on more than 120 travel booking sites
- Experienced substantial growth in online businesses



## Solution

### A BRAND NAME RECOGNIZED AROUND THE WORLD AND SSL RECOGNIZED BY MORE BROWSERS

In 2003, when the TUI team decided to use SSL certificates to secure its transactional web sites, they researched several providers, but opted for Thawte based on its international reputation for strong, reliable security. “We have customers all over the globe so the fact that Thawte is recognized worldwide was extremely important to us,” says Bialas.

Not only that, but TUI also needed a solution that provided native compatibility with a wide range of browsers and applications. “We serve so many customers and our businesses are so diverse that we needed one solution that could be used across a range of software,” says Bialas. “With Thawte, we get a solution that offers root ubiquity combined with a wellknown brand name, making it an ideal choice for our web sites.”

## Results

### MORE THAN 120 SECURE TRAVEL WEBSITES AND A GROWING ONLINE BUSINESS

Today, TUI relies on Thawte to secure more than 120 of its sites with SSL certificates. Customers can now book holiday packages, flights, hotels, and car rentals without worry that their credit card and other sensitive information will be compromised. “With Thawte SSL certificates, customers can safely provide payment information and other confidential details,” says Bialas. “This makes our travel sites a fast, convenient way to book travel.”

With its reputation for security and trust firmly established, TUI now focuses on increasing its web-based business, launching several new sites and increasing volumes at its existing sites.

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**—Alexander A. Bialas, Senior Manager, TUI AG**

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“Overall, our strategy has always been to attract more customers to our websites while maximizing conversions and online revenue,” Bialas says. “Not everyone may understand what SSL certificates do, but they have been one of the key building blocks of our online approach.”

## Future

### CONTINUING TO RELY ON THAWTE FOR WORLD-CLASS ONLINE SECURITY

The European online travel market is predicted to be worth €91 billion by 2012. Backed by Thawte, TUI is perfectly positioned to take advantage of that surging demand. Sandra Leonhard, Director Web Strategy & Business Development of TUI Travel plc, predicts the coming years will bring even more profitable growth of TUI Travel’s online business. “And as we roll out more travel sites and add capabilities that increase user engagement, trust will continue to be an important factor in our online success,” says Leonhard.

Bialas couldn’t agree more. “We will continue to rely on Thawte to help ensure the safety of our sites as we continue to expand and enhance our online presence across our travel, hotels and resorts, and cruises sectors,” he adds.

To learn more, contact our sales advisors:

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*Protect your business and translate trust to your customers with high-assurance digital certificates from Thawte, the world’s first international specialist in online security. Backed by a 17-year track record of stability and reliability, a proven infrastructure, and world-class customer support, Thawte is the international partner of choice for businesses worldwide.*