

# How do Tour Operators Adapt to the Changing Needs of Customers in the Hospitality Industry?

**Prof. Karl Born**  
Hochschule Harz  
Wernigerode, Germany

**ITB Hospitality Day**  
ITB Berlin, March 11, 2010

# Our Guests today

Dr. Ingo Burmester, Executive Director, TUI

Wybcke Meier, Managing Director, ÖGER TOURS

Dr. Ulrich Sperl, Managing Director Hotel  
Contracting & Destination Management  
short and long haul, Thomas Cook

**For us, the customer  
is always in focus,  
therefore always in our way**

**Margin prior  
to variety**

**Controlling  
occupancy**

**We don't mind  
if the  
customers'  
wishes  
are in line  
with this...**

**Customer  
wishes**

**Exclusivity creates  
freedom in pricing**