

# AN UNPRECEDENTED YEAR



**2015**

**NOVEMBER**

**Sharm el  
Sheikh airport  
closure**

**DECEMBER**

**Paris terrorist  
attacks**

**2016**

**MARCH**

**Istanbul  
terrorist attack  
  
Brussels  
airport attack**

**APRIL**

**Ankara terrorist  
attack**

**MAY**

**Egypt Air  
crash**

**JUNE**

**Numerous  
terrorist attacks  
in Turkey**

**JULY**

**Nice terrorist  
attack  
  
Attempted  
coup in Turkey**

**AUGUST**

**Numerous  
terrorist attacks  
in Turkey**

# RISING TO THE CHALLENGE

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- Responding to a challenging market
- Strengthening the quality of our holiday offer
- New products, new destinations

# THE THOMAS COOK DIFFERENCE

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- A relentless focus on the customer
- Care at every step of the customer journey
- Flexibility, innovation, and anticipating customer demand



# THANK YOU

