



About us

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▪ TUI is Europe’s leading travel group

Putting a smile on people' s faces – this is our mission. And this is what we work for – 65,000 employees around the world work day after day to create unforgettable holiday experiences for our over 30 million customers.



As an integrated travel group, our brands offer the

complete range of services associated with holiday and travel. Our three business sectors TUI Travel, TUI Hotels & Resorts and Cruises form the World of TUI.

▪ What drives us

Our mission

Putting a smile on people's faces

Our values

Opening doors

An open door is a welcome. An invitation to discover new things. Gaining new experiences. Experiencing new perspectives.

Going beyond

We constantly do our best. But we want to go even further. We seek to give our customers that little extra, the unexpected, the surprising. Going beyond the ordinary and improving day after day – this is what drives us.

Enjoying life

Success is the result of hard work. But what would life be without enjoyment? Everyone deserves to enjoy life. Our services are designed to help achieve this goal.

Creating value

Sustainable economic, ecological and social action is an indispensable element of TUI's corporate culture. We seek to create value for our customers, investors and employees.

▪ TUI Travel

TUI Travel is the structural framework for the tour operators, retail shops, e-commerce, airlines and incoming activities within the World of TUI.

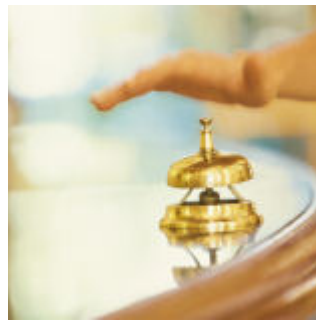


TUI Travel offers a broad range of products from package

tours to niche products such as yacht chartering, expeditions and student travel. TUI Travel operates in 180 countries worldwide and services over 30 million customers. The company is headquartered in Crawley in the UK. [more...](#)

▪ TUI Hotels & Resorts

As Europe's largest holiday hotelier, our TUI Hotels & Resorts sector manages the hotel companies in the World of TUI. The facilities operated by the hotel brands are set in premium holiday region locations. They offer top performance, quality and environmental standards and a broad range of hotel formats.

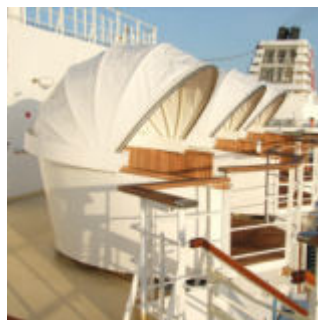
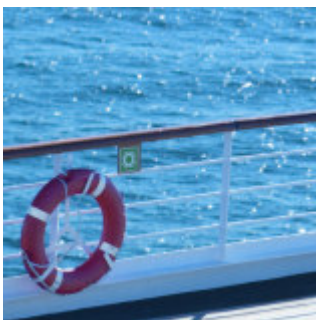


The TUI Hotels & Resorts portfolio includes well-known brands such

as Riu, Grecotel, Grupotel, Iberotel, Dorfhotel, Robinson and Magic Life. [more...](#)

▪ Cruises

Ocean cruises are becoming more and more popular. For years, this segment has generated double-digit growth rates in the German-speaking area. TUI is already a leading supplier and intends to achieve further growth.



The Cruises sector pools TUI's activities on the seven seas.

Two strong brands meet different customer needs. Hapag-Lloyd Kreuzfahrten has a portfolio of luxury and expedition cruises. The newly formed TUI Cruises brand offers premium cruises for the volume market. [more...](#)

▪ Responsibility

As European market leader, we accept our responsibility – vis-à-vis society and our natural environment.





TUI runs a welter of initiatives, including programmes to

promote education and the arts, environment protection and our work-life balance. [more...](#)