Press Release

TUI's beloved smile celebrates 25 years

- **The travel industry's most recognisable brand symbol marks a quarter of a century**
- **The TUI Smile was introduced in 2001 as part of the creation of the "World of TUI"**
- **The symbol combines the letters T, U and I with the universally understood image of a smile**
- **Over 25 years it has become a unifying identity across TUI's international businesses and markets**

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Hanover, 25 November 2026. The TUI Smile, one of the most recognisable brand symbols in global travel, turns 25 this month. Since its launch in 2001, hundreds of millions of TUI guests have started their holidays with the famous smile. Originally created to unite a growing group of European travel companies under the "World of TUI", it has since become a symbol of the tourism group's strength and a shared identity connecting guests, destination partners and employees around the world.

At the time, TUI consisted of businesses with different names, histories and strong positions in their local markets. The challenge was to develop a common identity that could connect them without requiring each business to give up its local name or heritage. The TUI Smile became that unifying symbol and marked an important step in the development of one of the world's leading tourism groups.

Sebastian Ebel, CEO of TUI Group, said: "When the TUI Smile was first presented, I remember how it immediately clicked with everyone in the room. It was simple, distinctive and captured the feeling we want to create for our guests. Ever since, our colleagues across TUI have filled that symbol with meaning through the holiday experiences they create every day. That is something we are incredibly proud of. And perhaps that's why, after 25 years, something so simple can still mean so much to our guests and to us."

Since its introduction, the TUI Smile has travelled around the world. Today, it welcomes guests at more than 460 hotels, flies on 125 aircraft operated by TUI's five airlines, sails aboard 19 cruise ships and can be seen throughout a network of around 1,200 travel agencies. Through its brands, TUI covers the entire tourism value chain, making the Smile a familiar part of the holiday experience, from booking and travel to the destination itself. It is also a recognisable presence on uniforms, websites and digital platforms, as well as in TUI workplaces worldwide. While both the travel

industry and TUI have evolved over the past 25 years, the Smile has remained a consistent and distinctive expression of the brand, connecting colleagues, businesses and holiday experiences across countries.

A smile designed to cross borders

The logo was designed to communicate a universal holiday feeling across languages, cultures and national borders. It combines a smile with a visual representation of the letters T, U and I, giving it both an emotional meaning and a clear connection to the TUI name. Created by the Cologne office of international brand consultancy Interbrand, the symbol was intended to represent the happiness, relaxation and enjoyment associated with a holiday.

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From a European identity to a global travel brand

The TUI Smile was introduced in different markets at different times, reflecting the histories and development of TUI's local businesses.

Twenty-five years after its introduction, the TUI Smile remains simple, recognisable and closely connected to the emotional experience of travel. Behind the symbol remain thousands of colleagues across TUI and countless holiday experiences created for customers around the world.

About TUI Group

The TUI Group is a leading global tourism group. It offers its more than 34.7 million customers integrated services from a single source and covers the entire tourism value chain under one roof. TUI Group owns more than 460 hotels and resorts with premium brands such as RIU, TUI BLUE, and ROBINSON, as well as 19 cruise ships, ranging from the luxury class MS Europa and MS Europa 2 and the HANSEATIC class expedition ships to the Mein Schiff fleet of TUI Cruises and cruise ships at Marella Cruises in the UK. The group also includes leading European tour operator brands and online marketing platforms, for example for hotel-only or flight-only offers, five airlines with 125 modern medium- and long-haul aircraft, and around 1,200 travel agencies. In addition to expanding its core business with hotels and cruises through successful joint ventures and activities in holiday destinations, TUI is increasingly focusing on the expansion of digital platforms and transforming itself into a global tourism platform company. The group is headquartered in Germany. TUI shares are listed on the Prime Standard segment of the Frankfurt Stock Exchange and are included in the MDAX. They are also traded on the regulated market of the Hanover Stock Exchange.

Global responsibility for sustainable economic, environmental, and social action is at the heart of our corporate culture. The TUI Care Foundation, initiated by TUI, focuses on the positive effects of tourism, education and training, and the strengthening of environmental and social standards with projects in 30 countries. In this way, it supports the development of holiday destinations. The globally active TUI Care Foundation initiates projects that create new opportunities for the next generation.

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