

TUI Smiles Rewards Club reaches one million members in less than six months

- **The milestone underlines a strong customer response to TUI's first global loyalty programme**
- **Members collect Smiles through eligible bookings across TUI products and access rewards, benefits and personalised offers throughout their holiday journey**
- **The programme was recently named Best Loyalty Newcomer in Europe 2026 at the European Loyalty Awards**
- **Following launches in the Nordics and UK & Ireland, TUI Smiles Rewards Club has recently launched in Germany, Austria and Switzerland**

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Hanover, 15 October 2026. TUI Smiles Rewards Club has reached one million members in less than six months following its launch in May 2026. The rapid growth reflects strong customer interest in a programme designed to offer greater value, recognition and more relevant experiences across the holiday journey.

Free to join, TUI Smiles Rewards Club brings together rewards and benefits from across TUI. Members can collect Smiles through eligible bookings – from flights and hotels to packages, cruises, and experiences – and access offers and benefits linked to the way they travel and engage with TUI. The proposition will continue to evolve as TUI Smiles expands into further markets.

“One million members in less than six months is an exciting milestone and demonstrates the enthusiasm among our customers for a stronger and more rewarding relationship with TUI”, said Marco Ciomperlik, Chief Operating Officer, TUI Group.

Early results show high customer engagement

Since its launch, over 92 % of members say they would recommend TUI Smiles Rewards Club to a friend, and 38 % of members have already booked their next TUI product. The results indicate that members are not only joining the programme, but are also actively engaging with TUI and its range of travel products.

The programme gives TUI a better understanding of what customers value across their holiday journey. These insights will support more personal and relevant experiences, from better-timed rewards to offers reflecting how individual members book, travel and interact with the brand.

“Our ambition goes beyond rewarding transactions”, said Anuja Chauhan, Director Customer Solutions, CRM & Loyalty. “We want TUI Smiles Rewards Club to create genuine value throughout the customer journey recognising our customers, understanding what matters to them and making every interaction with TUI increasingly relevant and rewarding. Reaching one million members is an important first step, and we are only at the beginning of what this programme can become.”

TUI Smiles Rewards Club named Best Loyalty Newcomer in Europe

The one-million-member milestone follows recent industry recognition for TUI Smiles Rewards Club, which was named Best Loyalty Newcomer in Europe 2026 at the European Loyalty Awards. The award recognises innovative and effective loyalty programmes and initiatives from across Europe, celebrating excellence in customer loyalty, engagement and retention.

The platform was built as a scalable foundation for the programme’s continued development and global rollout. It’s being introduced across TUI markets through a phased global rollout. Following its initial launch in the Nordic countries and subsequent expansion to the UK and Ireland, the programme recently launched in Germany, Austria and Switzerland, and will continue to reach more customers in additional markets. New benefits, partnerships and programme enhancements will also be introduced as the rollout progresses.

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. The 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

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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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