

As British as it gets: TUI Musement reimagines London on the Thames

- From coffee or afternoon tea to brunch and dinner – a new range of premium dining cruises on the River Thames
- New experiences offer locals, day-trippers and international visitors a new way to discover London, with a distinctly British twist

Palma de Mallorca, 18th August 2026. TUI Musement, the global Tours & Activities business of TUI, has launched a new range of premium dining cruises on the River Thames.

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Guests can choose from Afternoon Tea, Dinner, Weekend Brunch or a Top Deck Coffee cruise, with views of some of London's best-known riverside landmarks.

The London experiences will be operated on a newly TUI Musement-branded vessel, easy to spot from Tower Bridge thanks to its signature TUI blue and iconic red smile. A local guide will join each sailing to point out the key highlights and provide local insight during the cruise. The launch reflects TUI Musement's focus on differentiated experiences that help customers get to the heart of a destination.

A unique way to take in London's landmarks, the new Thames dining cruises are operated in partnership with Thames Luxury Charters (TLC), which specialises in hosting unique events on the river.

"Our Thames cruises are a great example of a TUI Musement experience: created with trusted local partners and designed by our expert teams for a memorable day out," said Peter Ulwahn, TUI Musement CEO. *"London is one of those cities people think they already know, until they see its iconic landmarks from the Thames, with the added indulgence of great food. These cruises are for everyone, whether you're rediscovering the city you call home or looking to add something memorable and quintessentially British to your stay."*

Growing London Experiences Portfolio

The launch of the new range of premium dining cruises on the River Thames strengthens TUI Musement's London experiences portfolio, which now includes almost 600 excursions, activities and attraction tickets across sightseeing, culture, entertainment, food and drink. Recent additions include the TUI Musement Traditional Scone Making Workshop, also developed by the TUI team with a local partner. The new cruises also broaden TUI Musement's Experiences for Locals collection, which offers curated activities for people to enjoy closer to home, from immersive exhibitions and comedy gigs to theatre shows and culinary experiences.

Complementing the experience, TUI customers visiting London for a city break can stay at the Riu Plaza London Victoria, located in the heart of Westminster, as the ideal base from which to explore London's vibrant city life.

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TUI Musement's range of premium dining cruises are available now on the TUI and TUI Musement websites and apps, in TUI retail stores, and via selected partners. Prices start at £22 per person, and cruises run daily, departing from Butler's Wharf.

Notes to editors:

Different cruise options:

- [River Thames cruise with Tea of Coffee | TUI Musement](#)
- [Brunch river cruise on the Thames | TUI Musement](#)
- [London river cruise with afternoon tea or two-course dinner | TUI Musement](#)

This announcement can be found in the press section on www.tuigroup.com

About TUI Musement

TUI Musement is a global Tours & Activities business that combines a highly curated product portfolio, scalable digital platforms and in-destination service by local teams, to source, develop, distribute and deliver products in three categories:

- Experiences: Excursions, activities & attraction tickets
- Transfers: Between airports, hotels and ports
- Tours: Multi-day itineraries encompassing hotels, experiences, guides and transportation

Available in all major beach and city destinations, products are sourced from leading travel businesses or developed in-house by TUI teams, including TUI Musement experiences, the flagship selection of TUI Group. Products are distributed to customers, including the 34.7+ million TUI customers, through TUI websites and apps

– such as the Tours & Activities dedicated TUI Musement app, as well as in-destination local teams and B2B partners, including some of the world's leading OTAs, tour operators, airlines, hotels, travel agencies and cruise lines. TUI Musement is one of the major growth areas of the TUI Group and employs approximately 7,000 people worldwide.

About TUI Group

The TUI Group is a leading global tourism group. The group is headquartered in Germany. TUI shares are listed on the MDAX index of the Frankfurt Stock Exchange and on the regulated market of the Lower Saxony Stock Exchange in Hanover. The TUI Group 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 18 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. The group is transforming itself into a global tourism platform company.

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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 25 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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