



Fresh and colourful: new brand identity for TUI MAGIC LIFE

- ***New logo and colour scheme reflect the brand's diversity***
- ***TUI MAGIC LIFE stands for a comprehensive all-inclusive programme delivered with absolute budget certainty***

Hannover, 28 April 2023. The all-inclusive club brand TUI MAGIC LIFE is now appearing with a new look: the vibrancy of the brand is reflected in its fresh, modern brand identity, utilising a bright colour palette.

"TUI MAGIC LIFE stands for total carefree holidays directly by the sea, with a comprehensive all-inclusive programme and absolute budget certainty. The club resorts offer plenty of variety for families, couples, single travellers or groups. The new brand identity conveys this diversity and liveliness as well as the brand's dynamic. It's all about fun on

holiday, activity and first-class entertainment," says Bernd Mäser, Managing Director of ROBINSON and TUI MAGIC LIFE.

The prime beach locations and the non-stop sound of the sea are reflected in the new logo: intertwining drops of water arranged in a star formation. The colours "Sun", "Pool", "Midnight Blue" and "Flamingo" all stand for the cheerfulness of a TUI MAGIC LIFE Club holiday.

This press release and images can also be found in the press section at www.tuigroup.com.

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The club brand TUI MAGIC LIFE has an excellent all-inclusive programme. The wide range of sports and entertainment on offer, ensures families, singles, couples and groups enjoy a varied holiday with no extra costs. All 14 clubs are located directly by the sea and each has a different profile and focus.

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