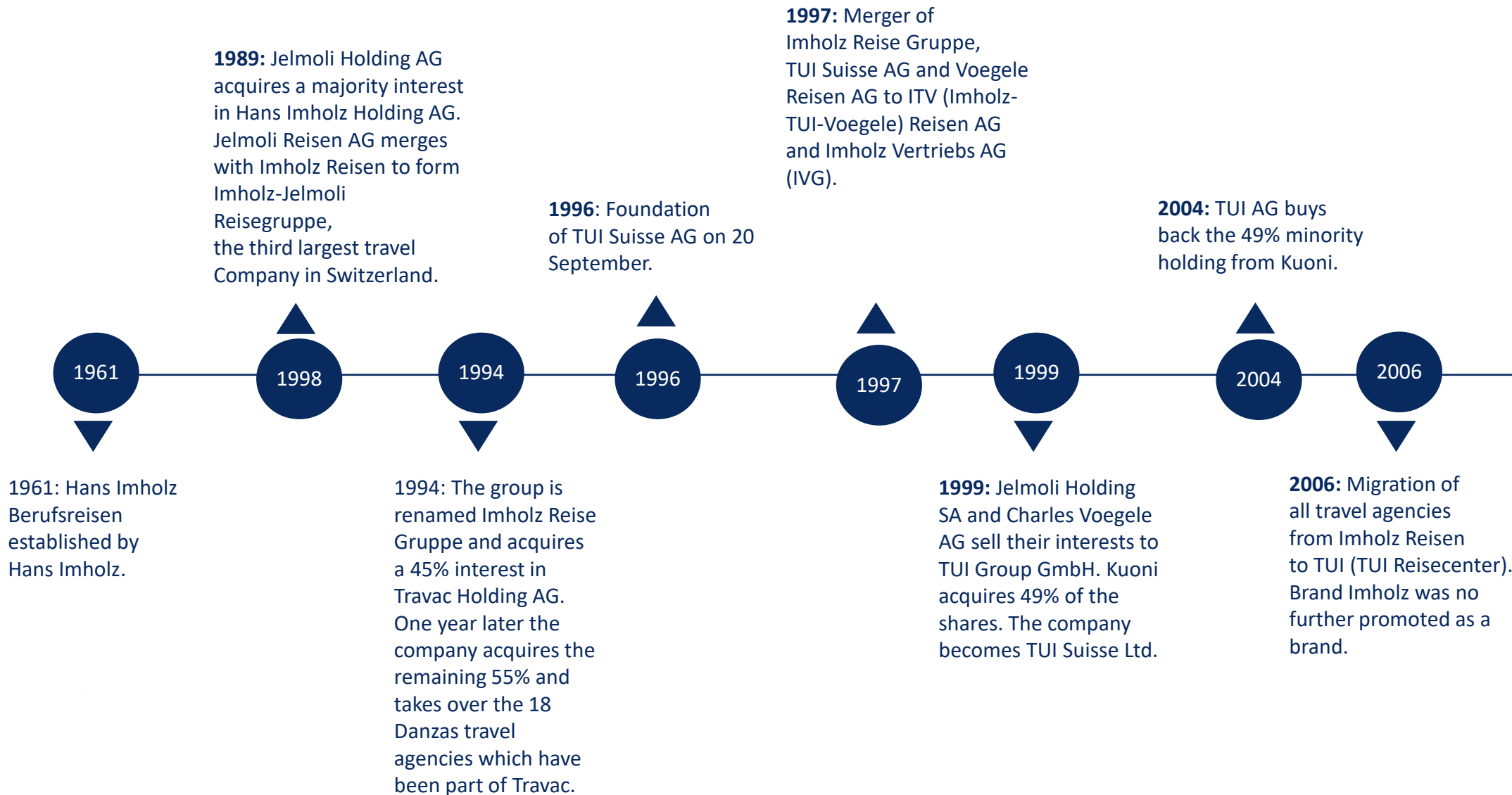




TUI SUISSE MILESTONES





TUI SUISSE MILESTONES

2013: The brand Voegelé Reisen is sold to the Twerenbold Reisen Group as of 31 October 2013.

2015: Migration from specialist Flex Travel to TUI in order to enforce the strength of «one brand».

2016: Relaunch of tui.ch.

2018: The budget brand 1-2-FLY migrates into TUI to underline the one brand strategy.

2026: TUI Suisse sells Cruisetour to e-hoi AG.

2013

2014

2015

2015

2016

2017

2018

2020

2026

2014: Launch of the luxury brand airtours in Switzerland.

2015: Opening of the first concept store in Switzerland. The concept stores combine the online world with a traditional travel agency.

2017: Acquisition of Cruisetour, the leading cruise specialist in Switzerland.

2020: Implementing Video consultation in TUI stores. Renovation of further TUI stores; Cruisetour Sales moved to the airtours Travel Boutique.