

TUI Suisse acquires cruise travel agent

TUI Suisse Ltd acquires Cruisetour AG and Croisimonde AG together as the market-leading cruise travel agent in Switzerland. With this acquisition, TUI Suisse can further expand its market position as one of the leading tour operators in Switzerland and support the group-wide growth strategy.

Zurich, December 14, 2017 - TUI Suisse acquires 100 percent of the shares of Cruisetour AG and Croisimonde AG from their previous owners. Cruisetour AG has been operating in Switzerland for 15 years and is one of the leading travel agents for cruise holidays in German- and French-speaking Switzerland. The two companies currently employ around 18 people. The parties have agreed not to disclose the purchase price.

The well-established and successful brand Cruisetour will be continued in the Swiss market. The previous management team as well as all other employees of Cruisetour will continue to vouch for the success of the established business. Organizationally, the business will be continued at TUI Suisse as an independent company under the operational management of Roman Pfister. "The acquisition of Cruisetour AG and Croisimonde AG enables us to further expand our previous expertise in cruise ship sales. The acquisition also supports TUI Group's growth strategy in the cruise business", states Martin Wittwer, CEO TUI Suisse.

Info: The contract signing took place on December 14, 2017. The acquisition will be completed on December 21, 2017. From an economic point of view, the companies will belong to TUI Suisse Ltd retroactively as of October 1, 2017. The Board of Directors of the new company is formed by the Chairman of the Board of Directors, Martin Wittwer (CEO TUI Suisse), Rainer Schenkel (CFO TUI Suisse) and Stefan Baumert (COO TUI Germany).