

## TUI Cruises launches largest Mein Schiff campaign in September

Hamburg, September 5, 2025. Under the campaign slogan "Every moment is a unique journey", TUI Cruises is launching the largest and most comprehensive 360-degree communication campaign in the company's history to date for the Mein Schiff brand. In September, the campaign will be rolled out in Germany, Austria, Switzerland and the Benelux and Scandinavian markets. High-reach media such as TV, connected TV, radio, online audio, podcasts, digital out of home and online video are used. There are also numerous digital measures and a presence in travel agencies. In total, the campaign comprises over 1,300 different assets and three different TV adverts. The media design of the campaign was developed in collaboration with EssenceMediacom and Ad Alliance.

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### The special features of the campaign:

- The September 2025 campaign represents an evolution for the Mein Schiff brand: With the more precise slogan "Every moment is a unique journey", Mein Schiff is increasingly focussing on shared premium feel-good moments full of lightness, authenticity and emotion.
- With an extensive shoot on board the new Mein Schiff Relax, three different TV adverts will be broadcast simultaneously within one campaign for the first time in the brand's history. Each individual TV commercial appeals to a different target group, all three are characterised by authentic storytelling and images, and tell of emotional holiday moments.
- Robbie Williams: Following a successful collaboration with feel-good ambassador Robbie Williams since September 2024, the third advert features the global icon on board Mein Schiff Relax and also raises anticipation for its sister ship, Mein Schiff Flow.
- Within the campaign, special attention will be paid to travel in summer 2026, with a focus on the early booking discount that ends on 30 September 2025.

The September 2025 campaign was developed in collaboration with the strategic and creative lead agency JAKALA Germany.

"With the September campaign, we want to significantly expand Mein Schiff's presence in new markets such as Benelux and Scandinavia and position the brand even more clearly - as a feel-good product with premium standards that appeals equally to

different target groups such as families, couples and first-time cruisers," says Clas Eckholt, Vice President Commercial at TUI Cruises.

### New ships and highlight voyages in summer 2026

- The September campaign focuses on the travel experience on the Mein Schiff fleet and places particular emphasis on the Mein Schiff Flow, which will enter service in summer 2026. The sister ship of Mein Schiff Relax will spend its first summer season in the western Mediterranean from/to Palma de Mallorca and will call at Italy, France and Portugal as well as Spain.
- Mein Schiff Relax is spending its second summer season in Northern Europe - with routes to the Baltic Sea and Norway.
- Mein Schiff 2 sails the entire season from/to Hamburg to Great Britain, Iceland or Ireland.
- Mein Schiff 6 is travelling for the first time on 7-day voyages from/to Leixoes (Porto). In addition, Pauillac, the Médoc Peninsula in France, will be called at for the first time.

### Price example in the September campaign\*

"9 nights - Western Mediterranean - from/to Palma" with Mein Schiff Flow from €1399 per person in an Inside Cabin with Mein Schiff® Premium inclusive benefits based on double occupancy, each in the PRO tariff (incl. €200 early booking discount until 30/09/2025). Arrival and departure can be booked subject to availability.

*\*Please note that the prices quoted are subject to change, prior sale and errors.*





The September campaign focuses on the travel experience on the Mein Schiff fleet.



The third TV advert shows the entertainer on board Mein Schiff Relax and at the same time arouses anticipation for the sister ship, Mein Schiff Flow.

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Mein Schiff voyages can be booked at travel agencies, at [www.meinschiff.com](http://www.meinschiff.com) or by telephone on +49 40 60001-5111.

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**TUI Cruises GmbH** is one of the leading cruise companies in the German-speaking countries. The joint venture company made up of TUI AG and the US cruise company Royal Caribbean Cruises Ltd employs a staff of around 750 in Hamburg and Berlin. A fleet of eight ships sail for the Mein Schiff brand (Mein Schiff 1 to Mein Schiff 7 and Mein Schiff Relax/ bed capacity: 22,800). Mein Schiff Flow will be added to the fleet in 2026. The Mein Schiff fleet offers modern holiday cruises at sea in the premium segment. Since the end of 2020, the brand Hapag-Lloyd Cruises with its fleet of currently five ships is also part of TUI Cruises GmbH. The fleet includes the two luxury cruise ships EUROPA and EUROPA 2 as well as the HANSEATIC Class expedition ships. Hapag-Lloyd Cruises is the leading cruise brand in the luxury and expedition segment in the German-speaking countries with a history dating back 130 years. TUI Cruises sails with one of the most modern, environmentally and climate friendly fleets worldwide.

You can also find this press release and photos at [www.meinschiff.com/presse](http://www.meinschiff.com/presse)

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