

TUIfly Historical Milestones

Flight activities operated by Hapag-Lloyd Flug GmbH and Hapag-Lloyd Express GmbH have been grouped together within the TUI group under the brand name TUIfly since the beginning of 2007 and jointly marketed with one flight plan.

1972

The charter flight company “Hapag-Lloyd Flugzeuge GmbH” was founded on 29 June as a 100% subsidiary of Hapag-Lloyd AG. The company headquarters are in Bremen, operative base and home airport are in Hanover-Langenhagen.

1973



At 10 a.m. on 30 March, the first Boeing 727-100 takes off from Hamburg bound for Ibiza with 124 passengers on board. The aircraft with the registration number D-AHLM bears the characteristic colours of orange and blue.

In May, the company was renamed Hapag-Lloyd Flug GmbH (HLF). Three Boeing 727-100s belonged to the fleet at that time.

1974

Hapag-Lloyd Flug shares in the boom in the tourist industry in the years to follow. In 1974, HLF launched the first long-haul charter flights to Mombasa and a year later to the Seychelles.

1975

On 11 December, the millionth passenger was welcomed on board flight HF 239 from Hamburg to Tenerife. This passenger was given a travel voucher for 2 people on board the MS Europa.

1976

In summer, the first day trip flights were launched. Destinations included Tromsø and Verona. This idea became very popular in the years to follow.

1979

Takeover of Bavaria und Germanair airlines from the Josef Schörghuber construction group. A mixed fleet was built up, consisting of wide-bodied aircraft and medium and short-haul machines, such as the legendary BAC 1-11/500. New bases were set up in Munich and Frankfurt.

The new fleet at the time consisted of eight Boeing 727-100s, nine BAC 1-11-500s and five Airbus A300s.

1981



HLF builds its own new administrative building at Langenhagen airport which still houses the headquarters.

In spring, the first three of an eventual six Boeing 737-200s were commissioned.

1982

Following the takeover and exploding oil prices, the company finds itself in economic difficulties for the first time.

1983

The company is successfully reorganised and soon out of red figures.

In autumn, HLF enters into the freight business with the Airbus A300.

1988



On 6 January, the first A310-200 is commissioned. This marked the beginning of an extensive fleet renewal programme. By the end of 1991, the company was to take over four A310-200s, six Boeing 737-400s and five B 737-500s.

1989

By 1989, a total of three aircraft of the legendary 727-200 class (179 seats) were in operation.

1990



In January, the last of nine Airbus A300 wide-bodied aircraft, which had been taken over from Bavaria/Germanair, were taken out of service. HLF used these aircraft for air freight business.

With the winter flight plan 1990/91, Hapag-Lloyd Flug started its seat-only business and expanded this business in the following years.

The reason behind this move was the changing market and framework conditions in the package holiday sector.

25 % of seats were sold in the seat-only business, 75 % continued to be sold via tour operators. The main customer was and still is TUI. But well-known tourism brands such as Hetzel-Reisen and Fischer-Reisen were also HLF customers.

1991

On 1 April, the two last Boeing 727-100s, the “Lima-Mike” and “Lima Sierra”, were taken out of service. A total of eight of this model of aircraft (131 seats) were in service for Hapag-Lloyd Flug between 1973 and 1991.

Scheduled long-haul flights (incl. the Dominican Republic) were introduced in the winter flight plan 1991/92.

1992

In September, the last of a total of six Boeing 737-200s were taken out of active HLF service.

1994



On 18 November, a purchasing contract for 16 Boeing 737-800s for a total value of DM 1 billion was signed in Seattle. HLF is the first customer in the world to buy this model of aircraft. 13 more were to be ordered later. HLF participated closely in the design of the new Boeing model. The chief arguments in favour of the 737-800 were the low operating costs per passenger kilometre, economic fuel consumption and the low take-off weight.

1995

HLF is the first company in the world to be registered according to the international quality standards ISO 9002 for aircraft assembly hangars.

1997



Preussag AG acquires an interest in Hapag-Lloyd AG, paving the way for the expansion of the integrated tourist group. The European tourism market is to undergo drastic changes over the next few years. This is to have consequences for HLF, too.

1998

In June, the first Boeing 737-800 in the world is delivered to Hapag-Lloyd Flug.

2000

On 12 July, an Airbus A310 carrying 142 passengers and eight crew members had to make an emergency landing

at Vienna airport - with no serious injuries, thank goodness.

2001

On 30 April, Hapag-Lloyd Flug ceased its long haul involvement with an Airbus A310 flight from the Dominican Republic. Until winter 1993/94, the airline operated using a two-class concept with 21 passengers in the comfort class and 212 in the tourist class. HLF also terminated its freight flights which provided for the transport of cars on an A310.



In summer 2001, Hapag-Lloyd Flug launched the umbrella brand “World of TUI” and at the same time changed its corporate image. The logo, script and colours were changed in line with the new corporate design. The “red smile” now adorns the tail units of all aircraft.

TUI AG starts to bundle the European flight activities of the six airlines under TUI Airline Management (TAM). The objective is to optimise purchasing and organisational procedures.

For the first time in the history of the company, more than seven million passengers are transported in one year.

HLF sets new standards with a world premiere. The first Boeing 737-800 is fitted with fuel-saving winglets.

2002



2003

In spring, TUI AG decides to enter the low cost flight business and founds Hapag-Lloyd Express GmbH, a 100% subsidiary of TUI AG. In October the reservation and information system www.hlx.com is launched. The first flight takes off on 3 December, from Cologne/Bonn to Berlin. Four Boeing 737s of the legendary taxi design are put into service as a wet lease from the German company Germania.

HLX grows from strength to strength and uses aircraft and crew from its affiliated company Hapag-Lloyd Flug. Bases are opened in Hanover and Stuttgart. In August HLX welcomes its millionth passenger since its first flight.

HLF celebrates the 30th anniversary of its first flight. Today 38 destinations are flown to from 18 airports.



2004

Hapag-Lloyd Flug expands its seat-only business. In November the company launches the customer loyalty programme “bluemiles”. The programme soon has 100,000 registered customers. With the launch of the winter flight plan, all HLF flights become non-smoking.

2005

As part of a company restructuring programme, HLX and Hapag-Lloyd Flug are financially integrated into the Central Europe source market of TUI. HLX manages the turnaround and for the first time is in the black. HLX carries 4.4 million passengers and flies to around 40 destinations. HLF carries 6.7 million passengers.



“hapagfly” is the new brand name of HLF; the website and aircraft painting are changed accordingly.

2006

At the end of the year the company decides to bundle German flight activities of TUI AG and in future to operate on the market with one joint flight plan and one brand. The operator TUI Deutschland gains more influence on the business model.



By April, four of a total of eight newly ordered Boeing 737-800s have been delivered.

At the end of the year the brand decision is made in favour of TUIfly.

Since its foundation, HLF has carried more than 115 million passengers. HLF has approximately 2,500 employees. The fleet consists of 32 Boeing 737 aircraft and one Airbus A310.



HLF operates scheduled flights to Africa, including Nairobi, for six months on behalf of Swiss using a leased A300, continuing their successful wet leasing business for foreign carriers (incl. Royal Nepal Airlines from 1993 to 1995).

The last Airbus A310 is sold in autumn.

2007

The group begins its 2007 summer flight plan with 56 aircraft and the goal of transporting 13 million passengers. This makes TUIfly the third largest German airline.

In the early summer, the company starts to reposition its brand and product.

In autumn, the newly founded TUI Travel plc. takes over operative group management of the tourist business. Start of the first exploratory talks about possible strategic partnerships for the new TUIfly.

2008



The young TUIfly brand succeeds in repositioning its brand and product with a new slogan “Willkommen an Bord” (Welcome on Board). Flight capacities are adjusted to meet market requirements.

As at: August 2008
HE/PR