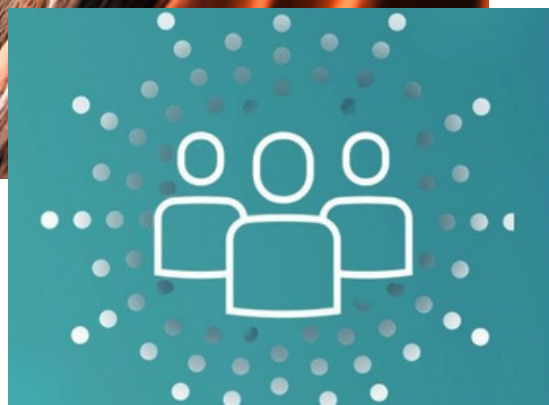
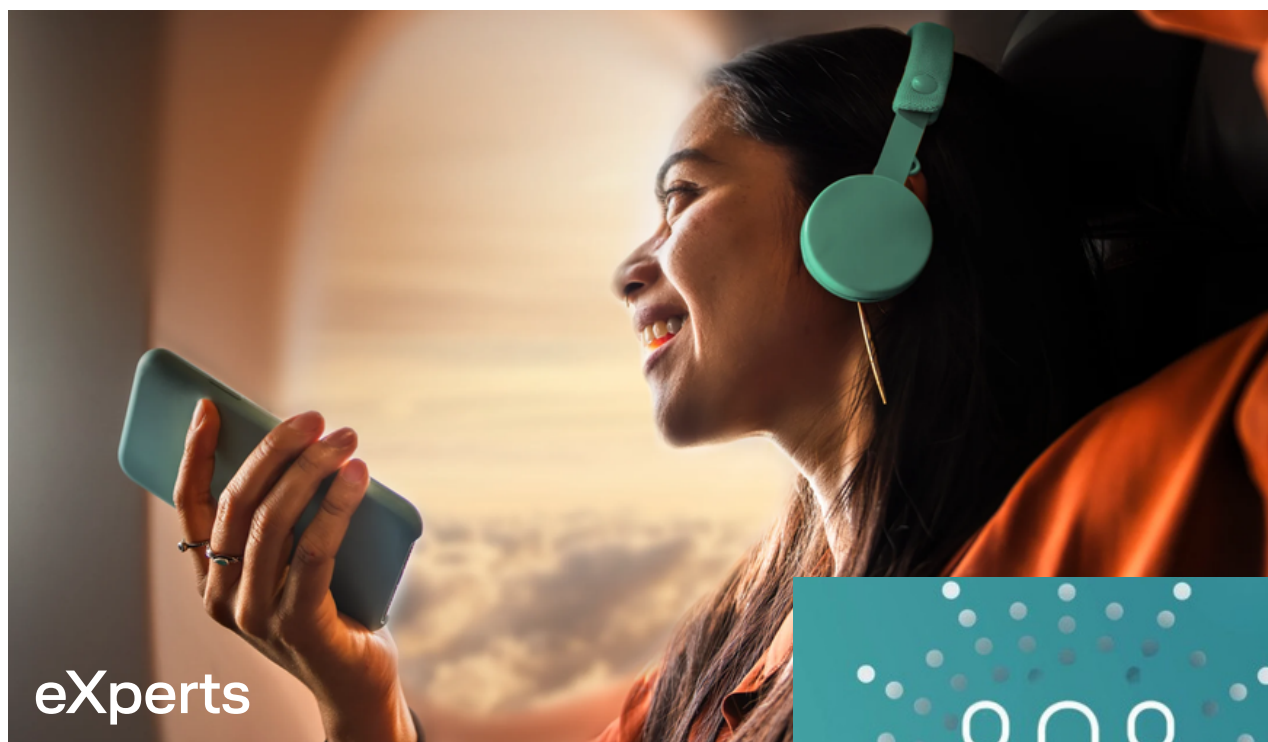




Celebrating shared stories - share yours and win!

Stories that bring us together

The year 2026 marks a truly special milestone as Lufthansa celebrates the 100th anniversary of the founding of the first Lufthansa in 1926. This remarkable occasion is not only a celebration of a century of aviation history, but also of the partnerships, memories, and meaningful moments that have been shared with the travel trade community over the years.

For 100 years, the Lufthansa Group has connected people, cultures, and destinations across the globe. Throughout this journey, travel agents have played an essential role in creating unforgettable travel experiences and inspiring customers to discover the world.

To mark this special milestone, we would like to shine the spotlight on you. As part of our **"Celebrating Shared Stories"** campaign, you have the unique opportunity to share your own memorable moments with the Lufthansa Group.

From your very first booking to a once-in-a-lifetime journey, every travel agent has a story worth telling. We invite you to join us in celebrating Lufthansa's 100th anniversary by sharing your personal Lufthansa Group story — whether it is a memorable travel experience, a favourite destination, a special photograph, or an inspiring customer story that reminds you why you love the world of travel.

Together, let's celebrate a century of connecting people and creating unforgettable memories — and the many stories that have made this journey so special.

What can I win?

Share your story for a chance to win one of several fantastic goodie bags. In addition, all participants will be entered into a raffle for an exclusive day trip to Frankfurt on 15 September, to visit Hangar One where our 100-year legacy comes alive.

How to participate

Scan the QR code and log in to the eXperts member area. Not an eXperts member yet? Register first – it only takes a few minutes.

Tell us your story using the online form. You'll find all the information you need there too.

Or visit the MyBenefits section in the eXperts member area at business.lufthansagroup.com.

