



BRAND PRESENTATION

TUI Hotels & Resorts



TUI BLUE

GLOBAL PORTFOLIO

100+ hotels worldwide



 New markets: Asia & Africa

BRAND POSITIONING AND TARGET AUDIENCE

These hotels combine best-in-class hospitality, authentic local cuisine and activities to suit you

TUI BLUE FOR ALL



- Local culture and food
- Authenticity
- Modern surroundings
- Wellness and sports

These hotels are great for experiencing local culture, with decor and menus inspired by the region. They offer up the full works on the fitness front, too.

Great for families or adults who want to have an authentic holiday

TUI BLUE FOR FAMILIES



- Family friendly
- The whole family enjoys together
- Reliable childcare
- Entertainment

Quality time together is the focus at these family-friendly resorts. They line up large pools, kids' clubs, packed activity agendas and evening entertainment for the whole family.

Great for families who want to be entertained and enjoy quality time together

TUI BLUE FOR TWO



- Stylish surroundings
- Culinary indulgence
- Attentive, unobtrusive service
- Quality time and relaxation

These stylish properties are geared towards adults and couples. They put the focus on relaxing, and you'll find them by the sea and in other scenic locations.

Great for adults (16+) who want to relax and recharge their batteries

ADULTS ONLY

TUI BLUE SENSATORI



- Luxury and high end cuisine
- Fitness and spa
- Couples: relaxing areas
- Families: family friendly facilities

All Inclusive 5-star resorts, with highlights for adults and children. Catering to top-of-the-range tastes, with high-end rooms, first-class spas, glitzy evening shows and a selection of speciality restaurants.

Great for families or adults looking for a luxury escape



FOOD OVERVIEW

BLUE® Taste:

Experience live cooking, regional cuisine and international twists at defined restaurant concepts.

CUISINE

- **Light and healthy**
- **Regional** mixed with **international** twists
- **Good** food and **refreshing** drinks
- **Made** with **Fresh** ingredients
- Caters to all kinds of **dietary needs, lifestyle & allergies**
- **Healthy & green**, vegan dishes

SPECIALS

- **Beach Barbecue** 6x per week (international, seafood, regional) in the **Beach Restaurant**
- **Daybeds** with **F&B** services
- **Theme nights**
- **Show-Cooking** at buffet restaurants
- **Grab & Go** area for take-away offers

BLUEfit®

- Includes **vegetarian, vegan, low-carb & nutritious food**
- A **new lifestyle** with positive effects:
 - ✓ Complete **activation** of whole-body systems
 - ✓ Improvement of your **general wellbeing**

The **RESTAURANT**
The **BAR**

Culinarium
RESTAURANT

the
GREEN & GRILL
RESTAURANT

THEA'S
coffee shop

≈
TAVERNA
≈

The Restaurant and **The Bar** are the main venues for food and drinks. Enjoy live cooking, a genius local focused food including finger food. **The Bar** serves coffee specialities and signature cocktails.

Culinarium is our a la carte restaurant. It can have local influenced names in other hotels. Enjoy locally inspired cuisine providing 4-course menus.

The Green & Grill Restaurant is an a la carte restaurant serving dinner in a modern and contemporary environment with a focus on international healthy and lightly grilled food items.

Thea's coffee shop & juice bar offer an international brand of coffee and high quality fresh squeezed juices as well as take away food at extra charge

Taverna is a family style dining experience, where "togetherness" and "dining experience" goes in harmony. The a la carte menu with local influenced dishes will be presented by the staff.



ENTERTAINMENT & ACTIVITIES

BLUE® Experiences:

Discover daytime activities, culinary classes, wellness, evening entertainment and exciting excursions.

HOTEL ACTIVITIES

Choose from a variety of activities from the daily program in the BLUE® App. Lots of educational workshops and fitness courses for all body types await. The BLUE® Spa offers time for relaxation.

- BLUE® Spa
- BLUEfit® courses
- Cocktail courses
- Language courses
- Cooking classes
- Wine tasting
- Water sports
- ...



FAMILY ENTERTAINMENT

Our little ones love the TUI BLUE characters. They appear around the resort and in various kids clubs for separate age groups and invite for a fascinating show in the evenings.

- Kids' Clubs*
- BabyClub**
- Swim School
- Football Academy
- Sports & Games
- Kids shows
- Characters
- Family activities
- Daytime activities
- ...



EXCURSIONS

The huge offer of local excursions provided by hotels and TUI Musement invite our guests to learn all about their holiday destination. Guests can ask BLUE Guides for their favourite spots.

- Mountainbike tour
- Hikings
- Ski tours
- City excursions
- Guided tours
- Animal sightings
- Scuba diving
- ...



ENTERTAINMENT

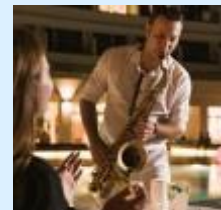
Enjoy peaceful live music under the stars, move your feet with dance hits interpreted by local bands or get fascinated by artistic acts from local artists.

Relaxed:

- Live music
- Piano player
- DJs
- Local artists

Energetic:

- Production shows
- Musical shows



*All our hotels (except TUI BLUE For Two) have either a combined TUI Kids' Club (3-12) or a separate TUI Kids' Club (3-6 and 7-12)

**Only TUI BLUE For Families and TUI BLUE Sensatori have a BabyClub (0-36 months)



SPORTS

BLUEfit®:

No matter what your fitness goal is, you can choose the activities that fit best for you.

BLUEfit® is our holistic approach for fitness, wellness & nutrition

- 4 Pillars:
 - Strength & Endurance
 - Flexibility & Body Awareness
 - Relaxation & Wellbeing
 - Healthy Nutrition
- We offer:
 - Group fitness classes or personal training
 - Soft, active sports and family friendly sports
 - Nutritional coaching by our BLUEfit® Guides
 - Well-equipped gyms and outdoor fitness areas
 - BLUE® Spa with relaxing treatments
- Some of our activities:
 - BLUEfit® Camp
 - Cyberobics and Step Aerobics
 - TUI Aqua Balance Boards and Aqua Fit
 - Pilates
 - Yoga
 - Nordic Walking

STRENGTH &
ENDURANCE

FLEXIBILITY &
BODY AWARENESS

RELAXATION &
WELLBEING

HEALTHY NUTRITION

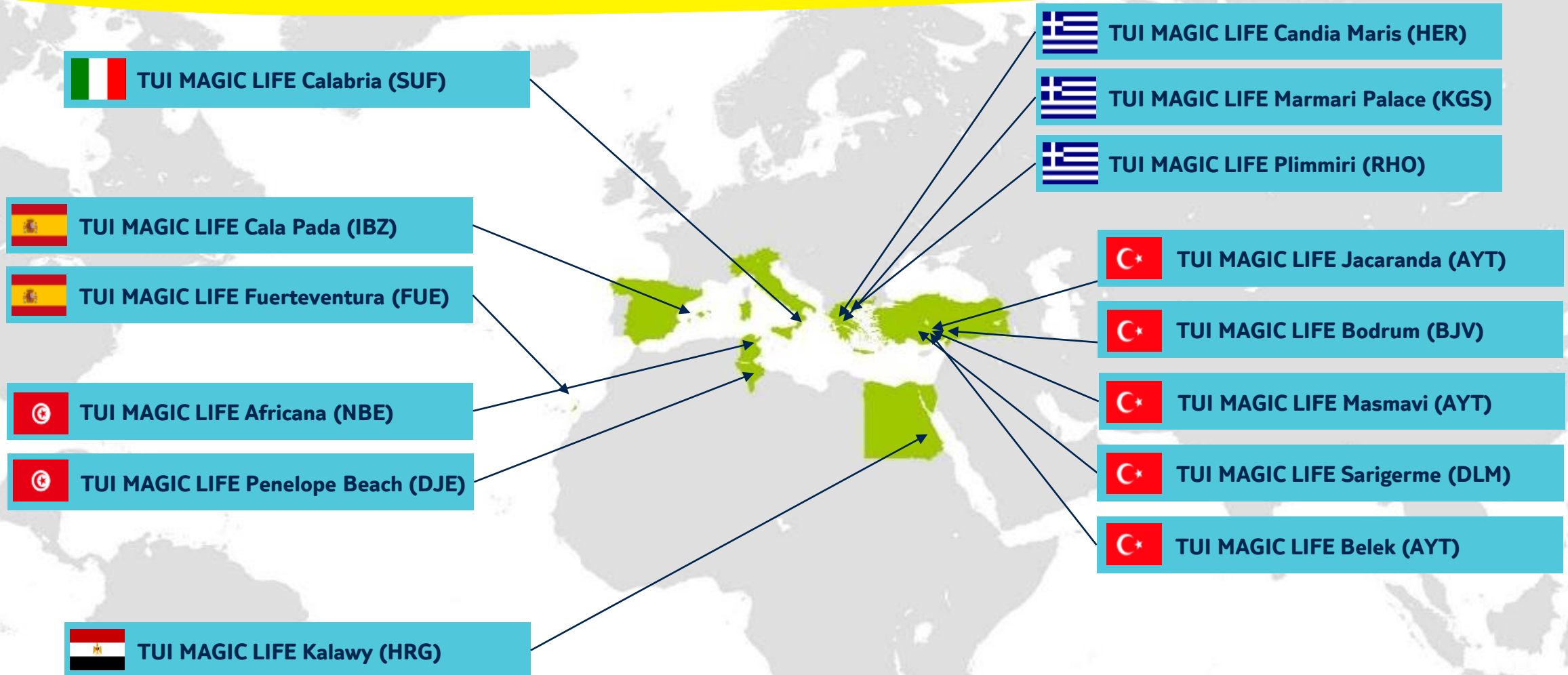


TUI MAGIC LIFE

Portfolio (Overview)



TUI MAGIC LIFE



Target Audience



TUI MAGIC LIFE



Families

- 3-4 age groups for kids & teens
- Varied entertainment programme
- Family rooms with interesting discounts up to 12 years old
- Sharky Swimming School with lessons (4+)
- Baby sets on request
- Children's playgrounds
- Aqua parks
- Activities to enjoy together as a family
- Attractive teens programme

Couples

- Private Lodge areas at selected clubs – (16+)
- Romantic chill out evenings, couple's dancing lessons, etc.
- 2 adults-only clubs (16+): TUI MAGIC LIFE Candia Maris & TUI MAGIC LIFE Bodrum (from S24)
- LGBTQ+ friendly

Singles/Friends

- Weekly speed-dating event for singles
- Great place to get to know new people
- MAGIC Angels events and dedicated table in the restaurant

TUI MAGIC LIFE USP's:

- Good quality for a fair price, with planning and budget certainty
- A comprehensive All Inclusive offering
- A variety of live shows, (pool) parties, evening entertainment
- Extensive sports & fitness programmes
- A relaxed/informal club atmosphere



Food Overview



TUI MAGIC LIFE



MAGICO

- Buffet style for all mealtimes
- Varied offering with show cooking
- Green Fit Corner – with healthy balanced meals
- Children's buffet and baby corner
- Cater to dietary requirements

The Flavour*

- Culinary delights from the 6 TUI MAGIC LIFE countries
- 1 à la carte starter, main dish and dessert from a choice of 6
- iPad detailing each dish and its origins

Speciality*

- International and local delicacies
- Restaurant menu adapted based on the club location e.g. Bodega offering Spanish tapas or our Egyptian restaurant serving traditional cuisine

Downtown*

- Simple delicacies delivered in an urban chic environment inspired by tasty street food
- Think juicy burgers, hearty fajitas, delicious salads and creative desserts

*Speciality restaurants are included once per week and room



Entertainment

There's always something happening

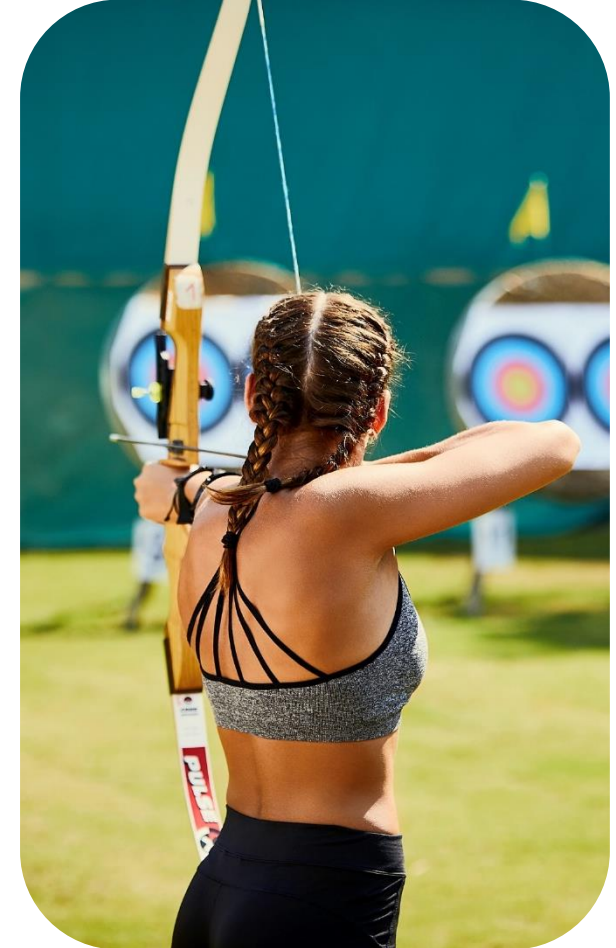
- Several **Themed Parties**:
 - 80s/90s Party, Crazy Party, Neon Party, White Gala Party, Live Music Party, Silent Disco Party, plus more...
- Several **entertaining evening shows** with **live music**
- **Theme days with a special motto** once a week, offering a variation to the usual club experience
- Plenty of **surprising experiences and MAGIC moments** are waiting for guests on the following theme days:
 - Sun, Sea & Sand, La Vida Loca, We Are Family, Local Day



Sports & Activities



TUI MAGIC LIFE



Highlights

Several clubs have a sportive highlight

- Tennis: daily tennis classes determined by age and level
- Cycling: mountain bike tours, guided bike tours
- Football: special football events and tournaments
- Beach volleyball: special volleyball matches and events

Watersports*

- Canoeing
- Windsurfing
- Catamaran
- Banana Boat
- Water-skiing

*Watersports are included but are subject to a fair use policy

Other activities

- Archery, Water Polo, Open Air Cinema, Shuffle Board, MAGIC Radio, Pool Games
- Moonlight sports tournaments
- Daytime pool / foam party
- Wellness offer with several treatments
- Fitness with longer opening hours and group classes



Magic Mini Club

- Children aged 3-6
- Daily activity calendar
- Dinner & video

Magic Kids Club*

- Children aged 7-9
- Football and archery
- MAGIC Kids Day
- MAGIC Kids Night

Youngsters Club*

- Children aged 10-12
- Football and archery
- Youngsters Night
- Video game tournaments

Teens Time

- Teens aged 13-16
- Teens fitness and dance classes
- Teens football and archery
- Teens night 6x weekly
- Weekly video games tournament
- Relaxing teen zone

- There are also family activities to enjoy together e.g. Family Fit&Fun
- Shaded playgrounds
- Babies corner

*Please note at our MAGIC Highlight Families clubs' kids aged 7-12 are split out into the two clubs as detailed above, in all other clubs these age groups are combined into one club with age-appropriate activities and entertainment.

ROBINSON 

Share the moment

26 ROBINSON clubs in 15 countries

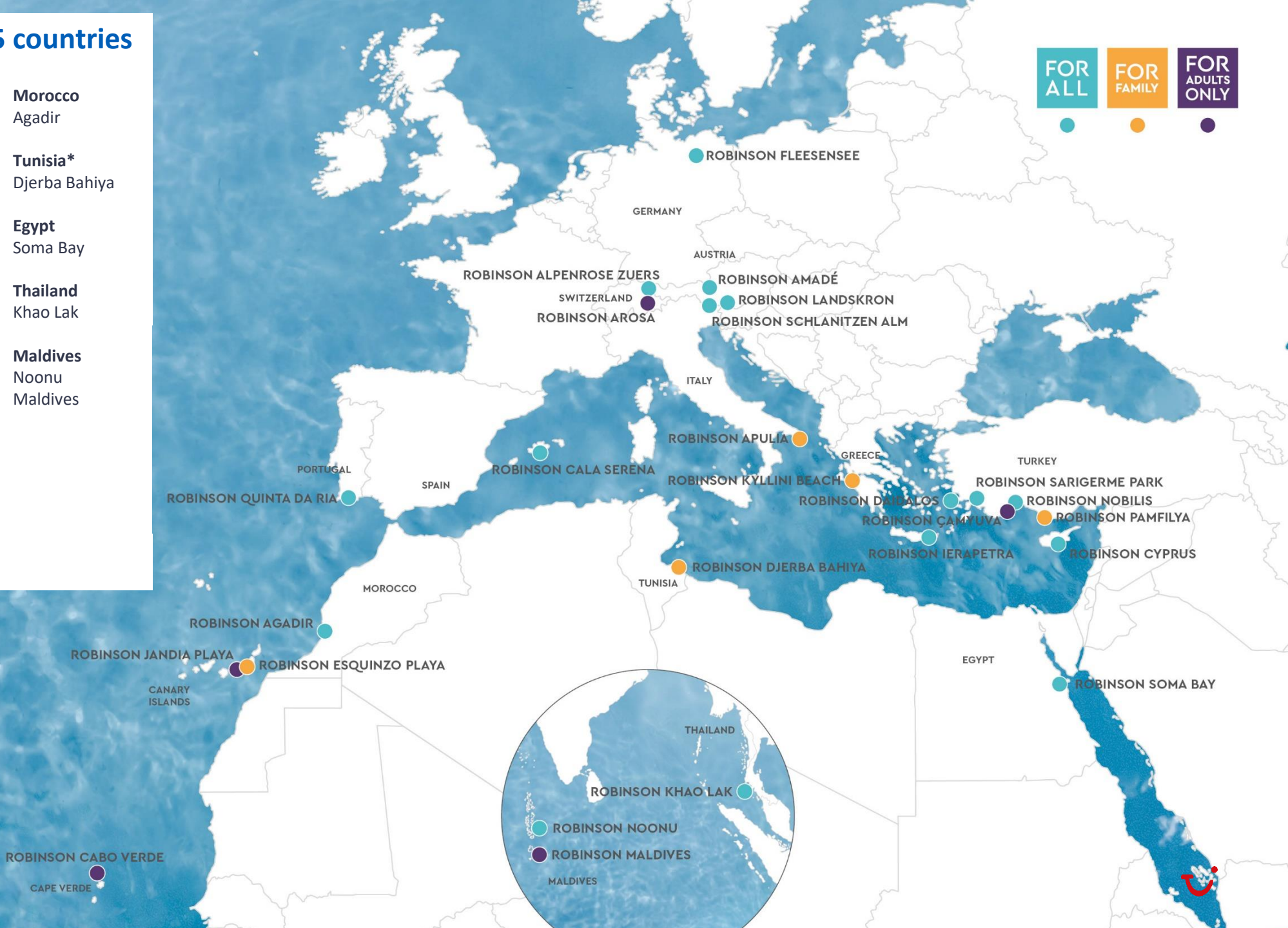
Germany Fleesensee	Portugal Quinta da Ria	Morocco Agadir
Austria Amadé Alpenrose Zürs** Landskron Schlanitzen Alm	Greece* Daidalos Ierapetra Kyllini Beach	Tunisia* Djerba Bahiya
Switzerland** Arosa	Cyprus* Cyprus	Egypt Soma Bay
Italy* Apulia	Turkey* Camyuva Nobilis Pamfilya Sarigerme Park	Thailand Khao Lak
Spain Cala Serena Jandia Playa Esquinzo Playa	Cape Verde Islands Cabo Verde	Maldives Noonu Maldives

* Only available during the summer season
** Only available during the winter season

FOR ALL

FOR FAMILY

FOR ADULTS ONLY



TARGET AUDIENCE



Children in focus, adults welcome

- Holiday programs for children from 2 years of age, 7 days a week
- ROBY CLUB (2-16) & ROBY BABY CLUB (0-24 months)
- Weekly theme days, daily sports activities (16+), ROBS sport (13+)
- Child-friendly restaurant opening hours and shows starting times in the evening



Adults in focus, children welcome

- Varied holiday programme for all
- Daily sports programme (16+)
- ROBY CLUB (2-16) & ROBS sport (13+)
- Solo travellers meeting several times a week
- NITE CLUB and parties after 12 pm during the week



For adults (18+)

- Entertainment and relaxation programme for adults and variety of professional sports on offer
- Award-winning, trendy cuisine
- Daily gathering of single travellers
- Relaxed restaurant opening hours and program times in the evening
- Daily NITE CLUB and parties after 12 pm

USP's

- Communicative and open atmosphere
- Service with a personal touch and outstanding quality
- High-quality hotel & cuisine
- Variety of top-level sports and activities for body & mind

FOOD REVIEW

- Tasty Buffets: Wide variety of regional dishes & live cooking stations
- Kids' Delights: Extra dishes for children's preferences
- Memorable Dinner Locations: Beachside & garden settings
- Exceptional Specialty Restaurants: Diverse cuisines & unique experiences
- WellFood Area: Main restaurant feature nutritious, high-protein, low-carb, low-fat meals, including vegan options
- Extravagant Culinary Events: Weekly ROB gala buffet, culinary delicacies, sparkling entertainment, and handcrafted cocktails
- Food Events: tasteJAM (street food festival) & LUHANA (Hawaiian-inspired event)
- WINE & DINE Option: Reserve table with bottle of wine (additional fee applies)
- Catering to Dietary Needs: Accommodate certain restrictions & allergies, based on the club's capabilities and the region's offerings

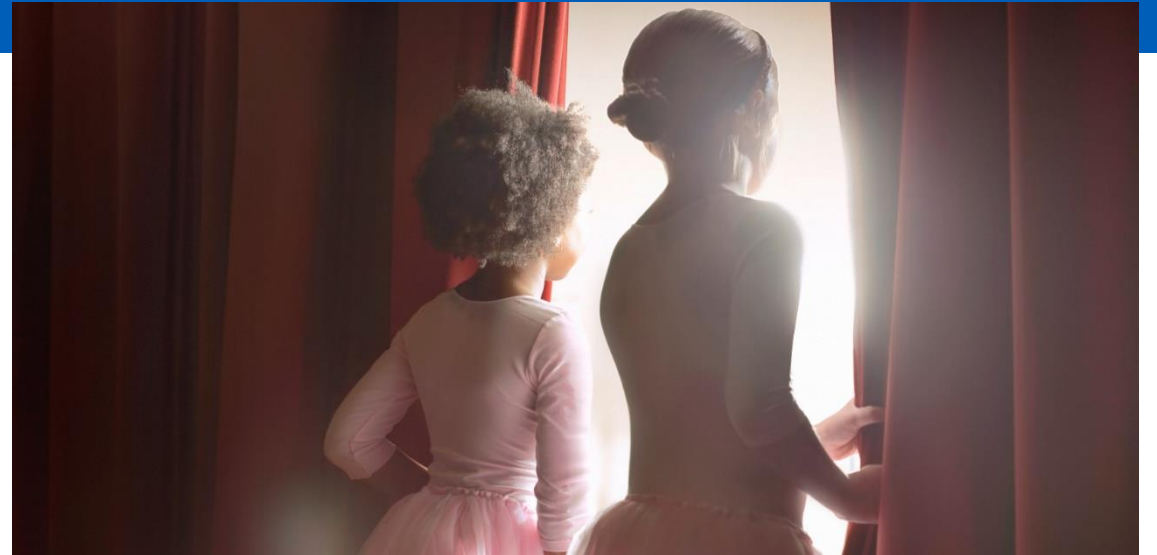


ENTERTAINMENT & ACTIVITIES

- Varied, exciting entertainment every day and night
- Entertainment like plays, comedy sets, cabaret, dance, musicals and children's shows
- Magical nights, weekly parties and gala evenings
- Relaxed beach or mountain sunset experiences
- Live music
- A buzzing party atmosphere in our NITE CLUB

ROBINSONADES

- At selected clubs experience tours are offered
- This includes exciting excursions to nearby attractions and cities
- All ROBINSONADES are led by experienced tour guides with insider knowledge



SPORTS

- Up to 64 sports to try:
 - Wind and kitesurfing, sailing or surfing in fantastic water sports areas
 - Diving and snorkelling in exotic underwater paradises
 - Skiing and snowboarding in our winter sports clubs
 - Biking tours through breathtaking landscapes
- Certified lessons with licensed trainers suitable for all levels
- High-quality sports equipment from our partners is included
- Taster sessions for golf, surfing, diving, tennis, archery and more
- Weekly tournaments and competitions
- Game, set and match on up to 12 tennis courts per club
- 40 partner golf courses , some located directly at our clubs



FITNESS

- Rejuvenating treatments for body and soul
- Well-equipped, premium gyms and relaxing spas in every resort
- Daily professional GroupFitness and Body&Mind programmes
- One-on-one personal training with licensed trainers for an additional charge
- Relaxing and rejuvenating natural cosmetic treatments, classical or outdoor massages, Ayurveda sessions, and on-site saunas or hammams
- Gym classes like Pilates, yoga, indoor cycling or functional and endurance workouts



CHILDCARE

- Dedicated, qualified childcare professionals
- Care provided for six different age groups, from infants to teenagers
- Age-appropriate children's programmes encompassing sports, fun activities, and creativity
- Swimming lessons available for all levels and ages (additional charge may apply)
- Kids' restaurants available at selected resorts
- ROBY BABY SET: Essential amenities provided for parents with infants and small children
- ROBY CLUB: Excellent care and activities tailored for SUPER MINIS (aged 2), MINIS (aged 3-4), and MAXIS (aged 5-6)
- R.O.B.Y.: Programs designed for children in two age groups: 7-9 and 10-12
- ROBS: Specialized programs and activities for young people aged 13-17, known as ROBS



My TUI Hotels portal



TUI BLUE



TUI MAGIC LIFE



ROBINSON

MY TUI HOTELS

www.mytuihotels.com

Explore the Possibilities with Our Portal:

- **Extensive Search Filters:**
Easily find the perfect hotel for your client with our comprehensive search filters.
- **Download Factsheet:**
Access summarized overviews of hotel facilities by downloading our convenient factsheets.
- **Detailed Information:**
Explore in-depth details such as restaurant opening hours and childcare options for each hotel.
- **Select Your Room:**
Discover the unique "Select Your Room" feature and find out which hotels offer this personalized service.
- **Holiday Tester Form:**
Experience our hotels firsthand by requesting a 'day pass' through our Holiday Tester form. Enjoy the facilities, including buffet restaurants, during your own holiday.



Need Further Assistance?

Contact us at: mytuihotels@tui.com

We're here to help!

