



Hotel concept (100+ hotels):
Personalised and enriching holiday experiences in a modern setting



Club concept (14 clubs):
Holidays full of fun and action delivered with budget certainty



Club concept (26 clubs):
A second home where guests who enjoy an active lifestyle feel like friends

	Wide portfolio of hotels, from tranquil adults-only options to family friendly resorts with packed activity agendas. There are also hotels designed to immerse guests into the local culture.	Full-service clubs ideal for all party compositions. MAGIC Highlights help guests discover the perfect club for them. There are also two adults-only clubs for those aged 16+.	Suitable for couples, families and singles who appreciate resorts with plenty of facilities at hand. Guests tend to be more affluent with higher levels of disposable income.
	Regional, fresh cuisine catering to a variety of dietary and lifestyle needs. With options available from Accommodation Only to All Inclusive. Choice of speciality and several à la carte restaurants.	Always All Inclusive. The Magico buffet features a kids' corner, plus guests can vote on some of the dishes available. Minimum of two à la carte restaurants included once per week. Can cater to a variety of dietary needs.	Top quality food and drink in both buffet and à la carte restaurants. Weekly gala dinners and food festivals. Choose from Bed & Breakfast to All Inclusive. Caters to a range of dietary needs.
	Wide range of sports and activities from innovative fitness courses to culinary classes. Plus, a large selection of excursions enabling guests to discover more of their holiday destination.	Richest selection of sports and activities for every mood. With nearly everything included, even motorised watersports, guests will never be bored.	Extensive and professional sports and activity offering, featuring high quality branded equipment and qualified instructors.
	Entertainment for guests of all ages, from animated children's shows to relaxed evenings with live music from local artists.	Weekly themed evenings and parties including a silent disco, alongside children's shows and entertainment to enjoy with the whole family.	Endless high-level entertainment with plays, comedy sets, musicals and children's shows. Plus, club parties and gala evenings.
	BLUE® Guides, our local experts and dedicated staff who provide guests with a personalised service and insider tips.	International staff who provide a relaxed, but dedicated service as well as MAGIC Angels who assist solo travellers.	ROBINS, our versatile, passionate in resort team who are friendly and professional, making sure every guest feels at home.
	BLUE® Spas* to pamper and relax yourself. Various wellness activities tailored to each guest. <small>*Additional costs apply</small>	Spas* operated by external partners with a selection of well-being activities and relaxation areas for adults. <small>*Selected clubs at additional cost</small>	Luxury WellFit spas allowing guests to switch off in style with a range of relaxing and rejuvenating treatments* <small>*Additional costs apply</small>
	Rooms designed around the needs of the customer. Always, contemporary and modern with local influences.	Extensive selection of room categories, including spacious family rooms. Some clubs feature Private Lodges – areas specifically for those 16+.	Wide choice of room categories to pick from, including luxury upgrades with suites, bungalows and private pools available*. <small>*Options vary by club and additional costs apply</small>
	Professional childcare with activities tailored to various age groups. Plus BabyClub* for those aged 0-36 months, Baby Lounges and The Hangout for teens. <small>*Additional costs apply</small>	Up to four different age groups offering a wide range of activities and games from toddlers to teens, including, football, archery and dance classes.	Dedicated, qualified childcare professionals, offering up to six different age-appropriate clubs and activities from age two.
	Our BLUE® App is your personal, digital assistant, accessible before, during and after your holiday, with a host of features including activities and reservations.	With the TUI MAGIC LIFE App you can see the extensive daily program, check-in online and book a space at the kids' club, plus so much more.	The ROBINSON App allows guests to view the weekly program of activities and entertainment in the club and get in touch with other guests.