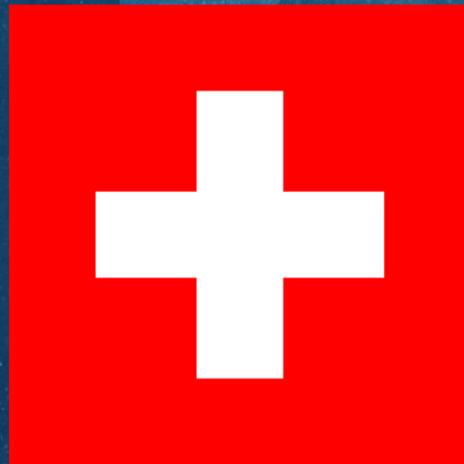


BLUE

TUI BLUE

TUI SUISSE





BLUE

TUI BLUE

TUI BLUE
HISTORY



TUI BLUE Success Story

Fastest growing hotel brand in the history of TUI



1

“The lifestyle hotel brand”
MAY 2016



“With the establishment of the new hotel brand TUI BLUE, the TUI Group continues to drive growth in the hotel sector and expands the exclusive and differentiated offering for TUI guests.”

TUI BLUE Sarigerme Park to be the first TUI BLUE hotel to open in May 2016.



~100

“TUI’s flagship hotel brand”
OCTOBER 2019



“TUI BLUE will become the TUI Group's global flagship hotel brand: the number of properties is to increase from ten today to around 100 hotels by 2020.”

TUI SENSIMAR (~60 hotels) and TUI FAMILY LIFE (~30 hotels) rebrand to TUI BLUE.



~200

“The leading leisure hotel brand”
VISION



“In addition to our own profitable hotels, we focus on hotels that we operate under management as part of our asset-light strategy. We also include hotels in the TUI BLUE portfolio that are operated by external hotel partners according to our quality standards..”

In future, more than one million customers per year will be guests of TUI BLUE and contribute to the brand's global presence.





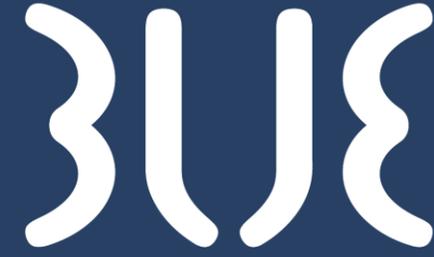
TUI BLUE

FOR ALL



TUI BLUE

FOR FAMILIES



TUI BLUE

FOR TWO

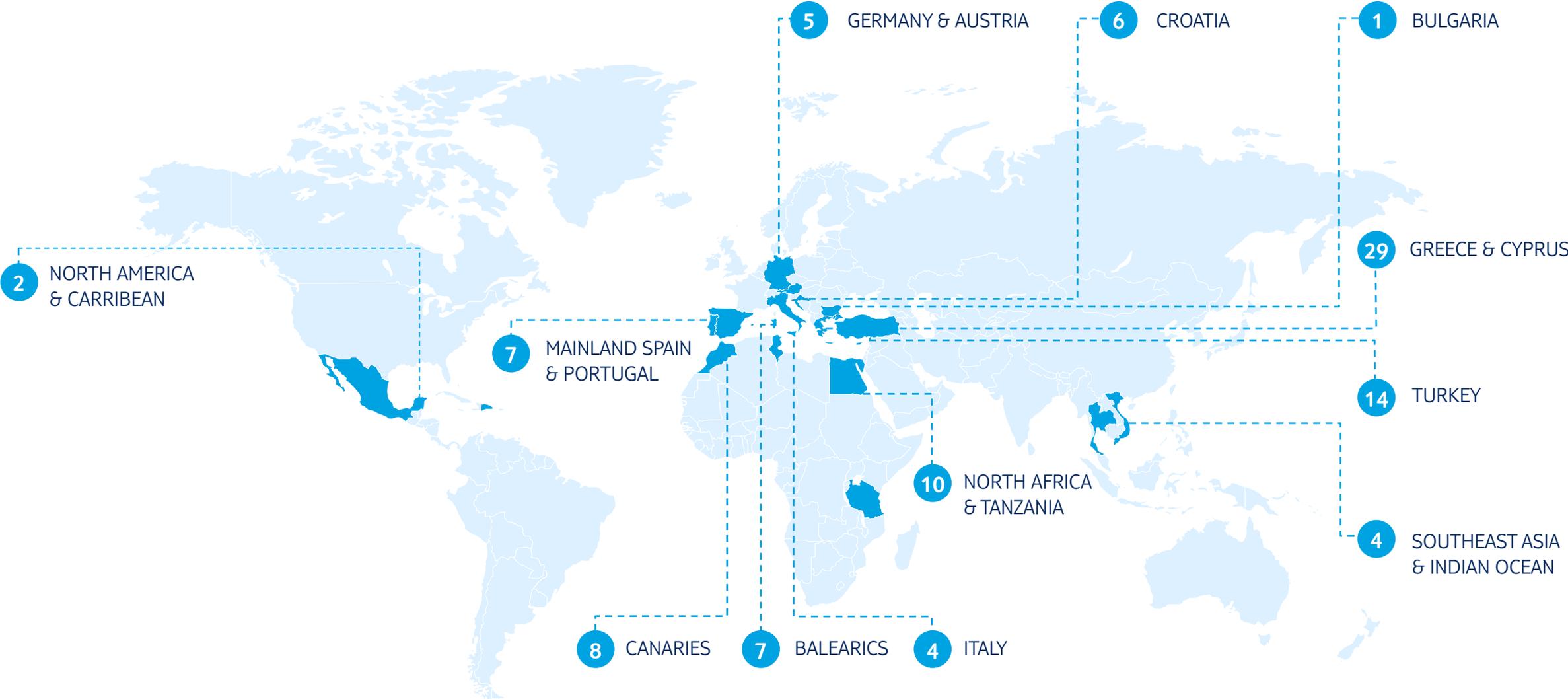


WIR WOLLEN MIT TUI BLUE WEITERHIN DIE
GRÖSSTE FERIENHOTEL-MARKE WERDEN – WELTWEIT! 



Global Portfolio

97 Hotels worldwide





BLUE

TUI BLUE

TUI BLUE KONZEPT
PRODUKTGRUPPEN





BLUE[®] Design

Modern décor with destination influences make the BLUE[®] Design tailored for you and your needs.



STUNNING LOCATIONS

Always on the coast or with scenic views

MODERN DÉCOR WITH LOCAL INFLUENCE

Innovative designs foregrounded with local details

GENEROUS AREAS EVERYWHERE

No need to rush to find the best seat

DESIGNED AROUND YOUR NEEDS

Functional facility elements covering the whole hotel



SIGNATURE DESIGN

The TUI BLUE Signature Design Elements have been designed to create a strong and dynamic brand presence in the hotel without placing the brand logo throughout the resort.

There is a variety of examples from cushions, artworks, plant pots to special furniture and more. These elements are also influenced by local designs from the destinations.





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 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.





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
- Baby Club
- 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 tous
- City excursions
- Guided tours
- Animal sightins
- 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.

SOFT:

- Live music
- Piano player
- DJs
- Local artists

HIGH:

- Production shows
- Musical shows





BLUEfit®

Well equipped gyms and outdoor areas with innovative classes. Relax, energize or strengthen yourself.

BLUEfit® is our holistic approach for fitness, wellness & nutrition. No matter what your fitness goal is, you can choose the activities that fit best for you.

STRENGTH & ENDURANCE

- Improve your fitness
- Train your entire body
- Develop endurance
- Use the entire diversity of exercise possibilities

FLEXIBILITY & BODY CONTROL

- Train your flexibility, precision
- resilience with special techniques
- Refine your body consciousness
- face complex demands in a healthy and flexible manner
- Minimise stress in your daily life.

RELAXATION & MENTAL BALANCE

- Meditation and specific exercises
- Balance stressful tendencies with sauna, wellness and massages
- Bring your body with nature and yourself into harmony

HEALTHY NUTRITION

- Goal oriented nutrition
- Experience positive effects during sport and in daily life
- Explore tasty possibilities to eat permanently healthier
- Find out easy ways to prepare healthy food at home





BLUE[®] Guides

Local experts and dedicated hosts which offer individual services for our guests.

- **Service at eye level** always having an open ear for wishes, questions and feedback
- Have insider-knowledge with the best tips for your holiday
- Distinction of general BLUE[®] Guides and specific BLUE[®] Guides - specialists for specific division (e.g. Fitness, Bar or Spa)
- **360° support before, during and after the vacation**
- **Multiple options to contact the BLUE[®] Guide** (in person at hotel, via BLUE[®] App, website, E-Mail, phone)
- BLUE[®] Guides can be **recognized by their Lanyard**



BLUE[®] Connect

Includes our BLUE[®] App - your personal digital assistant with bookable activities.



PROGRAMME

Keep track of everything going on in the hotel



INFO

Access all information about the hotel and its surrounding area



SERVICE BOOKING

Order a variety of services and extras 24/7



TABLE BOOKING

Easy reservations tool for à-la-carte restaurants



ONLINE CHECK-IN

Submit check-in details digitally and save time on arrival



ACTIVITY BOOKING

Save your place for exciting activities and relaxing moments



PINBOARD

Reviews, questions and communications tool among guests



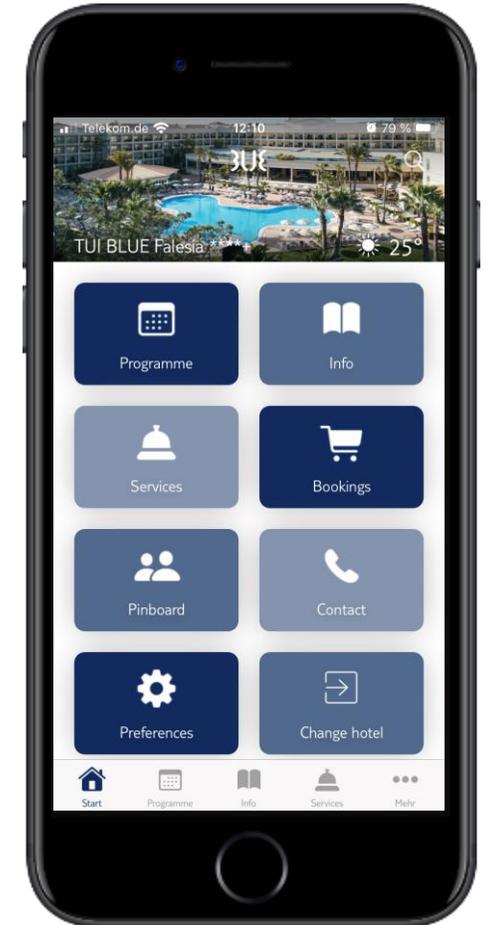
CALL

Have all relevant hotel telephone numbers at hand



MORE

The BLUE[®] App constantly receives updates with more features.



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WATER SPORTS
YOGA
FITNESS
BEACHVOLLEYBALL
WATER SLIDE
kids CLUB
KIDS BAR

35

Gästezimmer Mehr zur Ausstattung

- Start
- Programm
- A-Z
- Services
- Buchungen
- Pinnwand
- Anrufen

Suchen

- Bluetooth Lautsprecher
- Energie sparen
- Hand- und Badetücher
- Internetzugang
- Klimaanlage
- Minikühlschrank
- Persönlicher Safe
- Telefon



Bluetooth Lautsprecher

Damit Sie auch im Urlaub Ihre eigene Musik mit guter Klangqualität genießen können, ist bei uns jedes Zimmer mit einem Bluetooth-Lautsprecher ausgestattet.

Um Ihr Smartphone oder Tablet mit einem Bluetooth-Lautsprecher zu verbinden, gehen Sie wie folgt vor:

(Videoanleitung für **Android** und **iOS**)

1. Schalten Sie den Lautsprecher ein.
2. Halten Sie, während sowohl der Lautsprecher als auch das Mobilgerät eingeschaltet ist, die Bluetooth-Taste gedrückt, bis die Bluetooth-Anzeige blau blinkt und der Sprachbefehl sagt, "zum Abstimmen mit einem anderen Gerät bereit."
3. Vergewissern Sie sich, dass Bluetooth auf Ihrem Mobilgerät eingeschaltet ist. (Das Bluetooth-Menü finden Sie normalerweise im Einstellungs-Menü.)
4. Wählen Sie **Bose Colour** (für DUO Standard-Gäste) oder **Bose Mini II** (für SUITE Gäste) aus der Bluetooth-Liste Ihres Mobilgeräts.
5. Sobald Ihr Mobilgerät verbunden ist, starten Sie eine Musik-Anwendung auf Ihrem Gerät um Musik wiederzugeben.
6. Bitte vergessen Sie nicht, Ihr Bluetooth-Beleg nach Gebrauch wieder





BLUE

TUI BLUE

BEST OF TUI BLUE



BLUE

TUI BLUE

TÜRKEI



TUI BLUE SARIGERME PARK 4,5* - TÜRKISCHE LEBENSART

TUI BLUE
TUI BLUE

TUI BLUE

TUI BLUE

FOR ALL

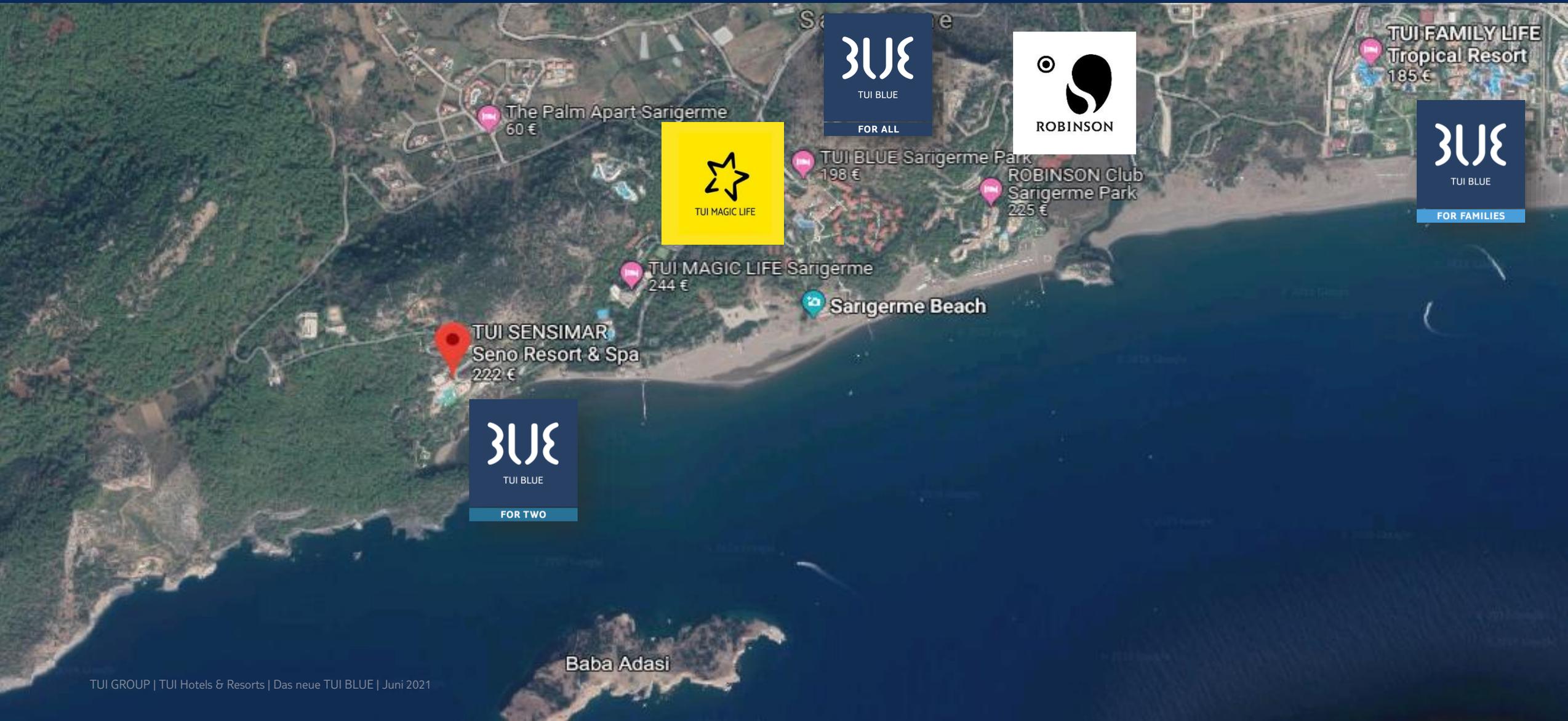


TUI BLUE SENO 4,5*

BLUE
TUI BLUE



„TUI-GERME“



TUI BLUE

FOR ALL

ROBINSON

TUI MAGIC LIFE

TUI BLUE

FOR FAMILIES

TUI BLUE

FOR TWO

Baba Adasi

TUI BLUE PALM GARDEN 4,5* - DAS FAMILIENHOTEL



FOR ALL

