

BLUE

TUI BLUE

FOR ALL

ABOUT THE LABEL

Premium hotels in prime locations, combining modern architecture with regional influences. Featuring high-quality food and drinks, a professional BLUEfit programme, modern technology and BLUE Guides - your experts in individual local experiences. Catering to the needs of the modern lifestyle traveller.



May 2021



FOR ALL

PRODUCT REQUIREMENTS

MUST HAVE CRITERIA

- Preferably beach front or ocean front/front line or with strong WOW factor (scenic views, mountains, lake). Close to local town and culturally interesting surroundings
- Max. 90 min. airport transfer
- Spacious plots with at least 40,000 m²
- Preferably 150–350 rooms. (min 100 rooms)
- 3–5 Stars
- Min. 2 restaurants and 2 bars
- Min. 2 pools

ARCHITECTURE

- Modern design with regional influences
- Spacious and 3-5 star standard

FOOD & BEVERAGE

- BB/HB/FB or AI
- Min. 1 à la carte restaurant
- Min. 1 buffet restaurant
- 1 Grab & Go Station for snacks
- Min. 2 Bars (e.g. Lobby Bar, Pool Bar, Beach Bar)

SPORT FACILITIES

- Well-equipped gym
- Outdoor yoga/ group fitness platform in combination with functional training area
- Beach volleyball court and space for water sports if on the beach

SPA FACILITIES

- Local spa treatments

POOLS

- Min. 2 pools (Activity pool, Relax pool)

CHILDREN FACILITIES

This section is only mandatory in selected hotels with focus on families

- 1 room for the Kids' Club, min.75 m² play space and shaded outdoor play area min. 50 m². (Supervised childcare for 3-12 yrs)
- Outdoor Playground suitable for 3-8 yrs
- Outdoor space for provision of teens "Teens Lounge" minimum 75 m²
- Children's pool

ROOMS

- Approx. 28 m² for a standard double room
- Mix of double rooms, family rooms and suites
- Contemporary, modern design & relaxed welcoming atmosphere
- Spacious bathroom area (glass shower screen to bath, no shower curtains)
- Balcony/terrace: chairs and small table
- Flat screen TV
- Air conditioning
- High bed quality
- Tea and coffee making facilities
- Safety box – free of charge
- Mini bar

ENTERTAINMENT

- Mobile stages for live music and events with portable sound & light equipment

TECHNOLOGY

- Digital holiday planner, restaurant bookings and service requests via the BLUE® App for iOS/Android
- Inspiration Desk with access to tablets
- Info displays
- BLUETOOTH® technology in the rooms (TV/ wireless speaker)

BRANDING

- TUI BLUE to be the only brand throughout the hotel including staff uniform, signage, menu cards etc. All details available in TUI BLUE branding manual.

TUI TEAMS/ CONCEPT DELIVERY

- TUI employs a TUI BLUE team for each season. (*subject to change to "Hotel employs" depending on hotel, destination and specific roles*)
- To deliver the concept we need some specialist roles like Blue Guide Manager, BLUE Guides, BLUEfit Guide, Fitness Hosts, Kids Club Supervisor and Hosts, Entertainment & Activity Hosts.
- All roles will receive training from TUI, both hotel employed and TUI employed.
- Free accommodation and meals for TUI supplied staff

QUALITY FIGURES

- Guest satisfaction targets will be set across key areas, setting out the minimum performance levels hotels will be expected to achieve.

SUSTAINABILITY

- Compliance to TUI additional sustainability requirements according to contract and incorporate Travelife
- Achieve the annually set target for "respect for the environment" according to the TUI Customer Satisfaction Report

BUSINESS MODEL

MUST HAVE CRITERIA

Includes brand related costs: branding package, staff & training costs, implementation visits and hotel trainings etc.

FORMS OF CONTRACT

- Franchise/Commercial Cooperation

OPERATIONAL CONTRIBUTION AND VARIABLE SYSTEM FEE

- The hotelier pays a fixed seasonal contribution that covers parts of the operational costs. The amount is dependent on location, capacity and team size
- The hotelier pays a variable system fee, based on the gross seasonal TUI sales per season

MARKETING BENEFITS

- Prominent position in TUI sales and marketing activities
- Dedicated marketing team to coordinate exclusive marketing campaigns
- Clear positioning of your hotel on TUI brochures, and targeted focus on the TUI BLUE For All target group
- Prominent presentation of TUI BLUE on TUI websites
- Specific labels on the TUI retail booking system as well as on the TUI websites
- Preferred status as host hotel for seminars and information trips as well as sales events, training sessions and roadshows
- Tailored communication pack sent out to travel agencies to encourage bookings to your hotel

