

TUI

TUI BLUE

FOR FAMILIES

ABOUT THE LABEL

Unbeatable holidays, designed with families in mind. All generations are made to feel welcome and careful thought has been put into creating memorable experiences at every opportunity. A variety of activities for children, teens & families are on offer through clubs, sports and entertainment.



May 2021

PRODUCT REQUIREMENTS

MUST HAVE CRITERIA

- Preferably beach front or ocean front/front line. Close to local town and culturally interesting surroundings.
- If not beachfront shall have a splash park on site
- Max. 90 min. airport transfer
- Spacious plots with at least 30,000 m²
- Preferably 200-400 rooms (min 200 rooms)
- Minimum 4 Stars
- Min. 2 restaurants and 2 bars
- Min. 4 pools

ARCHITECTURE

- Modern design with regional influences
- Spacious and 4 star standard

FOOD & BEVERAGE

- SC/BB/HB or AI
- Min. 1 buffet restaurant with children's buffet
- Min. 1 à la carte restaurant
- Snack bar & Take Away concept
- Min. 2 Bars
- Theas Coffee Shop & Juice Bar

SPORT FACILITIES

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

SPA FACILITIES

- SPA with all kind of treatments (optional)

POOLS

- Min. 4 pools (Main pool, Activity pool, Childrens pool, Baby Pool)
- Waterslides and/or Splash park for the childrens pool

CHILDREN FACILITIES

- 2 rooms for the Kids' Club, min.75m² play space each room and shaded outdoor play area min. 50 m² (Supervised childcare for 3-12 yrs)
- 1 room for the BabyClub, min. 34m² playspace and shaded outdoor play area min.15m². (Supervised childcare for 0-2 yrs)
- 1 indoor soft play facility/play room min 30m²
- Outdoor Playground suitable for 3-8 yrs
- Outdoor space for provision of teens "Teens Lounge" minimum 75m²

ROOMS

- Approx. 30 m² for a standard double room
- Mix of double rooms, family rooms and suites. Min. 10% swim-up rooms
- High availability of family rooms for 4-6 persons
- 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

- Outdoor entertainment venue, and/or indoor purpose built entertainment venues, where needed due to climate
- Stage/s to be equipped with sound, light, video, LED screen and proper back stage area

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, BLUEft Guide, Fitness Hosts, Kids Club Supervisor and Hosts, Entertainment & Activity Hosts., Professional entertainment cast, musicians and AV Technician.
- 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 Families 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

