

BLUE

TUI BLUE

FOR TWO

ABOUT THE LABEL

At the heart of TUI BLUE For Two, you'll find adults-only hotels, à la carte dining, light entertainment and a daily programme for both body and mind. Hotels are located in stunning locations with space for relaxation to enjoy time together. Plus staff are on hand to anticipate guests every need, so they feel truly at home.



PRODUCT REQUIREMENTS

MUST HAVE CRITERIA

TUI BLUE For Two is mainly for couples, who want to relax. The hotel complex and rooms should provide a peaceful environment.

- 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
- Adults-only (guests from 16 years+) - applicable across all contracts and markets
- 4–5 stars
- Wi-Fi free of charge throughout the hotel
- 150-350 rooms
- Plot size min. 100 sqm per sold guest room
- Full TUI BLUE branding
- BLUE@ App
- TUI BLUE standards as per specs & hotel manual

ARCHITECTURE

- Modern design with regional influences
- Spacious and 4-5 star standard
- Modern hotels, refurbishments and new builds as per TUI BLUE Design Guide
- Absence of noise in hotel is essential for the target group
- Preferably no tower blocks

RELAX ZONES

- Peaceful, attractively designed zones made for 2. Furniture should provide a space to chill out incl. Bali beds and hammocks

POOL

- Generous pool area with adequate number of sun beds and loungers (incl. in the shade)

SPA & WELLNESS

- Minimum 1 wellness area with 1 sauna, treatment rooms, relax zone with beds, toilet, shower

SPORT & ACTIVITIES

- Well equipped gym with natural light and outdoor area min. 80 m² (covered), indoor group fitness area (min. 80 m²)

BEACH

- Desirable: beach with adequate number of sunbeds and parasols/ sunshade all without charge

SUN BED RATIO TOTAL HOTEL

- 1.1 : 1 sun beds per guest in public areas to avoid reservations
- Contemporary and comfortable, high-quality sun beds (preferably made from wood, with padded mattresses)

ROOMS

- Approx. 30 m² for 4 star and 35 m² for 5-star hotels – including bathroom & excluding balcony
- 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 with smart TV functions
- Air conditioning
- High bed quality, several pillows
- Coffee-/tea machine
- Amenities in bathroom
- Free of charge in-room safe
- Welcome package upon arrival (water, wine, fruit)
- For 2 in mind: big shower with shower head for 2, big mattress min 1,80m x 2,00m- relaxation & romance

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)
- Preferably future oriented “digital smart” hotel room

FOOD & BEVERAGE

- HB/FB (+) or AI
- Min. 1 à la carte Restaurant named “Culinarium” (1 sitting, tables for 2)
- 1 buffet restaurant (1 sitting, tables for 2) with show cooking & bakery corner
- Bars (Lobby Bar, Beach Bar, Pool Bar)
- 1 THEA’s coffee shop & juice bar

EVENING PROGRAMME STANDARDS

- White Night, Beach-, Garden- & Pool Party, Sundowner, Gala Night - min 4x per week. High-quality live music/show acts - acts to be paid for by the hotelier
- Mobile stages for live music and events with portable sound & light equipment



BUSINESS MODEL

MUST HAVE CRITERIA

Includes concept related costs: branding package, entertainment material, staff & training costs, TUI domains, implementation visits and hotel trainings etc.

- Exclusivity
- Minimum 80% TUI allotment (TUI Group)
- Consistent target group appeal (TUI BLUE For Two in all source markets), TUI BLUE as the only brand in the hotel

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 CONTRIBUTION

- Complimentary stays of 1 week for two guests used as marketing support
- 10 vouchers in year 1 and 5 vouchers for the following years
- Discount for travel agents (e.g. 50%) support for day visits & fam trips
- Free accommodation for guest speakers during theme weeks

PURCHASING

- No child reductions
- Honeymoon package free of charge
- Attractive rates for July /August (couples prefer June, September)
- Standard specials (EBD, XXL, free nights etc.)
- Romance packages should be negotiated (sparkling wine, SPA treatment, candle light dinner, breakfast in room,...)- € 89 purchasing price per person – sale for € 99 per person.

QUALITY FIGURES

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

- Customer satisfaction scores to not fall below 8.7 for Hotel Overall
- Quality of food & beverage
- Hotel facilities
- Service
- Hardware, cleanliness, Wi-Fi

TUI EMPLOYEES

- Free accommodation (single rooms, board and laundry) for 2-4 Sports & Activity Hosts (depending on size of the hotel: 1 entertainer per 85 rooms) and for 1 BLUE® Guide Manager + BLUE Guides
- 1 BLUE® Guide employed by hotel on hoteliers costs for hotels > 250 rooms (Guest Relation Manager function)
- In certain hotels, depending on guest numbers & market structure, TUI Reps are based permanently in the hotel to support the hotel and the BLUE® Guide Manager for hotel tasks & TUI DX sales (excursions). Accommodation not in hotel.

SUSTAINABILITY

- Broad data collection & analysis of energy, water, waste on a min. weekly basis. Targets are set on a yearly basis from TUI Group.
- The hotelier shall achieve and maintain a valid sustainability certificate/ award that is recognised by the Global Sustainable Tourism Council (GSTC). Guest satisfaction sustainability must not fall below 8,4.

MARKETING BENEFITS

- Presence on TUI BLUE Webpage, in BLUE® App & TUI BLUE blog
- Prominent position in TUI sales and marketing activities
- Dedicated marketing team to coordinate exclusive marketing campaigns
- Clear positioning of hotel on TUI brochures
- 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 hotel

