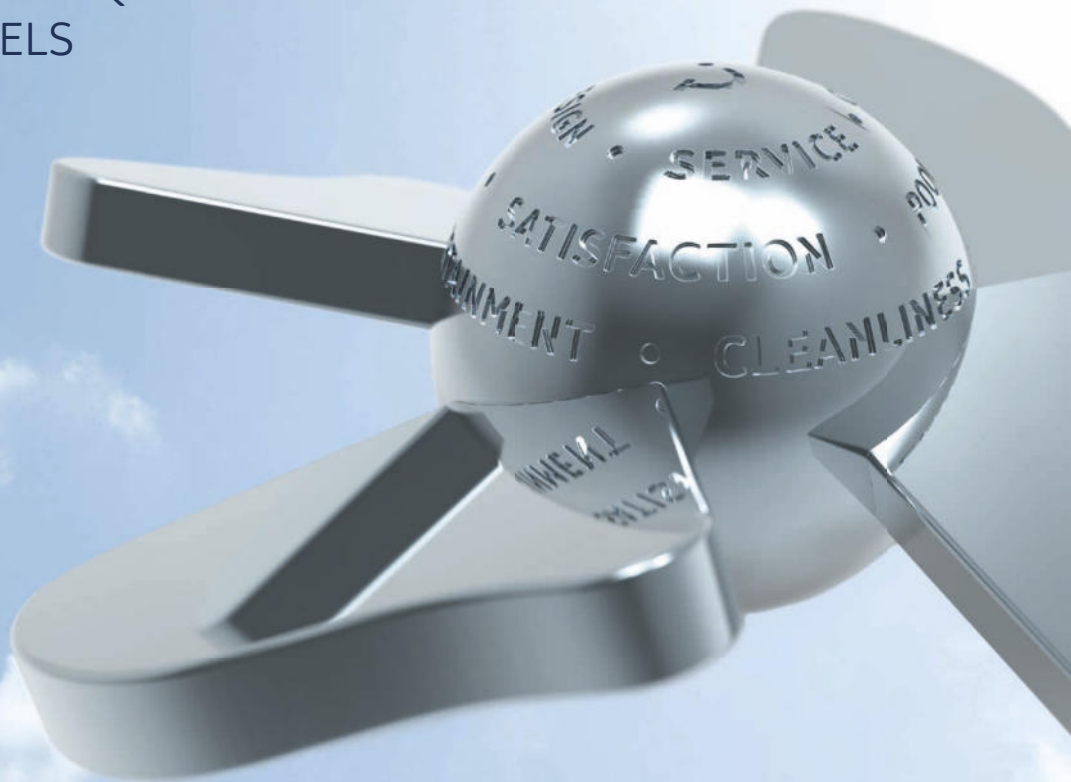




# OUTSTANDING!

TUI HOLLY AND TUI TOP QUALITY AWARDS  
FOR OUR BEST HOTELS



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# QUALITY AS A HALLMARK

## TUI HOLLY and TUI TOP QUALITY: Symbols of first class hotels



### **Guest satisfaction is the yardstick for measuring your success.**

Only those who have clear goals and work non-stop on improvements have a chance of achieving something quite special. And those who hold a TUI quality award in their hands have made the leap into the Champion's League of the hotel industry.

Inspire your guests from the first moment and fulfil holiday dreams before they are articulated. Give your guests a loving welcome and an unforgettable stay in your hotel.

After all, the majority of travellers look at assessments from other holidaymakers before booking. The TUI HOLLY or TUI TOP QUALITY symbol catches the eye and guides TUI customers and sales partners directly to the hotels with the best assessments. Both quality awards attract attention and ensure high occupancy rates – and high expectations.

# 2

## TUI HOLLY

### The outstanding award for an outstanding offering

Everyone wants one, but only the best get one: The TUI HOLLY is the highest accolade that can be accorded a TUI Hotel. It stands for everything that makes a TUI holiday perfect: Great attention to detail, superb service and outstanding cuisine. The TUI HOLLY is our premium prize for the 100 most popular TUI hotels worldwide – and only those who make our customers perfectly happy can hope to join the winners.

Our guests are the jury. With their response to the question “How do you rate your hotel/accommodation overall?” in our TUI guest survey they have been deciding since 1994 which hotels can adorn themselves with the TUI HOLLY.



#### Conditions:

- At least 30 assessments from the TUI guest survey within twelve months
- Performing and passing the TUI Safety Check
- Signing TUI Deutschland's Pool Safety Declaration

The TUI HOLLY is the symbol for first-class management, entrepreneurial creativity, good leadership and high safety standards. The winners have every reason to celebrate and celebrate themselves: For example, at the winners' get-together, an event we regularly organise with great attention to detail. That is where the best hoteliers in their region or around the world meet to celebrate seeing good friends again or to establish new contacts, to share their experiences and to toast their success.

# TUI TOP QUALITY

## Quality at the highest level

TUI TOP QUALITY is the prestigious award for TUI's 250 best hotels – the darlings of our guests. All hotels with this accolade earned the highest ratings in our guest survey and scored at least 8.7 out of 10 possible points. The TUI TOP QUALITY signet highlights our most popular holiday hotels.



### Conditions:

- At least 30 assessments from the TUI guest survey within twelve months
- In response to the question "How do you rate your hotel/accommodation overall?" in the TUI guest survey you score at least 8.7 out of 10 possible points
- Performing and passing the TUI Safety Check
- Signing TUI Deutschland's Pool Safety Declaration

With the prestigious TUI TOP QUALITY award, which we launched in 2015, we give our hoteliers the opportunity of promoting their hotels by highlighting their outstanding efforts to our mutual guests and providing our customers with objective orientation when choosing their next holiday hotel.

# 4

## SATISFACTION AS A YARDSTICK TUI guest survey highlights your success

In order to measure the satisfaction of our guests with their hotels it is important that as many guests as possible take part in our guest survey. For this we need your support. Please draw the attention of your TUI guests to the guest survey! There are four ways of participating in the survey:

- At the end of their holiday guests who have signed up to our service portal "MEINE TUI" are sent an email link which takes them directly to the survey. Or they can simply click on "Guest Survey".
- At the end of their holiday guests can log in directly to the survey under [www.TUI-Befragung.de](http://www.TUI-Befragung.de) by using the access code in the travel confirmation or itinerary.
- If guests expressly state when booking that they want hardcopy travel documents, they can find their personal access code in the documents.
- At the end of their holiday guests who booked through TUI.com will receive an email with a link that takes them directly to the survey.



If several people travel together, all of them, assuming they are 14 or older, can take part in the guest survey. To this end the guest who made the booking simply adds the email address of the co-travellers at the end of the online questionnaire.

Each participant in the TUI guest survey has the chance of winning one of twelve travel holiday vouchers, each worth € 1,000.

Motivate your guests to participate in the survey. Under [www.tui-quality.net/Important](http://www.tui-quality.net/Important) Downloads you will find a letter which you can customise by entering your hotel name, the name of your hotel manager and his digitized signature. Have the letter placed in the room shortly before departure or handed out when the guest checks out. By getting more guests to take part in TUI guest survey you also increase your chances of winning the TUI HOLLY or TUI TOP QUALITY awards!

# HALLMARK FOR FIRST CLASS HOTELS

## TUI HOLLY and TUI TOP QUALITY as marketing and sales instruments



TUI HOLLY and TUI TOP QUALITY are unmistakable signs of your success. We highlight the award winning hotels as first-class destinations across the gamut of TUI advertising and communications activities:

- On our booking portal TUI.com
- In IRIS.plus and CONTENT.plus, the reservation systems used by our travel agencies
- On the MEINE TUI service portal
- In the colour section and table of contents in our brochures
- In showcase decorations at our travel agents
- In mailings to customers
- In communications to our partners

Whenever we promote award winners, the respective signet appears as a hallmark for outstanding hotels.

Of course, you may and should also make the most of your award in your own advertising. We provide the graphics in all common file formats.

# 6

## UP-TO-DATE DETAILED INFORMATION Your guests' assessments in TUI Quality Net



We are only too happy to support you in further improving your guest satisfaction. On our hotel platform [www.tui-quality.net](http://www.tui-quality.net) you can see free overviews and details of your current satisfaction scores updated weekly from the TUI customer survey – we even update the “Frank comments” from your guests on a daily basis.

If you do not as yet use this platform, we look forward to receiving your registration. We only need your name and the name of your hotel, your email address and your TUI hotel code. We will send your access details by email.

Hotel view

Hotel view Hotel Search:

Winter 2015/2016 Tour operator OK Scale conversion Show all variables

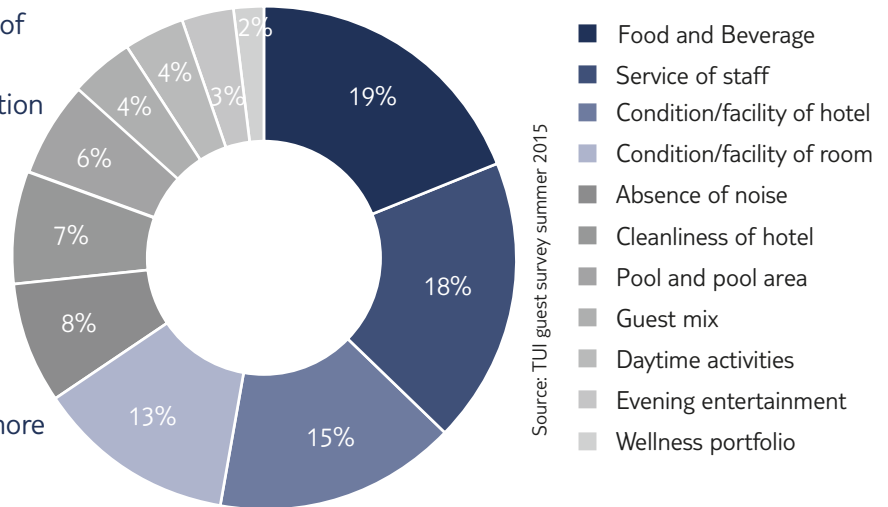
| Average value,                                   | Nov 15 | Dec 15 | Jan 16 | Feb 16 | Mar 16 | Winter 14/15 | Winter 15/16 | Recent 12 months Mar 15 - Mar 16 |
|--|--------|--------|--------|--------|--------|--------------|--------------|----------------------------------|
| Basis (received surveys)                         | 119    | 122    | 86     | 85     | 85     | 356          | 497          | 1058                             |
| Accommodation overall                            | 9.13   | 9.55   | 9.26   | 9.48   | 9.39   | 9.22         | 9.36         | 9.10                             |
| Likelihood to book again                         | -      | -      | -      | -      | -      | 8.21         | -            | 8.60                             |
| Recommendation of hotel                          | -      | -      | -      | -      | -      | 8.96         | -            | 9.00                             |
| Could you recommend this hotel?                  | 97%    | 99%    | 98%    | 100%   | 98%    | 97%          | 98%          |                                  |
| Service of staff                                 | 9.01   | 9.43   | 9.29   | 9.56   | 9.44   | 9.14         | 9.33         | 8.96                             |
| Food and beverages                               | 9.02   | 9.34   | 8.93   | 9.21   | 9.27   | 9.06         | 9.16         | 8.77                             |
| Condition/facility of room                       | 8.68   | 9.03   | 8.79   | 9.06   | 9.26   | 8.72         | 8.95         | 8.78                             |
| Pool and pool area                               | 9.00   | 9.09   | 8.85   | 9.15   | 9.37   | 9.45         | 9.09         | 8.94                             |
| Hotel condition/cleanliness (query since Nov 15) | 8.96   | 9.34   | 9.09   | 9.32   | 9.52   | -            | 9.24         | 9.24                             |



# QUALITY CAN BE MEASURED

## TUI HOLLY and TUI TOP QUALITY Blitzanalyse

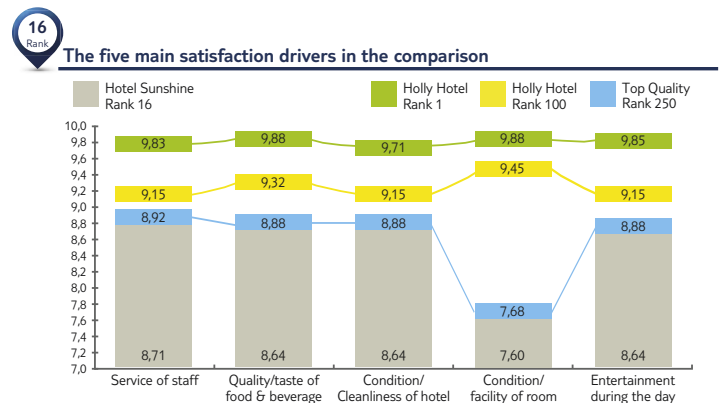
Every year we receive hundreds of thousands of guest assessments from the TUI guest survey, certified by TÜV, the German Technical Inspection Association. This provides us with a constant flow of important information on the satisfaction of our guests with their holiday overall and in particular with their hotel. This gives us an accurate insight into the most important aspects of your hotel as seen from a guest's perspective: Food and drink, service, facilities and furnishings account for more than 50 percent of guest satisfaction



Source: TUI guest survey summer 2015

For hoteliers who want to know their TUI HOLLY and TUI TOP QUALITY ranking in detail, we offer our proven TUI HOLLY/TUI TOP QUALITY Blitzanalyse on a monthly or bimonthly basis. This gives you an excellent overview of the areas where you can immediately make a big positive difference to your ranking – see chart.

You can find more detailed information at [www.tui-quality-support.de](http://www.tui-quality-support.de). Or simply send us an email to: [qualitysupport@tui.de](mailto:qualitysupport@tui.de)



The most important areas with most improvement potential compared with Rank 1 and Rank 100 TUI HOLLY hotels and the Rank 250 TUI TOP QUALITY hotel for the respective satisfaction drivers.

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