TUI QUALITY SUPPORT
INDIVIDUAL HOTEL
CONSULTING FOR
YOUR SUCCESS
TOGETHER SUCCESSFUL

DEAR PARTNER,

high quality and all round perfect service: that is what our guests expect of their holidays. And for more than 40 years this is what the holiday world of TUI has stood for. Because we want to inspire our customers, we are working constantly to improve ourselves. And that is why we have been leading the quality market for many years now.

It is only in cooperation with you that we can attain our most important goal – satisfied guests. For you, too, quality is the precondition for your hotel’s success. Only satisfied guests will book their next holiday again with you; it is only with satisfied guests that you generate acceptance and trust among your customers and retail channels, and it is only with satisfied guests that you can establish your hotel as a successful and stable brand over the long term.

We place a range of instruments at your disposal to help you identify the improvement potential in your hotel and to further increase your quality and competitive edge over the long term. Our whole experience goes into supporting you to ensure that together we can be even more successful in the future.

We are looking forward working with you.

BRITTA FAHL
Head of TUI Quality Management and Hotel Consulting

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**QUALITY CAN BE MEASURED.**

Every year we acquire some 500,000 opinions from the TUI guest survey – certified by German TÜV. The guest questionnaires provide a steady stream of important information on the level of satisfaction of our customers – with the holiday in general, the tour operator, travel agency or booking portal, destination, flight, hotel and travel representation. The chart shows the impact of individual factors on overall satisfaction with the hotel service, hotel hardware and quality/taste of the food account for almost 50 percent of overall satisfaction.

- Food and Beverage
- Service of staff
- Condition/facility of hotel
- Condition/facility of room
- Absence of noise
- Clearliness of hotel
- Pool and pool area
- Guest mix
- Daytime activities
- Evening entertainment
- Wellness portfolio

**YOUR OPPORTUNITY FOR MORE GROWTH AND PROFIT**

Analyses show that a high level of guest satisfaction drives growth in bookings, whereas a lower level leads to serious losses. Our evaluations show that you need a guest satisfaction rate of over 8.7 to achieve growth in bookings.

**TRAINING**

- **F&B CULINARY TRAINING**
  One-week training of your kitchen team in optimised kitchen workflows, sophisticated menu planning and optimal selection of dishes and drinks (see page 12)

- **BEVERAGE EXCELLENCE**
  A three-day staff training course on preparing and presenting high-quality drinks in bars and restaurants (see page 12)

- **F&B SERVICE TRAINING**
  Three-day training of the service team in optimised restaurant workflows and perfect guest interaction (see page 13)

- **HOUSEKEEPING TRAINING**
  Three-day training on quality standards, optimised workflows and handling materials (see page 15)

**QUALITY AND CUSTOMER ANALYSES**

- **TUI HOLLY / TOP QUALITY BLITZANALYSIS CLASSIC**
  Regular comparison of your hotel’s performance to other hotels in the TUI Holly and Top Quality ranking (see page 6)

- **TUI HOLLY / TOP QUALITY BLITZANALYSIS PREMIUM**
  Comparison of your performance to other hotels in the TUI Holly and Top Quality ranking and evaluation of your five most important performance drivers (see page 6)

- **TUI BENCHMARKING**
  Regular comparison of your hotel’s performance to competitors of your destination/target group (see page 7)

**GUEST SATISFACTION ANALYSIS**

Detailed evaluation of your hotel’s performance on the basis of the TUI guest survey: competitor benchmarking, original guest comments and strengths and weaknesses analysis (see page 8)

**GUEST STRUCTURE ANALYSIS**

Analysis of guest socio-demographics, holiday motives and expectations as well as comparison to the destination (see page 9)

**MYSTERY CHECK**

Check your hotel’s performance from the guests’ perspective. Preparation of a report with photo documentation and concrete recommendations (see pages 10 and 11)

**CONSULTING SERVICES**

- **F&B CONSULTING**
  Three-day consulting on the various F&B outlets, review of workflows, recommendations for improving efficiency (see page 13)

- **QUALITY LEADERSHIP CONSULTING**
  Two-day consulting on excellent service, personnel management, team building and staff motivation (see page 17)
Every year the 100 most popular TUI hotels around the world receive the TUI Holly and the 250 most liked the Top Quality award. For travel agencies and their potential customers the TUI Holly / Top Quality guarantees high quality. With the TUI Holly / Top-Quality Blitzanalysis you get an overview during the season where and how you can significantly improve your ranking.

**CONTENT OF THE ANALYSIS**
- Regular update on your TUI Holly and Top Quality ranking
- Evaluation of the three main satisfaction drivers compared to hotel No. 1 and No. 100 in the TUI Holly and No. 250 in the Top Quality ranking
- Average ranking values

**FACTS**
- Visualisation: online at www.tui-quality.net
- Analysis, either on a monthly (10 analyses/year) or bi-monthly basis (5 analyses/year)
- Precondition: at least 30 feedbacks from the TUI survey
  - € 3,000 (monthly/10 analyses/year)
  - € 2,000 (bi-monthly/5 analyses/year)
- Visualisation: online at www.tui-quality.net

You get a detailed overview and see your main satisfaction drivers as well as your overall performance compared to hotel No. 1 and No. 100 in the TUI Holly and to No. 250 in the Top Quality ranking.

**CONTENT OF THE ANALYSIS**
- Regular update on your TUI Holly and Top Quality ranking
- Individual evaluation of your five most important satisfaction drivers with the biggest improvement potential and biggest contribution to overall satisfaction
- Benchmarking of the most important satisfaction drivers compared to the performance of the best TUI hotels worldwide

**FACTS**
- Visualisation: online at www.tui-quality.net
- Analysis, either on a monthly (10 analyses/year) or bi-monthly basis (5 analyses/year)
- Precondition: at least 30 feedbacks from the TUI survey
  - € 2,000 (bi-monthly/5 analyses/year)
  - € 3,000 (monthly/10 analyses/year)
This innovative and detailed quality overview gives you a differentiated evaluation of guest satisfaction, key performance figures on individual services and information on the most important service drivers. The clearly laid out visualisation provides concrete recommendations on actions to be taken.

CONTENT OF THE ANALYSIS

- Comparison of 12 month view; easily understandable presentation of fluctuations within the season
- 12 month report: comparison of TUI guest survey data over the year, highlighting the areas with key improvement potential
- Monthly report: comparison of the guest survey data – subject to monthly analysis rapid evaluation in event of changes in performance
- Evaluation of "speaking frankly" – counting of the concrete comments made by guests
- Destination comparison: informative facts and comparison to overall performance and all 15 satisfaction drivers
- Recommendations on action to be taken: identify where action is needed and impact of individual services on overall guest satisfaction

You have to know your guests well to be able to fulfill their needs and wishes. When do your guests book? What do they expect? What are their requirements? How old are they? With our analyses and comparisons to the competition you are in a position to decide on the most suitable sales and marketing measures.

CONTENT OF THE ANALYSIS

- Detailed guest information
- Socio-demographic characteristics
- Expectations and holiday motives
- Holiday and booking behaviour
- Analysis of the competition
- Recommendations for action tailored to your hotel

GUEST SATISFACTION ANALYSIS

<table>
<thead>
<tr>
<th>Service</th>
<th>Overall</th>
<th>Service Staff</th>
<th>Condition/facility of Room</th>
<th>Condition/facility of Hotel</th>
<th>Entertainment at the Day</th>
<th>Entertainment in the Evening</th>
<th>Sport Portfolio</th>
<th>Wellness Portfolio</th>
<th>Child Friendliness</th>
<th>Children and Youth Program</th>
<th>Quality/taste of Food and Beverage</th>
<th>Garden/pool Area</th>
<th>Absence of Noise</th>
<th>Environmental Measures</th>
<th>Guest Mix</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8.99</td>
<td>9.00</td>
<td>8.94</td>
<td>9.16</td>
<td>8.34</td>
<td>8.35</td>
<td>8.47</td>
<td>8.80</td>
<td>8.91</td>
<td>-0.01</td>
<td>7.90</td>
<td>8.87</td>
<td>9.36</td>
<td>8.21</td>
<td>8.33</td>
<td>7.53</td>
</tr>
<tr>
<td>Deviation</td>
<td>-1.5</td>
<td>-1.0</td>
<td>-0.5</td>
<td>0.5</td>
<td>1.0</td>
<td>1.5</td>
<td>0.36</td>
<td>-0.10</td>
<td>-0.29</td>
<td>-0.03</td>
<td>-0.01</td>
<td>-0.10</td>
<td>0.37</td>
<td>-0.10</td>
<td>-0.03</td>
<td>-0.70</td>
</tr>
<tr>
<td>Positive Discrepancy</td>
<td>0.36</td>
<td>0.24</td>
<td>0.55</td>
<td>0.46</td>
<td>0.40</td>
<td>0.40</td>
<td></td>
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<td></td>
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<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Negative Discrepancy</td>
<td>-1.5</td>
<td>-1.0</td>
<td>-0.5</td>
<td>0.5</td>
<td>1.0</td>
<td>1.5</td>
<td>-1.5</td>
<td></td>
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</tr>
</tbody>
</table>

Deviation of individual services compared to the destination or target group

GUEST STRUCTURE ANALYSIS

<table>
<thead>
<tr>
<th>Age Group</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>more than 60 years</td>
<td>19%</td>
</tr>
<tr>
<td>40 to 49 years</td>
<td>31%</td>
</tr>
<tr>
<td>20 to 29 years</td>
<td>15%</td>
</tr>
<tr>
<td>30 to 39 years</td>
<td>19%</td>
</tr>
<tr>
<td>50 to 59 years</td>
<td>21%</td>
</tr>
</tbody>
</table>

Visualisation of age structure of guests at your hotel

<table>
<thead>
<tr>
<th>Income Range</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 2,000 €</td>
<td>11%</td>
</tr>
<tr>
<td>up to 3,000 €</td>
<td>21%</td>
</tr>
<tr>
<td>up to 4,000 €</td>
<td>13%</td>
</tr>
<tr>
<td>up to 5,000 €</td>
<td>16%</td>
</tr>
<tr>
<td>more than 5,000 €</td>
<td>24%</td>
</tr>
</tbody>
</table>

Visualisation of monthly net household income of your guests

FACTS

- 5 x DIN A4 brochures and PDF file
- Analysis, either for a calendar year or a season
- Precondition: at least 30 feedbacks from the TUI survey
- € 2,500
“Think like the customer thinks – see what the customer sees.”

The Mystery Check gives you an unique opportunity of seeing your hotel from the guests’ perspectives and making objective evaluations. Selected, trained TUI specialists with experience in the hotel industry thoroughly document the quality standards of all services and facilities and recommend valuable improvement measures.

**CONTENT**
- Audit on basis of a TUI criteria catalogue with 2,500 items
- Documentation of all quality requirements from check-in, room facilities, staff and service, to the garden
- Evaluation of the individual categories to a standardised scoring system
- Additional photographic material and detailed descriptions
- Concrete recommendations

**BENEFITS**
The practical and objective analysis can be turned to a competitive advantage:
- Identify and rectify faults and weaknesses directly
- Benefit from the concrete recommendations for improvement
- Profit from individual proposals for increasing customer loyalty

**OVERVIEW OF CHECKED OUTLETS**
1. Hotel appearance
2. Entranceway and entrance
3. Reception & lobby
4. Hotel rooms: Standard bungalow room
5. Gastronomy: main restaurant, pool bar, main bar
6. Corridors, stairways, lifts
7. Hotel interior areas
8. Outdoor facilities: poolscape, garden, beach and public lavatories
9. Sports and entertainment: group fitness courses, fitness centre, daytime activities programme, evening entertainment
10. Wellness & Spa

**FACTS MODULE A**
- Detailed preparation on basis of quality data and websites
- Three-day visit by checker
- Written and photographic documentation & analysis
- Personal debriefing on findings at the hotel
- Detailed, comprehensive report – approx. 150 pages
- € 3,000* per hotel plus travel expenses

**FACTS MODULE B**
- In addition to Module A
- Three-day follow-up visit within six months
- Review of measures implemented since last Mystery Check
- Modules A and B: € 5,500* plus travel expenses

*Surcharge long-haul € 500
**F&B CULINARY TRAINING**

The path to a satisfied customer is via the taste buds. In a hotel, after service, the quality and taste of food is the second most important factor determining overall guest satisfaction. Support your kitchen team in serving your guests unforgettable culinary delights. Under the instruction of an experienced international chef, your kitchen staff will develop new ideas and more effective workflows.

**CONTENT OF THE TRAINING**
- Analysing and optimising daily kitchen workflows
- Theory of nutrition
- Menu planning and international recipes
- Inspiration on buffet layout and attractive presentation of the dishes
- HACCP/food hygiene
- Requirements on the staff (code of conduct, etiquette, appearance)
- Safety at work (accident prevention, first aid)

**BEVERAGE EXCELLENCE**

You want to inspire your guests with tasty drink creations – be it in the lobby bar or by the pool, in the evening or during the day. In your restaurant you want to be a good host in all things beverage. You want to generate more sales in your bars and a la carte restaurants or get practical tips for the presentation and the quality of drinks? Train your employees to master optimised procedures at the bar and in the restaurant, to create a stylish ambience, and deal perfectly with guests when it comes to drinks.

**CONTENT OF THE TRAINING**
- Product training: spirits, wine, cocktails (alcoholic/non-alcoholic)
- Set up: bar material, accessories, tableware, decoration
- Sales promotion: sales talks, up-selling, motivation
- Psychological skills: guest types, conduct and communicating with guests, body language
- Innovation: current bar trends

**F&B SERVICE TRAINING**

Individual service and high service standards are growing in importance to ensure satisfied guests and help you stand out from the crowd. We coach your staff in their daily tasks and duties and provide them with an effective tool so that they can attend their guests with style, fulfill wishes in a service oriented manner and handle complaints professionally.

**CONTENT OF THE TRAINING**
- The perfect service employee
- Service principles
- Workplace culture (HACCP and mise-en-place)
- Table decoration and layout
- Guest attention in the restaurant
- Complaints management

**F&B CONSULTING**

We provide qualified consulting to support you in optimising the structure of your F&B department. Our experienced specialists analyse all processes in detail and together with your team develop realistic solutions and improvement measures.

**CONSULTING CONTENT**
- Detailed analysis of F&B outlets (process analysis, buffet design, menu planning)
- Detailed analysis of F&B department (hygiene, F&B concepts, communication, sales promotion)
- Improvement of buffet workflows, planning and design
- Valuable advice to raise efficiency, improve quality and harness existing potential

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**FACTS MODULE A**
- One-week intensive training
- Practical focus with background theory
- Providing international recipes
- Debriefing and report
- € 5,950* plus travel expenses

**FACTS MODULE B**
- In addition to Module A
- Three-day follow-up visit within six months
- Monitoring contents from Module A
- Reviewing the measures since the first training
- Modules A and B: € 7,950* plus travel expenses

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**FACTS MODULE A**
- Target group: hotels with half-board or all incl. meal plan
- Focus on best practice with theoretical foundations
- Debriefing and report
- € 3,850* plus travel costs

**FACTS MODULE B**
- Add-on to Module A
- Three-day follow-up course within six months
- Refreshing contents in Module A
- Module A and B: € 6,000* plus travel costs

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**FACTS MODULE A**
- Three-day training
- Practical focus with background theory
- Debriefing and report
- € 3,850* plus travel expenses

**FACTS MODULE B**
- In addition to Module A
- Three-day follow-up within six months
- Refreshing content from Module A
- Service for Professionals
- Modules A and B: € 6,000* plus travel expenses

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* Surcharge long-haul € 500
FRONT OFFICE TRAINING

Your front office is your hotel’s business card – the first interface with your guests and most important point of contact for questions and problems. Well trained employees are crucial and play a key role in ensuring guest satisfaction.

CONTENT OF THE TRAINING
- Tasks and duties of a front office employee
- Communicating with guests: from general advice to basic code of conduct
- Check-in/check-out workflows
- Optimising collaboration with other departments, such as housekeeping and facility management
- Body language and role playing

GUEST RELATIONS TRAINING

The guest relations team is one of the most important interfaces between the guest and the management. Improve the professional competence of your guest relations team and fine-tune effective communications with guests.

CONTENT OF THE TRAINING
- Professional profile
- Etiquette and behaviour
- Tasks and duties
- Complaints management
- Reporting system
- Authentic examples and practical tasks

HOUSEKEEPING TRAINING

Housekeeping contributes crucially to guest satisfaction. That is why it is so important that your employees are perfectly trained in this area too. Make the most of the opportunity to fully harness the potential of your housekeeping team.

CONTENT OF THE TRAINING
- Most important quality standards
- Efficient sequence of jobs to be done
- Working with checklists
- Rational stacking of shelved trolleys
- Guest safety and privacy
- Materials handling
- Special focus on coaching the head housekeeper with advice on personnel management and planning
- Positive and effective collaboration with other departments, such as front office or facility management
TARGET GROUP: MANAGEMENT AND HEAD OF DEPARTMENTS
This consulting builds on two pillars: satisfied guests and satisfied employees. The focus is on innovative service to keep on wowing guests. This involves getting your top managers to sensitise your employees on the importance of outstanding service and motivating them to deliver it.

SERVICE EXCELLENCE TRAINING
TARGET GROUP: STAFF IN DIRECT GUEST CONTACT
Service is the most important driver for overall guest satisfaction – and this does not mean just service in the restaurant, but rather in all areas that involve contact with the guests, such as reception, entertainment, spa & wellness. Gear up your team for excellent service.

QUALITY LEADERSHIP CONSULTING
TARGET GROUP: MANAGEMENT AND HEAD OF DEPARTMENTS
This consulting builds on two pillars: satisfied guests and satisfied employees. The focus is on innovative service to keep on wowing guests. This involves getting your top managers to sensitise your employees on the importance of outstanding service and motivating them to deliver it.

CONSULTING SERVICES
Over recent years changes have occurred to the demand behaviour of our customers as well as to market conditions and the competitive climate. This means you as hotelier and we as tour operator have to confront ever-changing challenges. We support you to adapting your products to the needs of your target group, to improve your guest satisfaction, increase your efficiency and align your structural/workflow organisation to the new requirements.

POSSIBLE AREAS OF FOCUS
- Hotel management
- Developing and implementing hotel strategy
- Hotel controlling
- Target group segmentation and hotel positioning
- Product portfolio
- Optimising hotel processes
- Innovation management

FACTS
- Duration: adapted to suit your requirements
- Price on request

SERVICE EXCELLENCE TRAINING
CONTENT OF THE TRAINING
- Guest expectations
- Verbal and non-verbal communications: important rules on body language and vocabulary
- Small talk: the art of enhancing guest loyalty
- Service behaviour and communication
- Service in stressful situations
- Dealing professionally with guests making complaints
- Intercultural competence

QUALITY LEADERSHIP CONSULTING
CONTENT OF THE BASIC CONSULTING
- Excellent service
- Current service trends
- Management training and coaching
- Conceiving with and motivating employees
- Team building

FACTS MODULE A
- Three-day training
- Practical focus with background theory
- Debriefing and report
- € 3,850* plus travel expenses

FACTS MODULE B
- In addition to Module A
- Two-day follow-up within six months
- Refreshing and reviewing implemented standards
- Further and more far-reaching service recommendations
- Modules A and B: € 6,000* plus travel expenses

FACTS BASIC CONSULTING
- Two-day basic consulting with bookable add-on modules
- Target group: heads of department and top hotel managers
- Debriefing and report
- € 3,250* plus travel expenses

MODULE A
- Staff loyalty: how can I keep good staff at my hotel?
- One day
- € 1,100

MODULE B
- Holding successful team meetings
- Half-day
- € 600

MODULE C
- Team motivation: how can I incentivise my team to perform at its best?
- Half-day
- € 600

MODULE D
- Target agreements: success by setting concrete targets
- Half-day
- € 600

* Surcharge long-haul € 500

PLEASE FIND FURTHER INFORMATION WWW.TUI-QUALITY-SUPPORT.EN
Sonia Martinez Alcalá, Director HR & Quality Coordinator, GLORIA Thalasso & Hotels, Gran Canaria
“We at Gloria Thalasso & Hotels believe in continuous development and improvement. That is why it is so important to us to keep constantly up to date. The TUI Hotel Consulting training courses we have taken part in for the last three years help us to achieve this. So far the courses have covered leadership, reception and F & B. Our employees are very satisfied with the trainings and the trainers. Together we build a great team - and this is reflected in the satisfaction of our guests.”

Onofre Pascual, owner and General Manager of the Pabisa Group, Mallorca
“In our hotels the TUI Quality Leadership training has helped us creating a real good team of leaders. With this well trained team and a lot of effort we were gradually able to increase the satisfaction of our guests even further. Therefore, we can only confirm that the training has been of high practical benefit to us. We thank TUI Hotel Consulting and their trainers for their support.”

Çağlar Bayrakçı, General Manager of the Spice Hotel & Spa, Turkey
“We were very pleased with the content of the training and the cooperation with the trainers. The housekeeping team is now highly motivated thanks to the helpful training, which was attended by the entire team. I’m sure we will benefit from considerable added value gained on the basis of this training - not only appreciated by TUI guests but by all guests. The planning, content and duration of the training have met our expectations.”

Halil Özcan, Barut Hotels, Turkey
“We commissioned the TUI Holly Blitzanalysis for five hotels and we are very happy. This gives us a regular detailed overview of how satisfied our TUI guests are and where we can leverage the most improvements to be in the running for a TUI Holly.”

Everyone participating in a training session by TUI Hotel Consulting is the proud holder of a personal certificate – left the members of Quality Leadership Consultings of Pabisa Hotels, Mallorca, and right the Housekeeping Team of Spice Hotel & Spa, Belek.