

Fact Sheet: TUI BLUE labels

TUI will provide tailored hotel offerings for different target groups. Three labels will offer guidance for customers and travel agents: TUI Blue For All, TUI Blue for Two, and TUI Blue For Families. This differentiation by target group will make it easier for customers to find the perfect holiday to suit their specific preferences.

TUI Blue “For All”



TUI Blue “For All” targets holidaymakers seeking to stay in high-quality hotels and interested in experiencing authentic local experiences. The focus of this label, designed to suit the preferences of travellers wishing to discover and explore the country, is on local culture and authentic encounters with the holiday country. Solo travellers, couples and families can enjoy their holiday in a sleek, contemporary finish. The hotels also offer a comprehensive and holistic fitness programme.

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TUI Blue “For Two”



TUI Blue “For Two” exclusively targets adults aged 16+ focusing on relaxation and time together during their holiday. The hotels offer couples or best friends the opportunity to relax, wind down and engage in and appropriate activities to recharge their batteries.

TUI Blue “For Families”



TUI Blue “For Families” targets families wishing to engage in joint activities, have fun together and strengthen their sense of togetherness without sacrificing service and hotel comfort. TUI Blue’s “For Families” concept was developed to suit the preferences of all family members. These hotels create family moments together with many activities, sports programmes and entertainment for young and old guests alike.

Further information and photos are available at www.tui-group.com