

## Fact Sheet: TUI BLUE brand elements

TUI Blue hotels address different customer needs and preferences. TUI Blue's different labels target couples (TUI Blue For Two), families (TUI Blue For Families) as well as guests particularly interested in authentic experiences in the holiday region (TUI Blue For All). Each of these hotels guarantees a TUI Blue experience. There will be six uniform elements across all labels:

### "Blue Guides"



The TUI Blue Guides are local experts and committed hosts, offering individual services for our guests. They are available to our guests any time as competent contacts, offering tips for regional excursions, suggesting restaurants, or providing information regarding the hotel or individual services.

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### "Bluefit"



Professionally trained and experienced coaches, innovative group courses, gyms featuring modern equipment and outdoor fitness areas for 'workouts with a view'. Guests can choose their own personal training goals, relax, recharge their batteries and strengthen their own bodies.

### "Blue Design"



Contemporary design with local influences and features meeting the target group's needs, for instance Bluetooth speakers and docking stations for smartphones, etc.

### "Blue Connect"



Holidaymakers can use the Blue App at any time to retrieve all activities and information about the hotel, attractions and excursions in the surroundings and ask questions relating to their stay. On mobile devices an in an independent manner via their smartphone.

### **“Blue Taste”**



TUI Blue hotels’ culinary experience features live cooking stations, local dishes with international influences, high-quality offerings and food meeting all dietary needs and nutrition plans. Whether gluten- or lactose-free, vegan, vegetarian or low-carb and high-protein – guests can individually combine their selection.

### **“Blue Experiences”**



The experience programme offered by TUI Blue hotels includes varied day and evening activities, cooking classes, target-group specific evening programme options and low-profile entertainment as well as local TUI excursions.

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*Further information and photos are available at [www.tui-group.com](http://www.tui-group.com)*