

be BLUEfit: Inspiration to achieve your fitness goals

Hotel brand TUI Blue launches professional fitness video series

Hanover, 25 January 2024. As the end of January approaches and New Year's Resolutions start to falter, the "be BLUEfit" videos have been developed to inspire and motivate people to achieve their fitness goals. Professional sports experts from TUI Group's global hotel brand TUI Blue revealing their top training tips to inject some impetus to any home exercise session.

"BLUEfit is about the holistic approach to health and fitness we offer in our leisure hotels, including a diverse range of classes and trainings. The strong registration numbers we see on our BLUE app shows that our programme is very popular with our guests, but with the "be BLUEfit" videos everyone can now get insights from our fitness professionals," says Artur Gerber, Managing Director of TUI Blue. The "be BLUEfit" videos are available free of charge on TUI BLUE's social media profiles and two new workouts are added every week. Each workout takes place against the unique backdrop of the TUI BLUE Nam Hoi An in Vietnam and brings holiday atmosphere to the training experience.

The series offers a balanced mix of workout routines, from strength training and cardio exercises to flexibility and balance-enhancing sessions. Viewers can look forward to a total of 20 professional videos, which will be published by mid-March 2024. The series features expert trainers Lars Löwe and Armin Kanani, who will enrich each workout with their individual style and motivating insights. "Many hotel guests would like to take their holiday motivation home and continue their training," says Lars Löwe, Corporate BLUEfit Manager at TUI Blue. "We believe that we all have the opportunity to stay fit and healthy in our everyday lives, too. With this comprehensive fitness video series, we aim to help our guests achieve their goals."

You can find the playlist of the "be BLUEfit" videos on [YouTube](#)

About TUI BLUE

TUI BLUE offers experience-oriented lifestyle travellers a hotel product tailored to their individual needs – for adults, families or holidaymakers interested in local culture and authentic experiences. BLUE Guides provide great hospitality with a personal touch and the BLUE App offers guests lots of activities at their choice. The experiences are tailored for all ages and range from entertainment in a relaxed atmosphere to a holistic fitness and well-being programme as well as a variety of excursions.

TUI BLUE hotels stand for food experiences with a local touch, including authentic regional dishes while also catering for all dietary needs or nutrition plans. The hotel brand has more than 90 hotels worldwide and expanding its portfolio with a strong focus on Asia, the Middle East and Africa. TUI BLUE is a global brand of TUI Hotels & Resorts' leading leisure hotel portfolio.

About TUI Group

TUI Group is a leading global tourism group and operates worldwide. The Group is headquartered in Germany. TUI shares are listed on the FTSE 250, an index of the London Stock Exchange, on the regulated market of the Hanover Stock Exchange and on the Open Market segment of the Frankfurt Stock Exchange. The TUI Group offers integrated services from a single source for its 19 million customers.

The entire tourism value chain is covered under one roof. This includes over 400 hotels and resorts with premium brands such as RIU, TUI Blue and Robinson and 16 cruise ships, from the MS Europa and the MS Europa 2 in the luxury class and expedition ships to the Mein Schiff fleet of TUI Cruises and cruise ships at Marella Cruises in Great Britain. The Group also includes leading tour operator brands and online marketing platforms across Europe, five airlines with more than 130 modern medium and long-haul aircraft and around 1,200 travel agencies. In addition to expanding its core business with hotels, cruises via successful joint ventures and activities in holiday destinations, TUI is increasingly focusing on the expansion of digital platforms. The Group is transforming itself into a digital company.

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Global responsibility for sustainable economic, ecological and social action is at the core of our corporate culture. The TUI Care Foundation, initiated by TUI, focuses on the positive effects of tourism, on education and training and on strengthening environmental and social standards with projects in 25 countries. It thus supports holiday destinations in their development.

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