

An underwater photograph of a woman swimming in clear, turquoise water. She is wearing a dark swimsuit and a watch on her left wrist. Her arms are extended forward, and her legs are slightly bent. A large, dense cloud of white bubbles trails behind her, indicating she has just moved or is in motion. The water is very clear, and the bottom of the pool is visible as a sandy area with ripples from the water's surface.

TUI Summer 2018

Overview

1. Tourism Trends 2018
2. New Hotel Concept 2018 – TUI BLUE
3. Hotel News
4. Destinations
5. Trade Marketing

TUI Österreich trends for summer 2018





Trend Nr. 1: Traveling outside of the main vacation period





Trend Nr. 2: Vacation is booked earlier



TUI is bookable sooner than
ever



Trend Nr. 3: Vacation is researched online

Trend Nr. 4: need for safety is a key decision maker



TUI offers crisis management

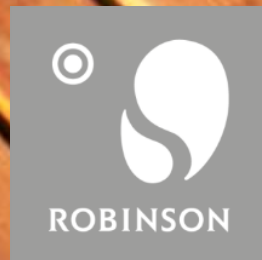


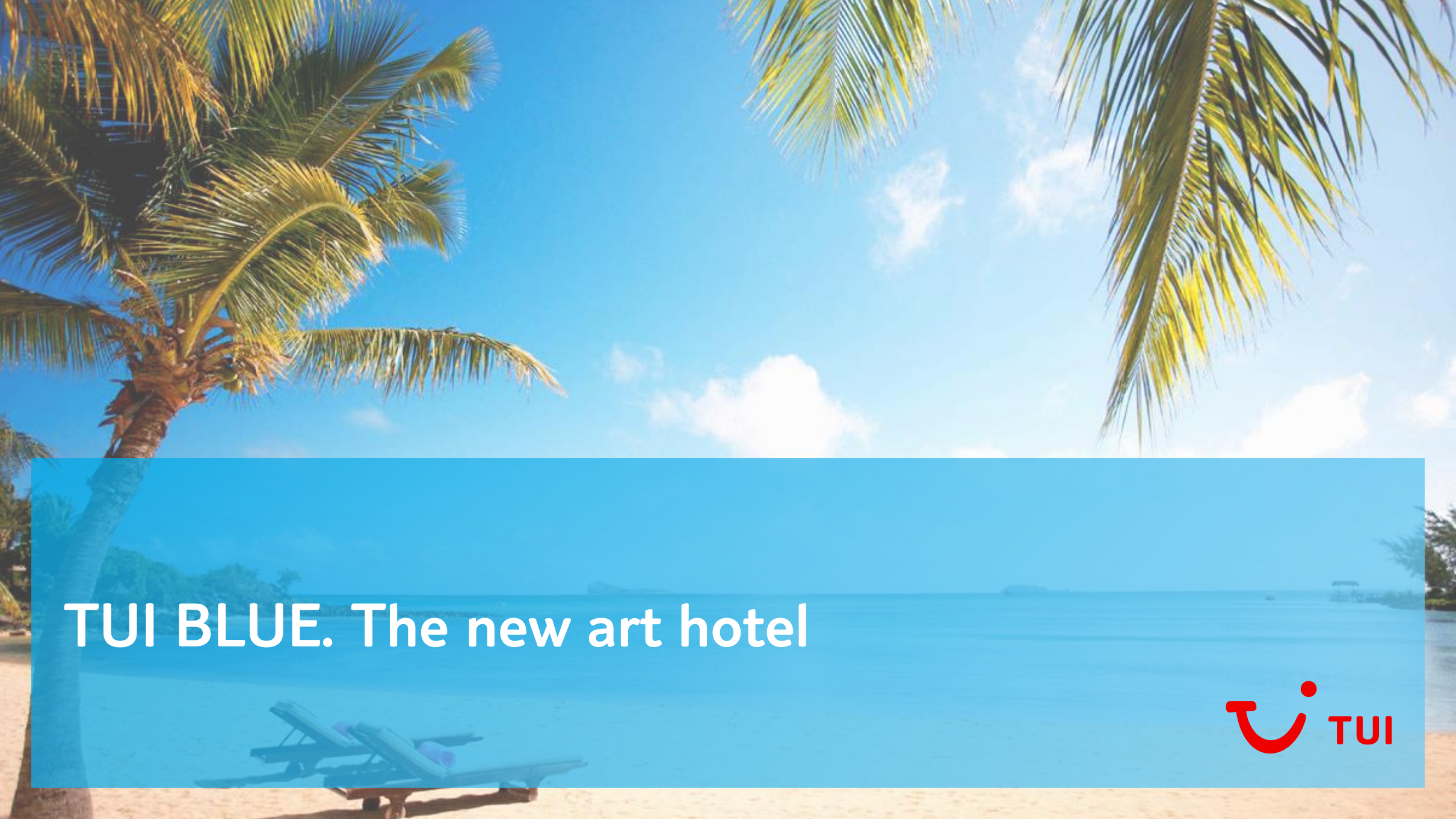
Trend Nr. 5: Quality, Quality, Quality



A tropical beach scene with lounge chairs and umbrellas. The foreground shows a close-up of a lounge chair with a blue towel. In the middle ground, there are several more lounge chairs and black umbrellas. The background features a sandy beach, turquoise water, and a clear blue sky. A dark blue rectangular box is overlaid in the center of the image.

TUI owned hotels



A tropical beach scene with palm trees and lounge chairs. The image is partially covered by a blue semi-transparent rectangle containing text and a logo.

TUI BLUE. The new art hotel



Target group

The TUI BLUE guest is:

- Cosmopolitan
- prefers modern and high end quality properties
- Excited about sport and wellbeing atmosphere
- interested in authentic and traditional culture
- soft animation and entertainment in the background

Overall:

TUI BLUE is suitable for couples, families and singles.

HELEN,
35 years,
hobbies:
music, traveling, diving,
yoga



Modern, upscale cuisine with a local twist



Cuisine

- Market fresh products, authentic presentation
- Live Cooking
- Flavoured Waters, Fresh Juices & Smoothies
- Regional and home made products (for example: in house bakery)
- Grab & Go offer containing freshly prepared and wrapped snacks to go for excursions or for the beach



TUI BLUE – the differences

 TUI BLUE pulse	 TUI BLUE	 TUI BLUE selection
★ ★ ★	★ ★ ★ ★	★ ★ ★ ★ ★
✓ BLUE Guide as host for insider tips ✓ newest bluetooth speakers in every room ✓ "Me Moments": relaxing in style ✓ Modern, upscale cuisine with a local twist / as well vegan and low carb ✓ Exclusive excursions – for an in depth look at the country and its people ✓ modern architecture		
✓ BLUEfit developed as a holistic fitness, wellness and nutrition concept especially for TUI BLUE		
		✓ Bellboy ✓ Room service ✓ Higher-quality materials in terms of architecture and interior design ✓ smaller properties



TUI BLUE properties

- TUI BLUE Sarigerme Park, Türkische Ägäis, Türkei (DLM 15050)
- TUI BLUE Palm Garden, Türkische Riviera, Türkei (DLM 51080)
- * TUI BLUE Jardin Tropical, Teneriffa, Spanien (TFS 31050)
- TUI BLUE PULSE Schladming, Planai, Österreich (GRZ 86050)
- TUI BLUE Fleesensee, Meckl. Seenplatte, Deutschland (MVP 53070)
- TUI BLUE Jadran, Makarska Riviera, Kroatien (SPU 34050)
- Il Castelfalfi – TUI BLUE SELECTION, Toskana, Italien (PSA 92040)
- TUI Blue Falesia, Algarve, Portugal (FAO 21030) - **ab Februar 2018**
- TUI Blue Palm Beach Palace, Djerba, Tunesien (DJE 11055) - **ab März 2018**
- TUI Blue Marmaris, Türkische Ägäis, Türkei (DLM 10333) - **ab April 2018**
- TUI Blue Rocador, Mallorca, Spanien (PMI 55095) - **ab Mai 2018**

*ab Winter 2017/18 nicht mehr im Programm

TUI BLUE Falesia

Algarve, Portugal, FAO 21030



All Inclusive Adults Only Free WLAN Bewusste Ernährung Fitness

HIGHLIGHTS

- 255 rooms, 1 building
- Adult Only, from 16 years of age
- Directly at the beach
- Last renovation 2015
- 3 restaurants and 5 bars
- 2 Pools, sun terrace

BOARD BASIS

All Inclusive and half pension



target group



couples



singles



TUI BLUE Palm Beach Resort

Djerba, Tunisia, DJE 11055



All Inclusive

Tauchen

Wassersport

Adults Only

Direkte Strandlage

Free WLAN

Bewusste Ernährung

Fitness

HIGHLIGHTS

- 211 rooms, 2 buildings
- Adult Only, from 16 years of age
- directly at the beach
- 3 restaurants and 2 bars
- 2 Pools, Whirlpool

target group



couples singlese

opening
02.03.18

BOARD BASIS

All Inclusive



TUI BLUE Marmaris

Turkey, Dalaman, DLM 10333



All Inclusive

Wellness

Adults Only

Direkte Strandlage

Free WLAN

Bewusste Ernährung

Fitness

HIGHLIGHTS

- Modern building
- Directly at the beach
- 2 restaurants und 4 bars with a variety of culinary offers
- innovative BLUEfit concept for fitness, nutrition and relaxation
- 2 pools (Activity & Relax)



target group



Couples



Singles

BOARD BASIS

All Inclusive



TUI BLUE Rocador

Mallorca, Spain, PMI 55095



Adults Only

Direkte Strandlage

Free WLAN

Bewusste Ernährung

Fitness

HIGHLIGHTS

- 211 rooms, 2 buildings
- Adult Only, from 16 years of age
- Surrounded by a pine forest, directly at the beach
- Modern architecture
- 3 restaurants und 2 bars
- 2 pools, whirlpool

BOARD BASIS

Half board



target group



couples

singles



A tropical beach scene with palm trees in the foreground, lounge chairs on the sand, and a clear blue ocean under a bright sky with scattered clouds. A semi-transparent blue banner is overlaid across the middle of the image.

Hotel News





TUI MAGIC LIFE

Family

Direkte Strandlage

All Inclusive

Free WLAN

Wellness

Aqua Spaß

Fitness

Radfahren

TUI MAGIC LIFE MASMAVI



- Opening on 23.03.2018
- very high quality, comfortable club complex on the extensive, gently sloping sandy beach
- a main house and several living areas with 595 rooms
- Family rooms with access to the pool
- five bars and five restaurants
- ten pools and aqua park with five water slides
- seven tennis clay courts
- MAGIC Highlight Family: Entertainment program for children from the age of three





ROBINSON CLUB KHAO LAK

ROBINSON CLUB KHAO LAK

- Opening: 01.11.2017
- 85 kilometers away from Phuket
- 280,000 square meters of land
- 320 rooms and villas
- Suitable for: couples and singles, but also for families with children
- international guests











Good to know

CLUB KHAO LAK

- Full board made by ROBINSON
- **New:** Summer 2018 (1st of june to 30th of september) also available with breakfast!





ROBINSON CLUB NOONU

ROBINSON CLUB NOONU

- Opening: 15.11.2017
- Classic, family All-Inclusive Club resort
- on the Maldives island Orivaru (130,000 square meters)
- own lagoon & fine sandy beach all around
- about 200 kilometers north of the capital Malé
- A total of 60 water villas, 50 beach villas and 40 double-storey villas
- Transfer time by seaplane is approximately 45 minutes











DZM 1 – Doppelzimmer mit Meerblick



BUM 3 – Wasserbungalow mit Pool



TUI is focusing on
families

URLAUBSGLÜCK FÜR ALLE



Sommer 2018 im Zeichen der Familien

TUI Sommer 2018_exklusiv im Kino



TUI FAMILY LIFE

HIER ERWARTET SIE

- TUI geschulte Baby- und Kinderbetreuung in drei Altersgruppen
- Teens Treff "The Hangout"
- vielfältiges Sport- und Fitnessangebot, TUI geschultes Personal
- tägliches Tages- und Abend-entertainment
- mehrere Restaurants mit ausgewogenen, gesunden Angeboten und Kids-Bufferet

best FAMiLY

HIER ERWARTET SIE

- deutschsprachige Kinderbetreuung durch TUI geschulte Mitarbeiter:
Minis 3-6 und Maxis 7-12 Jahre (6 x pro Woche)
- Teensprogramme: 13-17 Jahre (Hochsaison)
- Babyspielkreis: 0-3 Jahre (Nebensaison)
- Ganztagsbetreuung:
„Eltern haben frei“
- All Inclusive-Verpflegung



SARIGERME, SÜDTÜRKISCHE ÄGÄIS, TÜRKEI



Family

Direkte Strandlage

All Inclusive

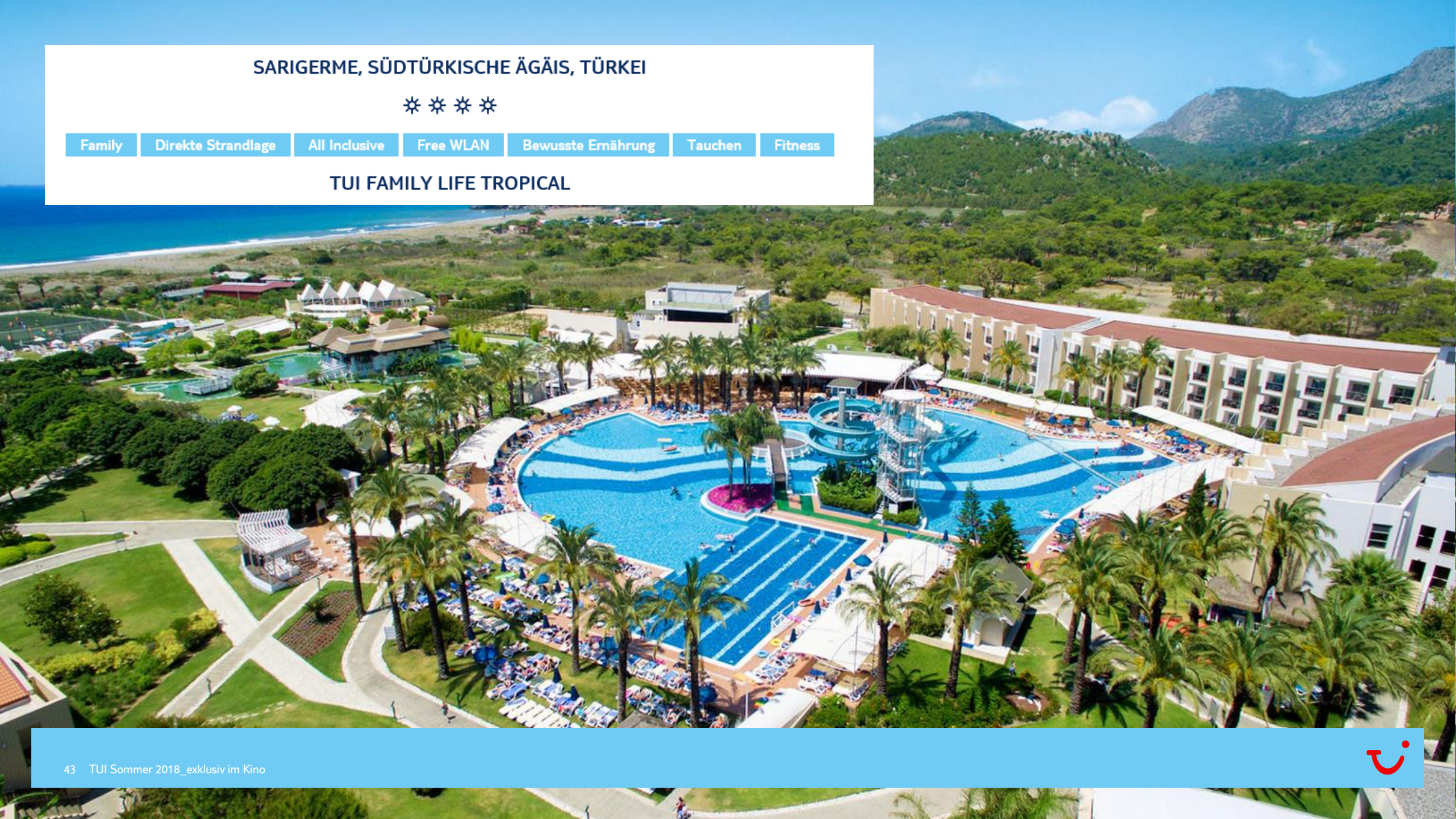
Free WLAN

Bewusste Ernährung

Tauchen

Fitness

TUI FAMILY LIFE TROPICAL



Trend-Destinationen





The Winner

Greece - Spain



The
Comeback

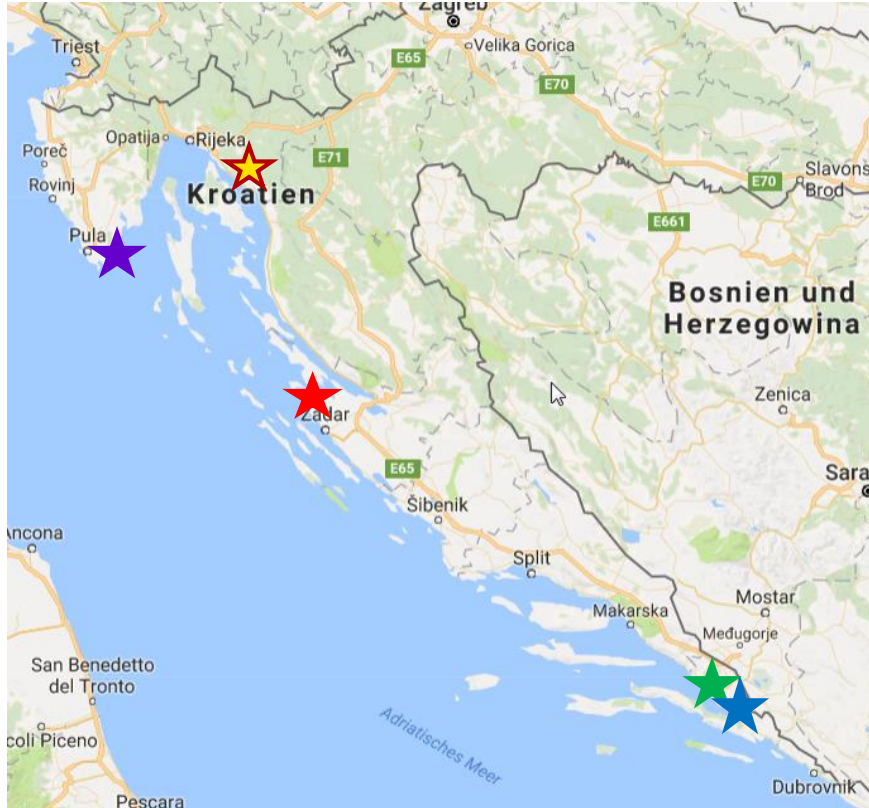
Egypt - Turkey



The
Renaissance

Italy - Croatia

TUI KONZEPHTHOTELS IN KROATIEN



TUI BLUE Jadran SPU34050



Modern sanierte Hotel-Ikone, mit sehr schönem Strand (Kies), an der Makarska Riviera, HP, perfekt für Kombination von Badeurlaub mit Land und Leuten, ZG: Paare und Familien



TUI SENSIMAR Makarska 4 SPU36001



Traumhafte Lage an der Makarska Riviera mit herrlichem Adria-Blick, HP oder AI, Bade- und Entspannungsurlaub, ZG: Paare



best FAMILY Falkensteiner Diadora r ZAD16015



Bestes Familienhotel Kroatiens auf Halbinsel Punta Skala, VP+ (sieben weitere Falkensteiner Hotels Region Zadar und Krk)



TUI SENSIMAR Medulin 4 PUY17022



an der Spitze Istriens gelegen, kurze Wege, strandnah, All incl., internationales Ambiente (UK), ZG: Paare



best FAMILY Hotel Lišanj 4 RJK16002



NEU ab Juli 2018 exklusiv bei TUI

nahe Rijeka gegenüber der Insel Krk gelegen, HP / AI for kids, mit großem Strandbereich (Kies/Fels/Badeplateaus)

The image is a collage of tropical scenes. The top left shows a boat in a cave with a waterfall. The top right shows a palm tree against a blue sky. The bottom left shows a boat on turquoise water. The bottom right shows a white sandy beach with turquoise water and large rocks. A dark blue circle is in the top center, and a dark blue rectangle is in the middle.

The
Far-Away

Thailand - Seychelles

Summer 2018 status quo

TOP 5 summer – mid haul

- 1 Greece (+45%)
- 2 Spain (+5%)
- 3 Turkey (+200%)
- 4 Egypt (+98%)
- 5 Italy (+5%)



summer bookings
+25%

TOP 5 summer – long haul

- 1 Maldives (-5%)
- 2 USA (2%)
- 3 Thailand (+15%)
- 4 Dom. Rep. (+4%)
- 5 Seychelles (+58%)





The background of the slide is a photograph of an airplane wing and tail against a sunset sky. The infographic consists of a large dark blue circle at the top left and ten smaller dark blue circles arranged in two rows below it. Each circle contains white text indicating the number of flights per week to a specific destination.

360 flights
per week

103 flights to
Greece

85 flights to
Spain

55 flights to
Italy

28 flights to
Turkey

16 flights to
Egypt

14 flights to
Bulgaria

10 flights to
Cyprus

9 flights to
Malta

6 flights to
Tunisia

2 flights to
Croatia



150.000
hotels

360
Flights per
week from
Austria

TUI has the largest offer when it comes to
hotels and flights

TUI erwartet ein gutes Jahr

2018