



TUI FUN&SUN  
LIFE IS FUN



# TUI FUN&SUN PHILOSOPHY

## FUN WORLD FOR THE WHOLE FAMILY



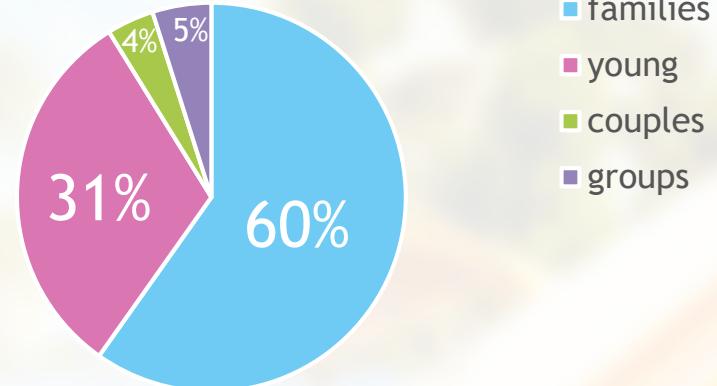
- ✓ TUI FUN&SUN is the best family-focused travel product created by TUI Russia.
- ✓ TUI FUN&SUN was born from the desire to create a world of fun and relaxation for the whole family and for each generation separately.
- ✓ It is designed to suit all family types, evolving with the reality that many families have a variety of needs.





# TARGET AUDIENCE OF THE TUI FUN&SUN CONCEPT

Customer profile of TUI Russia and CIS



The target audience of the TUI FUN&SUN conception are families with children. This group makes 60% of the TUI Russia and CIS customers.

During the seasons 2017 and 2018, hotels with the TUI FUN&SUN conception were visited by 75 000 guests.

In 2017 and 2018, 15 782 children and teenagers have spent their vacations in TUI FUN&SUN hotels.



# TUI FUN&SUN

## CORE ELEMENTS



- ✓ Great family accommodation
- ✓ Pool areas with a children's pool, activity- and relax pools
- ✓ Toucan Club for all Kids
- ✓ The Hangout for teenagers
- ✓ Gym, fitness and wellness area
- ✓ Multiple dining options with healthy, national and kids choices
- ✓ Various a la carte restaurants
- ✓ Imported Alcohol (Whisky, Vodka, Martini)
- ✓ Professional entertainment every night
- ✓ Guest Relations at your service.





The Concept Team has a number of staff working within the concept:

- ✓ Concept Manager & Specialists
- ✓ Head of the Concepts
- ✓ Food & Beverage Consultant
- ✓ Design & Interior Consultant
- ✓ Diff Product Director
- ✓ B2b Promotion Manager are working for you in TUI Russia & Ukraine.

The Concept Delivery Team is appointed and led by TUI Russia & CIS.

- ✓ Head of the Concept Delivery & Branding
- ✓ Concept Delivery Manager
- ✓ Food & Beverage Manager
- ✓ Entertainment Manager
- ✓ Toucan Club Manager
- ✓ Quality Control Managers in all hotels are based in the travel destination.

# QUALITY CONTROL



- ✓ **TUI Quality Control Manager provides exclusive service for all TUI guests:**
  - research of customers feedbacks & requests;
  - permanent improvement of the services;
  - direct communication with the customers and prompt improvement of the product.
- ✓ **Mobile App for all guests with a concierge service.**
- ✓ **24h Call Center.**

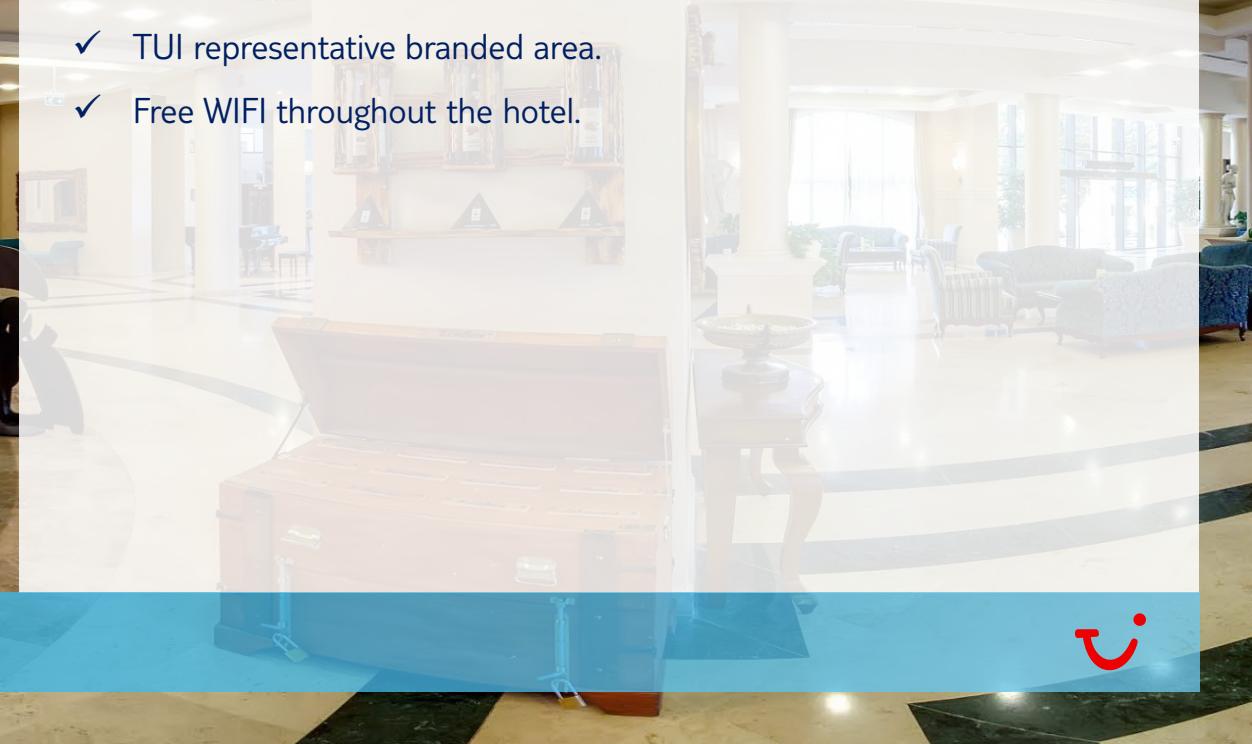


# WELCOMING & RECEPTION



## First impression counts:

- ✓ A welcome area with welcome drinks & snacks.
- ✓ 24/7 Service & information area.
- ✓ Inviting & warm atmosphere with TUI FUN&SUN brand recognition.
- ✓ Modern service area for Guest Relations.
- ✓ TUI representative branded area.
- ✓ Free WIFI throughout the hotel.



# HOTEL AREAS



## Zones & Pool areas

- ✓ Quite zone & Fun zone & Chill Out 18+ zone.
- ✓ Shaded Wellness and Fitness zone with special floor cover.
- ✓ Pool for activities / Quiet pool.
- ✓ Separated shaded children's pool.
- ✓ A number of sunbeds suitable for the hotel's capacity.
- ✓ Variety of lounge furniture & sunshade.
- ✓ Waterslides or a splash park.
- ✓ Splash park is mandatory if the hotel is not on the beach.



# HOTEL AREAS



## Chill Out area 18+

- ✓ Bar with Snacks & Desserts
- ✓ Only for adults
- ✓ Lounge music & atmosphere
- ✓ Separate beach area only for adults\*
- ✓ First line location & beach entrance\*

\*- For hotels on the first line



# ROOMS



## Room types and equipment

- ✓ An hotel ought to have 200 - 300 rooms (ideally).
- ✓ High availability of family-sized rooms.
- ✓ Good storage options.
  
- ✓ Comfortable bed of high quality.
- ✓ Room types accommodating 4+ people.
- ✓ Interconnecting options for larger groups.
  
- ✓ Branded bathroom set.
- ✓ Tea & Coffee Set, free of charge.
- ✓ Branded Bathrobe & Slippers for adults.
- ✓ Minibar with soft drinks on the arrival day, free of charge.
- ✓ Minibar with water every day, free of charge.
- ✓ Free of charge Wi-Fi.



# ROOMS



## Room types and equipment

- ✓ Modern & contemporary
- ✓ Fresh & light design
- ✓ Interior design & specification support are available to partners
- ✓ Standard-size rooms

## Room Sizes (min.)

- ✓ Double/ Twin rooms x 3 people: 25-30 sqm
- ✓ Family rooms x 4 people: 45-55 sqm
- ✓ Family rooms x 5+ people: 55-65 sqm

## Additional

- ✓ Interconnecting rooms (minimum 10% of total)
- ✓ Swim-up rooms (optional)
- ✓ Adapted rooms (minimum of 5 rooms)

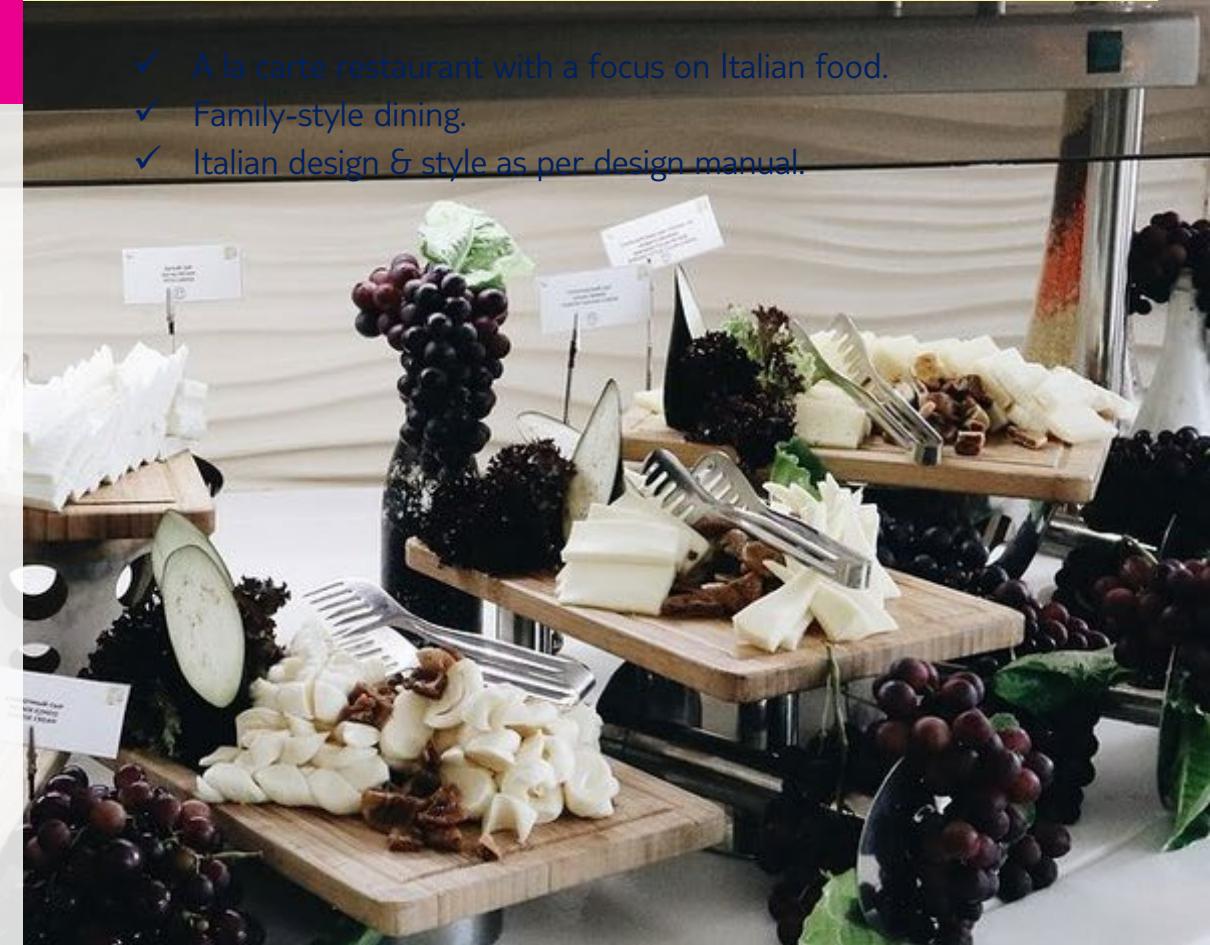


# FOOD & BEVERAGE



## Main Restaurant

- ✓ International buffet offering
- ✓ Separated children's buffet area
- ✓ Healthy options
- ✓ Russian dishes options
- ✓ Focus on food allergies and dietary requirements
- ✓ Clear food labeling
- ✓ Availability of family tables for larger groups
- ✓ Graphics and interior designs should correspond to the design manual.
- ✓ Daily Theme dinners.
- ✓ Fresh orange juice for breakfasts.



# FOOD & BEVERAGE

## Italian a la Carte (mandatory)

- ✓ A la carte restaurant with a focus on Italian food.
- ✓ Family-style dining.
- ✓ Italian design & style as per design manual.

## Grill & Wine a la Carte (mandatory)

- ✓ A la carte restaurant with focus on grilled meat, fish & seafood.
- ✓ Fresh food – freshly made.
- ✓ Branding must be followed.
- ✓ Graphics and interior design manuals are available.

## Local a la Carte (mandatory)

- ✓ A la carte restaurant with focus on local food.
- ✓ Acquaintance with local traditions.
- ✓ Branding must be followed.
- ✓ Graphics and interior design manuals are available.



An all-inclusive guests can visit one a la carte restaurant for free during the stay at the hotel. Other restaurants are then available at extra cost.

# FOOD & BEVERAGE



## Dessert & Coffee shop

- ✓ Coffee Shop with a "Starbucks" feeling.
- ✓ Capitalising on popular coffee culture.
- ✓ Premium-quality coffee and herbal tea.
- ✓ Revenue opportunity for hoteliers\*.
- ✓ Prominent location.

\*For European countries

## Additional food & beverage services

- ✓ Free of charge ice cream service several hours a day.
- ✓ Home-made lemonade.
- ✓ Free imported alcohol 24h a day in one of the bars.
- ✓ Children buffet Toucan.
- ✓ One 24-hours bar.



# INFRASTRUCTURE FOR CHILDREN IN THE TOUCAN CLUB



## Baby Club, 0-4 y.o.

- ✓ Hotel facility for small children.
- ✓ Open daily minimum 08.00-20.00, no supervision.

## Play area

- ✓ Unsupervised space for parents and babies.
- ✓ Includes soft playing area for children to play in.

## Kids Clubs

- ✓ Kids Club: for 4 to 7-year-olds.
- ✓ Junior Club: for 8 to 12-year-olds.

## Characters

- ✓ Toucan
- ✓ Regular appearances
- ✓ Daily parade
- ✓ Early evening shows



# INFRASTRUCTURE FOR CHILDREN IN THE TOUCAN CLUB



## Playground

- ✓ Minimum 25 sq meters.
- ✓ Fenced-off area.
- ✓ Shaded area.
- ✓ Variety of equipment of good quality.
- ✓ Soft impact flooring.
- ✓ Seating for parents.

## Requirements

- ✓ 2 x Kids clubs at 40 sqm each
- ✓ Toilets & washing facilities should be inside Children's club rooms.
- ✓ 1 x Playroom min 25 sqm



# INFRASTRUCTURE FOR CHILDREN IN THE TOUCAN CLUB



## Childcare offering

- ✓ Full childcare is offered for 4-12 years-old children.
- ✓ Focus on fun and learning elements.
- ✓ 7-days-a-week service.
- ✓ 24h special infrastructure for parents and babies with childcare equipment, blender, sterilizer, microwave.
- ✓ Washing machine service for babies' clothes.



# AREA FOR TEENAGERS



## Teens HANGOUT

- ✓ For the young guests of 12-17 years old.
- ✓ Location is close to a pool area, but has its own space.
- ✓ WIFI connection is required.
- ✓ The relaxed atmosphere inspired by surf & beach culture.
- ✓ Full branding should be fulfilled in accordance with the manual.
- ✓ The facility should be easy to implement.
- ✓ 30-50 sqm.



# SPORT & FITNESS



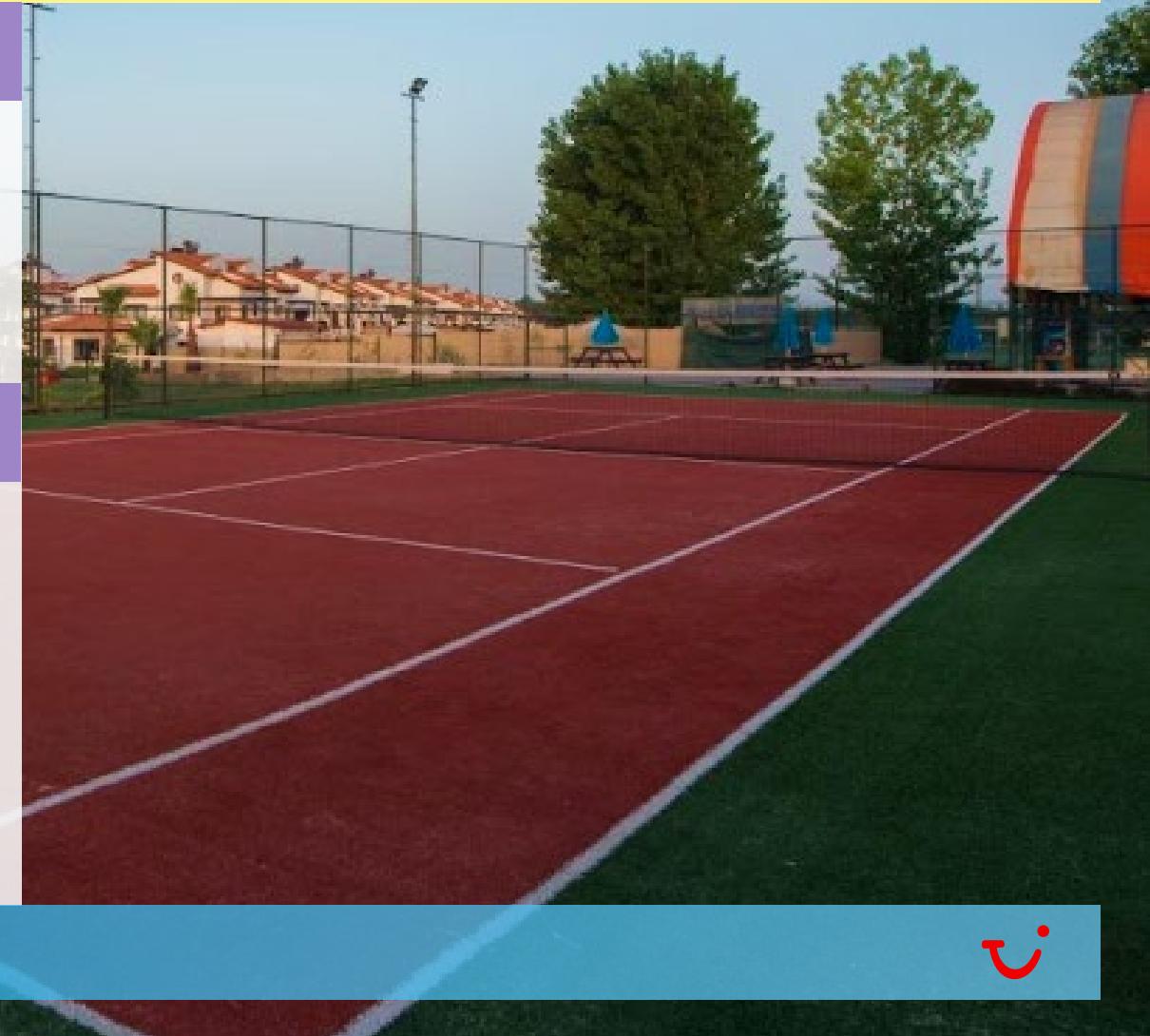
## Outdoor Fitness & Wellness area

- ✓ A quiet zone with beautiful views.
- ✓ A wooden platform with a roof and shade.
- ✓ Important feature in concept for growing fitness & wellness trends.
- ✓ Around 60 sqm.

## Gym

Well-equipped gym with branded equipment.

- ✓ Water & towels are available.
- ✓ Air-conditioned.
- ✓ Music and flat-screen TV should be provided.
- ✓ Variety of equipment: cross trainers, treadmills, rowing machine, cycles, exercise balls, weights and mats.
- ✓ A gym has to be around 60 - 80 sqm.

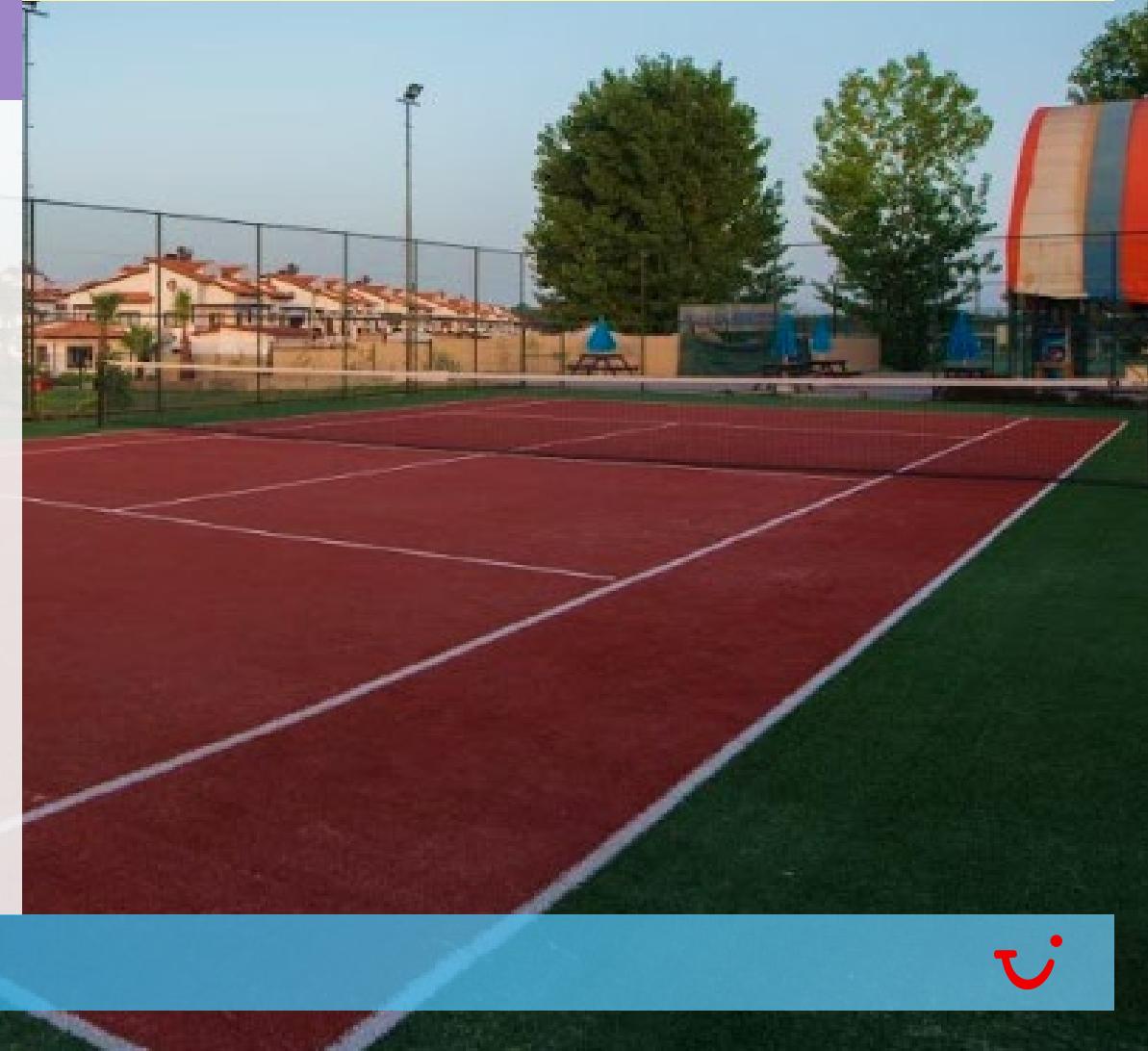


# SPORT & FITNESS



## The Multicourt

- ✓ Free of charge.
- ✓ Multi-purpose court suitable for activities including tennis, volleyball, football and basketball.
- ✓ The multicourt has to be lit for evening use (where possible).



# SPORT & ENTERTAINMENT



## Evening entertainment

- ✓ 3 Professional Shows per week.
- ✓ 1 Professional Party per week.
- ✓ 2 Live Music performances per week.
- ✓ Famous Singer Events
- ✓ Wellness and Fitness stars.
- ✓ Evening disco.

## Fitness & Wellness offering

- ✓ Classic sport activities including water polo, volleyball, football, table tennis, darts, bocce and etc.
- ✓ Wellness activities: yoga, stretching.
- ✓ Dance classes.

### Sample Daily Program:

- |                         |                        |
|-------------------------|------------------------|
| 10:00: Yoga             | 12:00: Pool Game       |
| 10:15: Bocce            | 15:00: Water Polo      |
| 10:30: Beach volleyball | 16:00: Archery tourney |
| 11:00: Archery & Darts  | 16:30: Darts game      |
| 11:15: Pool Gym         | 17:00: Football        |

# SPORT & ENTERTAINMENT



## Family Entertainment

- ✓ Themed activities and events related to the Toucan Club themes:
  - Fixiki
  - Indian
  - Pirates
  - Character Birthdays
  - Olympic Games



# SPORT & ENTERTAINMENT



## Entertainment Venue

- ✓ An outdoor entertainment venue, (and/or an indoor purpose-built entertainment venue, in case if it's necessary due to local climate).
- ✓ To support the shows, sound and light equipment is required (please refer to the technical documentation).
- ✓ Purchase of LED visual screens is mandatory required.
- ✓ Main entertainment area is supposed to accommodate up to 75% of the hotel capacity.
- ✓ Backstage area for cast and local acts with storage facilities for props and costumes.

Professional evening shows are provided.





# BRANDING EXPERIENCE



УВАЖАЕМЫЕ ГОСТИ!

Добро пожаловать в отель FUN&SUN.

Вы можете управлять электричеством в своей комнате с помощью этой карты.  
За утерю карты штраф 10\$

Время выезда – 12:00.  
Если вы хотите продлить номер, необходимо обратиться на ресепшн за день до выезда.  
Услуга предоставляется за дополнительную плату.

Сейф расположен в номере, пожалуйста, используйте его.  
Отель не несет ответственности за вещи оставленные вне сейфа.

ЖЕЛАЕМ ВАМ ПРИЯТНОГО ОТДЫХА!



## ГЛАВНЫЙ РЕСТОРАН САФИР

Завтрак	07:30-10:00
Поздний завтрак	10:00-11:00
Обед	12:30-14:30
Ужин	18:30-21:30
Ночная суп & закуски	23:30-00:30
Утолок для матери – 24 часа	

## РЕСТОРАНЫ A LA CARTE\*

Средиземноморский	19:00-21:30
Шашлык BBQ	19:00-21:30
Пельмени	19:00-21:30

## ПИЦЦА/ГЕЛЛЕМЕ/СНЕКИ

Dolphin Pool bar	11:00-17:30
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## СЛАДОСТИ / ВЫПЕЧКА / КОФЕ

Chill out Lounge 18+	12:30-16:00
Lara patisserie	12:30-17:00
Dolphin Pool bar	16:00-17:30

## МОРОЖЕНОЕ

Dolphin Pool Bar	11:00-17:30
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\*заказывая столиков в a la carte ресторанах в office guest relation с 10:00 до 17:00

## БАРЫ

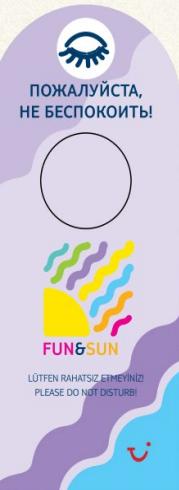
Dolphin Pool Bar	Relax Pool Bar
Shanse Lobby Bar	Chill out Lounge 18+
Kalyan Bar	Ares Disco Bar
Island Night Bar	Sapphire Service Bar

Мы не подаем напитки.  
Уважаемые гости, просим  
ход в ресторанах отеля  
одежде для пляжа.

## ТЕЛЕФОНЫ

Reception	19:00-21:30
Guest Relation	19:00-21:30
Room Service	19:00-21:30
Doctor	24 часа
SPA center	19:00-21:30

Для зонинга в номер – 1  
Пляжные полотенца выдаются  
кардам на стойке у главного  
12:00, 14:00-19:00



# RESULTS OF THE CONCEPT IMPLEMENTATION





## PROJECT «TUI AGENT»



### Project «TUI Agent»

Promotion of TUI FUN&SUN concept and FUN&SUN hotels in social networks with the help of bloggers who provided photo & video content, articles & posts, stories in Instagram and Facebook.



# PROJECT «TUI AGENT»

Опубликовано Концепция Отдыха · 4 июля · 0

Дети в наших отелях чувствуют себя комфортно и наравне со взрослыми 😊.

Ведь для этого сделано всё и даже больше!

•Детские площадки  
•Отдельный бассейн ... Ещё



Охват: 252 чел.

Продолжать публикацию

TUI FUN & SUN, Funsun River Resort, Юлия Симакова и ещё 4 · Поделиться: 2



TUI FUN & SUN

Опубликовано Концепция Отдыха · 4 июля · 0

Нам интересно, в каком из отелей TUI FUN&SUN вы уже успели побывать. Участвуйте в опросе, и мы поймем какой из отелей самый популярный. Голосуйте в комментариях за свой любимый отель концепции TUI FUN&SUN!

1. TUI FUN&SUN CLUB SAPHIRE
2. TUIFUN&SUN CLUB SERRA PALACE
3. TUI FUN&SUN CLUB BELEK... Ещё



## Project «TUI Agent»

Promotion of TUI FUN&SUN hotels in social networks.



## PROJECT «FIXIKI»



Professional entertainers with a modern high-tech activates and competitions for children in TOUCAN Club.



# PERFORMANCES OF SINGERS AT TUI FUN&SUN HOTELS



ПРИЯТНЫЙ СЮРПРИЗ В ОТЕЛЕ  
TUI FUN&SUN MIAROSA GHAZAL RESORT!

16 августа                    20 сентября                    4 октября

ТАТЬЯНА ОСИЕНКО      ДМИТРИЙ КОЛЯДЕНКО      ГОРКИ «АВМАТОР»

ПРИЯТНЫЙ СЮРПРИЗ В ОТЕЛЕ  
TUI FUN&SUN CLUB RIVER RESORT!

23 июля                    29 августа                    3 сентября

ДМИТРИЙ КОЛЯДЕНКО      Музыкальный проект ESTRADAGAMA      ПРОПАГАНДА



# PROMOTION OF THE HOTELS "HOTEL OF THE WEEK"

УРА! ЛЕТО!  
КАНИКУЛЫ!

МОРЕ И ГОРЫ • ДЛЯ ВСЕЙ СЕМЬИ • ДЕТСКИЙ КЛУБ ТУКАН С ФИКСИКАМИ • ULTRA ALL INCLUSIVE  
**TUI FUN&SUN MIAROSA GHAZAL RESORT 5\***

FUN&SUN

**TUI FUN&SUN SERRA PALACE 5\***

РАЙСКОЕ УДОВОЛЬСТВИЕ  
ПО ЗЕМНЫМ ЦЕНАМ!

- ТЕРРИТОРИЯ 150 000 КВ.М.
- ЛАБОРАТОРИЯ УМНЫХ РАЗВЛЕЧЕНИЙ С ФИКСИКАМИ В КЛУБЕ ТУКАН
- 5 РЕСТОРАНОВ
- АКВАПАРК
- ЧИЛ-АУТ ЗОНА 18+

TUI

Концепции отдыха TUI | Вебинары | Рекламные туры | Акции | Новости

Почему в мае выгодно отдыхать в TUI FUN&SUN?



В Турции в мае уже вовсю лето: днем +28, вечером +18, а в:

В TUI FUN&SUN Club Saphire гостей ждет развлекательная программа для взрослых, как и для детей. Пока взрослые занимаются йогой и бочче, посещают мастер-классы по мобильной фотографии и коктейлей, дети развлекаются в Детском Клубе TUI Тукан.

TUI FUN&SUN Club Saphire предлагает питание по системе «все включено».

Promotion of the hotels "Hotel of the Week": a hotel is being promoted actively during one week in all advertising channels

# BRANDED AREA OF AN HOTEL WITH TUI FUN&SUN CONCEPTION





# CONCEPT IMPLEMENTATION: PROCESS, MANAGEMENT AND GOALS



# WHAT'S BEEN HAPPENING?



Sep 18

Contracts/specs &  
allocations finalised



Recruitment for all roles  
across source markets



Creative for all entertainment &  
childcare programmes developed.



May 19

Entertainment tender  
confirmed



Manuals put together for  
all teams

Uniform Production



Training & Conferences for CSM's,  
hoteliers & F&B (March/April)



# CONCEPT MANAGEMENT, DESIGN & DELIVERY



# FUN&SUN GROWTH

