



TUI MINI TOUCAN KIDS CLUB

Happy children + Happy parents = Happy Holidays!



TUI MINI TOUCAN PHILOSOPHY

TUI Mini Toucan Kids club – holidays for parents!



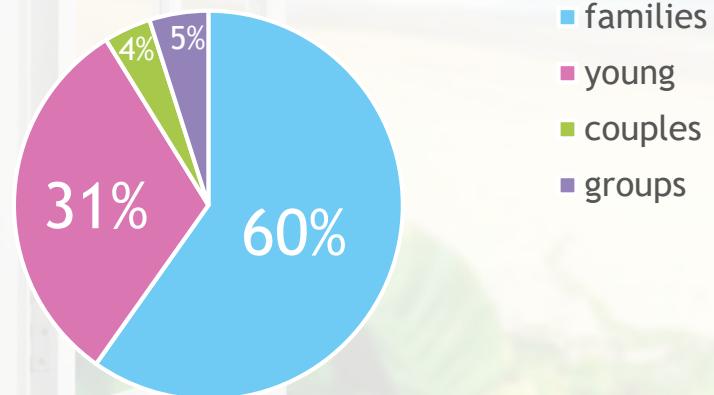
- ✓ Market leading kids club facilities and staff open daytime and evening.
"Mini Toucan Club" is designed for children aged from 4 years old:
 - Toucan Kids for 4-7's,
 - Toucan Junior for 8-12's,
 - Teens Hangout for 12-17's (optionally).
- ✓ TUI Mini Toucan is renowned for creative and innovative kids' classes, day activities, birthday celebrations and special events every day!
- ✓ Our unique educational program includes physically challenging, artistically enriching and intellectually stimulating programs for children.





TARGET AUDIENCE OF THE KIDS CLUB TUI MINI TOUCAN CONCEPT

Customer profile of TUI Russia and CIS



The target audience of the Kids Club TUI Mini Toucan is middle and upmarket families travelling with children, grandparents, family and friends.

This group makes 60% of the TUI Russia and CIS customers.

10 000 children have spent their vacations in the hotels with Mini Toucan Kids clubs in 2017 and 2018.



KIDS CLUBS TUI MINI TOUCAN

CORE ELEMENTS

- ✓ Separated area for children's holiday
- ✓ Comfortable Rooms for a Family
- ✓ Gifts for children
- ✓ The Hangout for teenagers (optionally)
- ✓ Entertainment and Sport activities for kids
- ✓ Creative activities



INFRASTRUCTURE FOR CHILDREN IN THE KIDS CLUB

Kids Clubs

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

Characters

- ✓ Toucan
- ✓ Regular appearances
- ✓ Daily Mini disco and parties.



INFRASTRUCTURE FOR CHILDREN IN THE KIDS 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 KIDS CLUB



Childcare offering

- ✓ Full childcare is offered for 4-12 years-old children.
- ✓ Focus on fun and learning elements.
- ✓ 6-days-a-week service.



AREA FOR TEENAGERS

TEENS HANGOUT

- ✓ Optional facility
- ✓ For the young guests of 12-17 years old
- ✓ Location is close to a pool area, but has its own space.
- ✓ WIFI connection is recommended.
- ✓ The relaxed atmosphere inspired by surf & beach culture.
- ✓ Branding should be fulfilled in accordance with the manual.
- ✓ The facility should be easy to implement.
- ✓ 20-50 sqm.





BRANDING EXPERIENCE

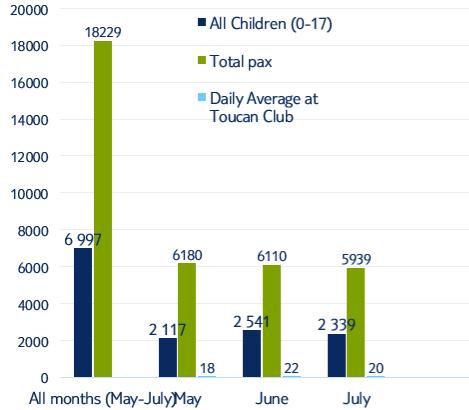


RESULTS OF THE CONCEPT IMPLEMENTATION





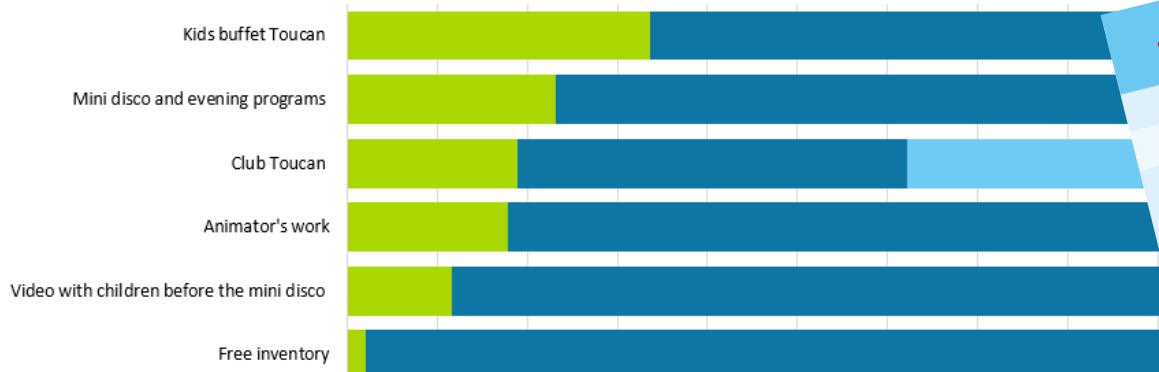
ANALYTICS OF CUSTOMERS SATISFACTION



Total number of children per age (0-17 years) from May to July



Level of services using. Services for Kids.



Real-time analytics of Customers Satisfaction leads to permanent improvement.

CSQ and NPS data is being collected before the travel, during a guest's stay at a hotel and after the travel. We measure number of children and engagement in activities. We control work of animators and analyze guests' satisfaction with an entertainment program.



PROMOTION OF THE CLUBS TUI MINI TOUCAN

tuirussia
Tui Fun & Sun Club Belek



Нравится ihsanguzel и еще 128

tuirussia Тыдыщ! Умелые Фиксики и на отдыхе все в делах – в клубе "Тукан" в этом году они будут учить ваших малышей экспериментировать и творить с умом. А уютный семейный отель TUI FUN&SUN Club Belek 5★ обеспечит всем идеальные условия для веселого и комфортного времяпровождения. Приезжайте!

#tuirussia #tuifunandsun #tuitoucan #фиксики #family #tourism

Посмотреть все комментарии (5)

29 июля



Active promotion of the TUI Mini Toucan

Kids Clubs in 2018 included participation in festivals and exhibitions (Festival of Turkey, MITT fair, charity fair "Dushevny Bazar") as well as support of the brand in social networks, active b2b and b2c promotion.



BRANDED AREA OF AN HOTEL WITH TUI MINI TOUCAN CLUB





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



Tatiana Akbash

Marketing Director TUI Russia & CIS

Tatiana Agafonova
Project Lead

**Food & Beverage
Consultant**

Daria Sevostyanova
Concept Manager

**Design & Interior
Consultant**

Alesia Bandirma
Toucan Clubs Manager

**Quality Control
Manager**

Sergey Danchevskii
Concept Designer

Ihsan Guzel

Head of Diff Product Development

Entertainment Manager

Toucan Club Manager

F&B Manager

Quality Control
Manager