1. General information:

Why does TUI feature international awards?

Over the past few years, TUI has undergone a major transformation and become a strong international entity. As an integrated tourism group, we are now the global leader in our sector. Our portfolio includes strong tour operators and airlines in the source markets, as well as more than 380 hotels, 17 cruise ships and almost 50 incoming agencies in holiday regions around the world. Our global TUI brand reflects the strength of our integrated business model – we cater to our customers throughout their holiday – from booking online or in travel agencies, whilst on board a plane and a cruise ship, or in a hotel.

A key element of the transformation process was the rollout of a unified brand. TUI Group completed its rebranding at the end of 2017, with all major European tour operator brands migrated to the TUI master brand. Holidaymakers across Europe now book with TUI, whether in Germany, the UK, the Netherlands, Belgium, France or the Nordic countries. Our globally unified brand provides confidence, reliability and guidance for both our customers and our partners. At the same time, whilst we personalise our holidays for our guests, our markets come closer together and are commercially aligned.

Our successful development over the past few years would not have been possible without you, our trusted hotel partners. The hotel plays a vital role in delivering a high-quality holiday experience.

As we have done before, we will continue to recognise our hotel partners for the outstanding services they provide our customers, by presenting special awards – now under the umbrella of the new TUI Global Hotel Awards. As a global TUI organisation with a unified international brand, we will now present Group-wide awards.

How can I win the new awards? Do I have to apply?

For the TUI Global Hotel Awards you don't have to apply, you will participate automatically as the base will be our common customers Customer Satisfaction Questionnaire (CSQ) feedback from all markets. For the new Sustainability Award an application is necessary! You can find further information **here**

Which categories will be honored?

Best TUI Hotel Overall	no application process
Best Hotel Eastern Mediterranean	no application process
Best Hotel Western Mediterranean	no application process
Best Hotel Long Haul	no application process
Best Hotel Overland	no application process
Best Hotel by Source Market	no application process
Better World Sustainability Award	application necessary

Special Awards may be introduced outside of the above criteria.

Where can I see the information how my hotel is performing on an international level?

Unfortunately so far we don't have a web-based access for our hotel partners to all international CSQ results. Our TUI Quality Net is providing you with the German-speaking markets CSQ results. On Group level we are working on a new international tool for you to be able to view your performance across all source markets you are working with. We shall keep you informed as to when this tool would be available. Additionally, we are working on an international TUI awards analysis in the next months to replace the current TUI HOLLY / TUI TOP QUALITY Blitz analysis. However, as in the past, you can request your CSQs records from your contacts in different source markets.

I have a small hotel - can I win the new Award anyhow?

Yes, in case you fulfil the criteria (e.g. you have enough CSQ feedback, all markets count)

Who will select the winners?

The base will be the CSQ feedback of our customers from all source markets. Please have look on our website. For the Sustainability Award you can find additional information about the election process on our website as well.

Is there a category or award for the best performing family hotels?

There will be no international family award. You can find more information about the new award categories here.

Will the TUI Umwelt Champion be replaced as well?

We are working on a combined sustainability award. You can find more information here.

2. Analysis:

What happens with the Blitzholly analysis I ordered? Will there be the option to order something similar to the Blitzholly analysis for the new award?

As we will still use the current awards (feedbacks until 31.10.2019) such as TUI Holly to guide guests and travel agencies to the best performing hotels during the high booking phase in December 2019 and January 2020, nothing changes for the actual period.

We will work on an international analysis in the next months (to replace the TUI HOLLY / TUI TOP QUALITY Blitz analysis by end of this year).

3. Information & Communication:

Where can I find further information?

Please feel free to inform yourself

Who is my contact for the new TUI Global Hotel Awards?

If you have any further questions which couldn't be answered by our info package please get in contact with us: tuiglobalhotelaward@tui.com

How do I know if I am among the winners (for the old and new awards)?

All winners will be informed by email this winter. Furthermore, we will use the new award logo to guide our guests and travel agencies through the search and booking process in our brochures and on www.tui.com.

Is there a celebration event for the new award? Who will be invited?

Yes, 3rd of March 2020 in Berlin right before the start of the ITB fair. The "Best of the Best" hotels among the TUI Global Hotel Awards winners will be invited to this event.

Will there be another TUI HOLLY event in March 2020?

No, there will be no separate TUI HOLLY event in March 2020. But we will use the German-speaking source markets awards (TUI HOLLY, TUI TOP QUALITY, TUI FAMILY CHAMPION and TUI UMWELT CHAMPION) as recommendation tool for guests & travel agencies during the holiday search and selection process until the new TUI Global Hotel Awards are officially implemented.