



TUI MAGIC LIFE

**TUI MAGIC LIFE Bodrum
FOREVER SUMMER FESTIVAL**



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FOREVER SUMMER FESTIVAL

21.10 – 29.10.2025



TUI MAGIC LIFE

Introduction

Content:

- Body&Mind Events
- Sport Events
- Culinary Events
- Party Highlights

Period:

TUI MAGIC LIFE

Bodrum:

21.10 – 29.10.2025

Idea:

- Spreading a Strong Message among our audience and creating attention to the Concept change to Adults-Only
- Widening the Guest Profile and winning new Guests
- To increase bookings for the end of season period in October
- Occasion to produce new Content for Social Media and Websites early in the season
- Last Days of October and to repeat it Annually from S25 for a great marketing tool for bookings in low season period

Objective:

- To find a recurring Theme Event, spread this on all Marketing/Social Media Channels and Source Markets
- To improve and grow awareness, attracting more potential guests



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Target Group:

- Wellness Seekers: Individuals interested in holistic health, yoga, meditation and stress relief
- Health-conscious Travelers: Guests prioritizing fitness, nutrition, and self-care during their vacation
- TUI MAGIC LIFE Repeaters: Guests who are frequently traveling to TML Clubs and are aware of the Special Events offered in Clubs
- Food Enthusiasts: Guests who are passionate about cooking, trying new cuisines, and exploring culinary techniques
- Couples: those seeking romantic dining experiences or cooking classes to enjoy together
- Solo Travelers: those who like to connect with others and enjoy activities while socializing
- Party Lovers: Guests who are attracted to fancy and high quality evening program-such as Live Bands, Theme Parties, Sundowners, etc.



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Event Week Overview

Hot Iron with Tina Weiland

(21.10 – 24.10.2025)

Archery Camp with Vedat Erbay

(21.10 – 24.10.2025)

**Multi Sports Camp with Belal Hasan –
MTB,Run,Swim**

(21.10 - 29.10.2025)

Vegan Food Love with Bianca Zapatka

(21.10 – 23.10.2025)

**The Sun Shines in You - Yoga Move & Relax
with Claudia Hahn**

(22.10 – 27.10.2025)

Pilates Revolution with Maria Doujak

(23.10 – 28.10.2025)

Party Highlights

‘Forever Summer Party’ ;

Sundowner with **CIELO**

Party with famous German **DJ MOGUAI**

(21.10.2025)

‘La Hora Loca Beach Party’ ;

Sundowner with DJ & Percussion

The Colombian Live Band & Dancers

(22.10.2025)

‘Star Night in White’;

Sundowner with **Olga Violin**

White Party

(23.10.2025)

‘Laser Lights & Neon Nights’

Party with DJ Kaan Can ;

(24.10.2025)

‘Turkish Delight Extravaganza’

(25.10.2025)



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Thank you.