

THE LOWDOWN

Need-to-know info about First Choice holidays



NEW Costa Rica,
page 18

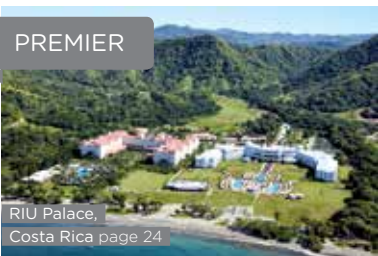
ON OUR RADAR

Our pick of the hotels in this brochure...



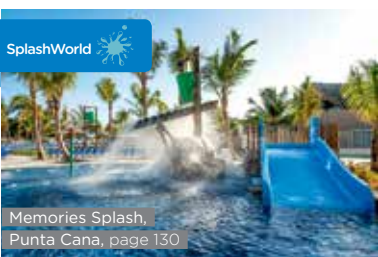
PREMIER

RIU Coral*,
Mauritius, page 158



PREMIER

RIU Palace,
Costa Rica page 24



SplashWorld

Memories Splash,
Punta Cana, page 130

* planned appearance

What's NEW

Pura vida! That's how you say hello – and goodbye, you're welcome, and no worries, among other things – in **Costa Rica**, the latest addition to **Tropical**. When it came to picking a newbie for our long haul line-up, this Central American beauty spot was a no-brainer. It's a mix of palm-lined beaches, emerald-green jungles and movie set-style cloud forests. And it's home to an eye-popping cast of wildlife, too. We'll be flying to **Costa Rica** direct on our state-of-the-art **Dreamliner** from winter 2015 and we've tailor-made loads of beach breaks you can pair with adventure tours – check out the options on pages 20 to 23. In other news, there are two newcomers to the **RIU collection** in **Mauritius** – newly renovated **RIU Coral** and **RIU Le Morne**, which sit side by side on a pretty white-sand beach.

APPY DAYS

Our state-of-the-art mobile app **MyFirstChoice** is now available to download on tablets, so you can ogle our high-res travel guides on bigger screens and check out excursions via immersive technology. Other nifty features include a holiday countdown, weather forecast, and push notifications to remind you when to check in online and select your seat. You don't need to have sorted your holiday to get a taster of the app – you can download it to browse our holiday collections before you book.



FREE Wi-Fi

We know how important it is to stay connected while you're on holiday, which is why free Wi-Fi is now available at more than 200 First Choice hotels.

WEBSITE IN NUMBERS

This brochure's just the tip of the booking-a-holiday iceberg. Here's what you'll find at firstchoice.co.uk...



399

TRAVEL GUIDES



16,580

IMAGES



242

VIDEOS



REVIEWS you can trust



We've highlighted the hotels that rank highest on TripAdvisor, or scooped one of the review website's Travellers' Choice Awards – look out for the logos on individual hotel descriptions. TripAdvisor reviews are now just a click away on our website, firstchoice.co.uk, too.

GOING FOR GOLD

Look out for hotel feedback scores – they're voted for each year by around a million of our customers. And the highest scorers receive Gold medals, which you'll spot on individual hotel pages.



GREENER, FAIRER HOLIDAYS

We're committed to taking care of the people and places that make holidays possible. **Travelife** is our benchmark – this awards scheme honours hotels that care for their environment and local community.

Last year, more than **1.7 million** of our customers stayed in Travelife-awarded hotels. And with nearly two-thirds of our properties signed up to the scheme, that number's only set to rise. Look out for hotels with award labels at firstchoice.co.uk.

BRITISH TRAVEL AWARDS

The British Travel Awards named us Best Large All Inclusive Holiday Company in November 2013. And the awards are voted for by our toughest critics – you. So thanks to everyone who helped put us in the top spot.



TOP 5

THERE ARE LOADS OF REASONS TO CHOOSE A FIRST CHOICE HOLIDAY. BUT AS WE DON'T LIKE TO BRAG, HERE'S JUST A TASTER...

1

WE'RE THE HOME OF ALL INCLUSIVE

We're the award-winning All Inclusive experts, so each of our holidays comes with flights, transfers, 3 meals a day and local drinks as standard. And at a lot of hotels, that's just for starters. You'll find a taster of each one's All Inclusive set-up in this brochure and the full lowdown at firstchoice.co.uk.

2

WE'VE GOT EVERY TYPE OF HOTEL GOING

Tailor-made holidays are our forte. We've got Holiday Villages and SplashWorlds for families, sports-packed Club Magic Life, SuneoClub for the budget conscious, and our plush Premier range. And loads of these are only available in the UK from First Choice.

3

WE HAVE THE A-Z OF DESTINATIONS

From Aruba to Zante, we go to the most talked-about places in travel. And we spice things up by throwing tours, twin centres, safaris and loads more into the mix.

4

WE GO ALL OUT ON THE SERVICE FRONT

We have Holiday Advisors in every destination, plus a 24/7 Holidayline you can call, email or text while you're away. And it works – last year a massive 94% of customers rated their holiday with us as good or excellent.

5

KIDS GO FREE ON THOUSANDS OF OUR HOLIDAYS

Our free child places really help cut the cost of a family holiday. Plus we offer low deposits, so you can secure your holiday for a fraction of the price, and pay off the rest in manageable chunks.