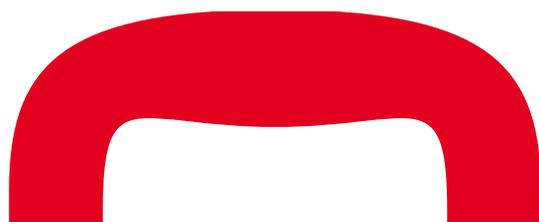


DER TOURISTIK GROUP 2018

Travel for Europe



DER
Touristik

CLOSE TO CUSTOMERS

Wherever customers go in search of their holiday – whether online or in a travel agency – DER Touristik Group's network of experts is available to lend a hand. The 2,400 travel agencies in Great Britain, Eastern Europe, Germany and Switzerland always provide personal advice tailored solely to customer needs. This dovetails with online sales – an increasingly significant aspect in this age of digitalisation. The strong sales brand DER.com is the digital shop window of DER travel agencies in Germany. Travel portals such as lastminute.ch, Prijsvrij.nl and Your way to Go demonstrate how the internet works as a sales channel: with user-friendly websites, a range of functions, plus Facebook and Twitter as customer service points.

HOTELS AND AIRLINE

The DER Touristik Group programme is complemented by five hotel brands. With its all-inclusive concept, Club Calimera stands for four- and five-star quality and proximity to the beach. The PrimaSol family hotels offer budget-priced holidays in the most popular beach destinations, while the Ili hotel chain stands for sophisticated living comfort, among other places on the Spanish and Greek islands. "Luxuriate, unwind, together" is the motto of Cooe, whose casual, relaxing atmosphere is much appreciated around the globe. As the leading sports resort in Europe, Playitas offers its guests a host of active holiday options as well as first-class training facilities for amateur and professional sportsmen and women alike. Fuerteventura boasts an ideal climate all year round. Novair also belongs to the travel group: its presence in Northern Europe enables the airline to link Scandinavia to the Mediterranean region and the Canary Islands.

7.1 million
people travel with
DER Touristik every year

AT HOME AROUND THE GLOBE: THE DESTINATION AGENCIES

DER Touristik Group also provides on-site support: agencies attend to holidaymakers' needs from arrival to departure at 56 different destinations. The network of Destination Management Companies (DMCs) currently encompasses 1,500 employees in 25 countries. Three million holidaymakers a year benefit from the services provided. They receive assistance in making reservations, transfer and day trip arrangements, and are won over by DER Touristik Group's commitment to service and quality in the course of their stay. The Group-owned DMC network is particularly well represented in the major long-haul destinations in Asia and the USA, and throughout the Mediterranean region.

COMMITTED TO THE WORLD

10,100
employees in 14 countries –
the network of experts

Sustainability is an important aspect of DER Touristik Group's philosophy. The international travel group takes its responsibility for the people and the environment in travel countries very seriously and works on their behalf in an initiative called "DER Welt verpflichtet" (committed to the world). The activities placed under this umbrella promote such areas as the environment and nature, social involvement, customers and products.

The company's commitment is brought to life during its practical application: For example by means of the welfare policy of the DER Touristik Group. This policy is designed to improve standards for animals in tourism. In response German organisers dropped elephant rides and shows with elephants from their programmes. Customers also have an opportunity to see first hand just what sustainable travel is all about. In Switzerland, Kontiki Reisen acts as a specialist for authentic travel experiences in Scandinavia – including family-run accommodations and the CO2 emissions of flights.

The business group carries out its social involvement activities through the DER Touristik Foundation e.V. that was set up in 2014. The non-profit organisation ensures that assistance projects in destination areas receive effective support. The work includes educational support for children and young people, the preservation of habitats and biodiversity and sustainable development aid.



More information at: www.dertouristik.com/en/sustainability

IMPRINT

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