

## PRESS RELEASE



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Photo caption: Laura Steden will take over the management of sustainability at DER Touristik with effect from 15 March 2022

## **Laura Steden takes over the management of sustainability at DER Touristik Group**

Cologne/Frankfurt, 28 February 2022. With effect from 15 March 2022, Laura Steden will take over the management of sustainability at DER Touristik Group. In her role as Director Corporate Responsibility, she will be responsible for the DER Touristik Group's sustainability management. She is replacing Ulrike Braun, who is leaving the company at her own request following more than six years.

In her new role, Laura Steden will report to Sören Hartmann, Chief Executive Officer of DER Touristik Group. "For us, sustainability is a key issue for future and management." Over the past few years, we have greatly expanded our dedication under the leadership of Ulrike Braun – both internally and externally. We would like to thank Ms Braun for her extraordinary commitment, with which she laid a strong foundation for the Group's sustainability and successfully developed the DER Touristik Foundation," says Sören Hartmann. "With Laura Steden, we're also delighted to have acquired an extremely experienced sustainability expert to continue ambitious work in this field."

Laura Steden has a total of 15 years' experience within the REWE Group, where she was employed in various managerial positions. Most recently, she managed the sustainability division. In this role, she was responsible for developing and steering the sustainability strategy of REWE. Prior to this, she worked in in-house consulting and as Head of Business Development at REWE Far East in Bangkok.

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### **Background**

**DER Touristik Group** has its head office in Cologne, Germany, and is REWE Group's travel and tourism division. As one of Europe's leading travel groups, DER Touristik Group encompasses more than 130 companies and employs 9,400 people in 16 European countries. Every year, millions of guests travel with one of the group's tour operators or specialists. DER Touristik Group includes tour operators such as DERTOUR, Jahn Reisen, ITS, Meiers Weltreisen, Travelix, Kuoni, Helvetic Tours, ITS Coop Travel, Billa Reisen, König Aap, Apollo, Exim Tours and Fischer, as well as more than 2,300 travel agencies (such as DERTOUR, DERPART, Kuoni, Exim, and Fischer, as well as franchises and partners), the hotel brands Sentido, Aldiana, Calimera and Coeee, and the online travel agency Prijsvrij Vakanties. The DER Touristik Group also offers on-site support: The company runs an agency network with 74 offices in 29 travel destinations. The staff in the destination agencies assist the guests of the DER Touristik Group from their arrival at their holiday destination and until their departure. For more information, go to [www.dertouristik.com](http://www.dertouristik.com).