

Studiosus

Intensiverleben

Company Profile 2021/2022

Figures, facts and data

Studiosus

Company Profile 2021/2022

Studiosus is the European market leader in the cultural tours segment. Thanks to the superb quality of our programmes, our excellent tour leaders and our continuous innovation, we have succeeded in maintaining this position for many years.

The 2021 Season

In the 2021 fiscal year, Studiosus saw a modest increase in the number of tour participants, compared with 2020, despite a six-month hiatus due to the coronavirus in early 2021. In the latter half of the year, a total of approximately 13,000 guests travelled with Studiosus and Marco Polo as their tour operators, compared with 9,650 the entire year 2020. In 2022, Studiosus expects roughly 50,000 participants, which is still significantly less than the more than 103,000 guests the company welcomed in 2019. European destinations like Spain, Portugal and Greece are expected to be particular growth drivers in 2022.

Successful relaunch – guests give tours a 94 percent satisfaction rate

Studiosus was only able to restart its travel operations gradually from mid-June 2021 onwards, offering tours to more than 20 European countries, from Iceland to Italy and Cyprus. Since the beginning of October, long-haul destinations, such as Jordan, Oman and Ecuador, were successively added. All tours adhere to comprehensive safety and hygiene regimes, including participation being restricted to vaccinated travellers and to those with proof of having recovered from a COVID-19 infection in the last six months.

Whether in Europe or further afield, the rate of satisfaction with their 2021 holidays was very high among Studiosus customers, despite the unavoidable restrictions caused by the pandemic. This is clearly proven by the post-travel feedbacks, according to which 97 percent of guests said that their tour had met or exceeded their expectations in terms of its experiential value. Moreover, 94.1 percent of customers were satisfied with the operational organisation of their tour, 96.5 percent were happy with the performance of their tour leaders, 94 percent felt their tour group was harmonious and 95.8 percent would recommend Studiosus to others.

Intensive training for tour leaders

The high levels of satisfaction with the tour leaders that Studiosus guests express is no coincidence: All Studiosus tour leaders receive thorough training, with a particular focus on the safety and hygiene regimes. Studiosus has also made investments in quality, for example, by offering 80 virtual training courses with topics ranging from art and natural history to politics and current affairs. These attracted more than 4,300 participants. The selection process and training of Studiosus tour leaders has been certified according to the DIN EN ISO 9001 and EMAS standards and repeatedly validated since 1998.

Excellent climate credentials thanks to comprehensive CO₂e offsetting

Studiosus has also made large strides in terms of sustainability. For example, since 2021 all Studiosus and Marco Polo tours have been particularly climate-friendly thanks to comprehensive CO₂e offsetting.

This involves offsetting all greenhouse gas emissions from flights to accommodation, catering and transport at the destinations, by investing in climate protection projects.

The CO₂e offset funds generated by the tours are used to build new bio gas plants in Nepal, where Studiosus works with its long-standing partner, the myclimate climate protection organisation. The project in Nepal was assessed against, and complies with, the stringent criteria of the Gold Standard certification scheme. This ensures that the bio gas plants decrease greenhouse gas emissions. At the same time, the social benefits resulting from the projects support sustainable development in the area.

The Studiosus Vision

Extract from the company's mission statement:

"Studiosus is an independent business entity committed to improving awareness and understanding of foreign countries, peoples and cultures.

We see it as our duty to build bridges across internal and external borders in terms of understanding foreign countries and their cultures. This can only be achieved together with our customers, who we see as our partners. It is our wish that they should appreciate ever-changing cultural diversity and the natural beauty of our Earth as something valuable and worth preserving for all people and their descendants. We want our tours to reduce reservations, prejudice and rejection with regard to alien cultures. We strive to promote integration in our role as ambassadors of tolerance and openness, dis-

mantling xenophobia and discrimination at home and abroad.

Our aim is to further enhance our status as market leader through innovation and quality, and by setting benchmarks both in matters of safety as well as long-term sustainable growth.

Every Studiosus package that we offer has to meet the high expectations of our customers.

We seek to foster recognition of human rights in the countries we visit. The tours we offer create opportunities for personal encounters, exchange of views and information and therefore public awareness.

This is why we believe that responsible, sustainable tourism makes a positive, long-term contribution to improvement of the global human rights situation."

What we offer

The Studiosus tour

Right where life is being lived

One of the great things about travelling with Studiosus is the opportunity it gives you to meet people. You might attend a barbecue with Australian lifeguards, have a chat with Greek nuns, take part in a wine-tasting at a local vineyard or even visit the kitchens of a maharajah's palace to pick up culinary tips from the chef. The Studiosus tour leader will always be there – to make sure you get to know the country as it really is, with its history enlivened by local lore, some of it exciting and thrilling, some of it calm and peaceful, but always full of surprises and unforgettable moments.

From the Mona Lisa to the Grand Canyon

Machu Picchu, the Great Wall of China, the Mona Lisa – it goes without saying that Studiosus will take you to see all the classic sights. But that's not all. Your tour leader will introduce you to present-day culture too – things like the local street art scene, the in restaurants or modern buildings designed by star architects. And you'll get interesting background on local politics, the economic situation or perhaps what the country is doing in the field of renewable energy. Also on the programme: natural wonders like the Grand Canyon or South Africa's Kruger National Park.

Extratours – a Studiosus exclusive

Had a late night and feel like sleeping in, maybe spend the day relaxing on the beach? Or want to go on a nice long bike ride instead of visiting a museum with the group? That sort of option is available on a regular basis. We call them Extratours. Studiosus regularly offers pre-arranged alternatives to the group programme that enable customers to plan in activities that suit their personal taste. The Studiosus tour leader helps you decide how to spend your day.

Enter a stress-free area

Hard at work in the office yesterday, vacation at its best today. Everything goes like clockwork and you don't have to worry about a thing. You are met at the airport and driven to the hotel. You meet your tour leader and toast to a successful tour. The programme has been arranged – including the Extra-tours for those who want them. Tickets for visits to museums and events have been reserved and you walk straight in past queues of waiting people. Just relax and enjoy the total absence of stress.

Respecting local customs

Studiosus tour leaders brief customers on important aspects of local etiquette – whether that be sharing the bill for a meal in Italy rather than paying separately, only using your right hand for eating in India or never drinking alcohol on the street in the USA. Tour leaders also explain the background to these local customs. For Studiosus, operating socially responsible tours also means supporting cultural, social and environmental projects in the countries they operate in, avoiding conflict with the interests of the local population and minimising pollution – for instance by completely offsetting the greenhouse gas emissions produced by air, coach, rail and boat travel, overnight stays and meals on our tours.

A broad variety of tours

Cultural tours come in many varieties, depending on the target group and individual customer preferences: There are low-price cultural tours, classic cultural tours, hiking tours, expeditions, nature tours and cruises, as well as cultural tours with extra time to relax built into the schedule. In addition to cultural tours, Studiosus also has other attractive offers that include the essential elements of a Studiosus tour.



Studiosus also offers other attractive packages modelled on its current cultural tours.

Studiosus

Product lines



Studiosus CityLights – City tours

For customers who want to get to know a particular city through a carefully prepared programme of sightseeing, accompanied by a first-rate Studiosus tour leader.



Studiosus me & more – Singles tours

Holidays for singles or anyone travelling alone who would like to enjoy their vacation in the company of other cosmopolitan travellers. With first-class Studiosus tour leaders.

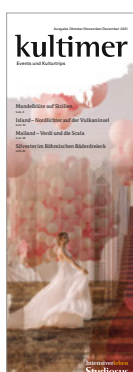


Studiosus smart & small – Holidays with a dash of culture

For people who find beach holidays too boring but aren't looking for a full-scale cultural tour: Studiosus smart & small – small groups, charming hotels, a leisurely programme. Accompanied by a first-rate Studiosus tour leader.

Studiosus family

A family holiday with a cultural and adventure programme – interesting sightseeing for young and old organised by a first-class Studiosus tour leader.



Event tours

kultimer offers tours to events such as festivals, exhibitions or musical performances, as well as tours with a culinary or botanical theme or that visit natural wonders of the earth. The eye-catching, narrow-format catalogue is published several times a year and is sent automatically to all Studiosus customers. The kultimer concept features an attractive supporting programme. A first-rate Studiosus tour leader might take you to a museum connected thematically to the event, accompany you on a stroll through an interesting part of the city or introduce you to the most important sights wherever the event is being held.

Studiosus Incoming

In addition to offering tours for customers from German-speaking countries, Studiosus has always offered tours for incoming international customers, mostly students from North America in the early days, but now for interested travellers from all around Asia. From customised trips for small groups to Meetings, Incentives, Conferences and Events (MICE) for more than 1000 people, Studiosus Incoming organises tours regardless of size.



Studiosus Tour Leaders

Studiosus tour leaders are said to be the best in the sector by customers and travel agents. This is because they are carefully selected and receive in-depth basic-level and on-going training. We give it to you under hand and seal that our quality standards are superb. The quality management system we have in place for the selection, basic training and on-going training of our tour leaders is DIN EN ISO 9001 certified. Studiosus is the only cultural tours operator in Europe that can produce such certification.

Applicant profile, job description

Studiosus customers want to experience their place of destination with all their senses and expect their Studiosus tour leaders to be not only personally competent, but also very well informed on all matters relating to “their country”. They must radiate enthusiasm on the sights seen and the subjects discussed and act as an intermediary between the cultures. The wide range of knowledge and personal skills required from Studiosus tour leaders is defined in the applicant profile and the job description.

Selection process

Every year, Studiosus receives numerous enquiries from people interested in becoming a Studiosus tour leader. Those fitting the applicant profile and convincing us of their personal competence at the subsequent interview are invited to attend an assessment center, where the candidates complete practical, interactive tests enabling us to identify those possessing the optimal profile for work as a Studiosus tour leader.

Training

The successful graduates of the assessment centre subsequently attend a week-long introductory seminar, at which they acquaint themselves with the tools of their trade as a Studiosus tour leader. This involves a mixture of factual information and knowledge relating to their future role interspersed with practical exercises reflecting actual operating Conditions on a Studiosus tour. These give the trainees an idea of the sort of situations and problems they will be expected to handle in their everyday work.

The next step is for trainee tour leaders to accompany an experienced tour leader on an actual tour, during which they will also be responsible for the design and organisation of an entire day. Afterwards, they will document the valuable experience and factual knowledge they have gained in a comprehensive report. This will be their personal logbook for future tours.

Each new tour leader has a telephone link with an experienced colleague who can give them advisory backup during their “maiden tour”. On their return from this tour, the freshly-baked “Studiosi” meet their trainers for detailed analyses of feedback on the tour and jointly review possibilities for improvement in performance.

The first season is rounded off with a two-day seminar at which new tour leaders can exchange experiences and seek further guidance and clarification pertaining to their new job.

On-going training

Studiosus tour leaders are the company’s “visiting cards” and make a key contribution to the quality of the tours they conduct. This is a weighty responsibility that can benefit from support in the form of regular seminars organised by Studiosus on a wide range of subjects, such as natural history, teaching methods or use of modern media techniques. Every year, Studiosus holds numerous events of this kind, both in Germany and elsewhere. This kind of broad-based on-going training is unique in Europe.

Studiosus Quality Management

Studiosus operates superbly organised, first-class tours. In order to maintain the high standards of its offerings, Studiosus developed a quality management system for the entire Group, which received DIN EN ISO 9001 certification for the first time in 2004. The previously developed environmental management system, which had held DIN EN ISO 9001 certification since 1998, was subsequently integrated into the quality management system.

The integrated Studiosus quality management system is put to the test each year by an external auditor. Most recently, in March 2020, it was recertified according to current DIN 9001 and DIN 14001 standards for three years and validated by EMAS. Customers' high level of satisfaction with tours is convincing proof that the quality management system works – even in times of the coronavirus pandemic.

Satisfaction with Studiosus tours

Would recommend a specific tour	90,7 %	Satisfied with the last tour	96,1 %
Would recommend Studiosus generally	94,7 %	Satisfied with the last tour leader	96,3 %

Figures based on post-tour customer feedback forms (percentages of respondents who answered "Exceeded expectations", "Totally fulfilled expectations" and "Fulfilled expectations"). The figures are averages of the responses received in the years 2017 to 2019 (form return rate: approx. 62%). Customer feedback rates for 2020 and 2021 were not included, as a comparison with previous years is impossible due to the significantly lower number of customers who participated in Studiosus tours in 2020 and 2021.

Innovation

Studiosus is, and strives to remain, market leader in the field of cultural tours. After quality, its most important corporate strategy is innovation. In the words of the company's mission statement: We seek to fulfil our customers' wishes and are always ready to try out new ideas. As Studiosus continues to develop, innovation and the introduction of new products and services are essential. Studiosus has been a trendsetter in the industry since its founding in 1954. A few examples:

- 1961: For the first time, Studiosus introduces a cultural tour that includes time for beach stays.
- 1966: Studiosus establishes a product advisory committee to systematically develop new cultural tours.
- 1979: Studiosus creates the first cultural hiking tours.
- 1990: Studiosus is the first company to introduce a catalogue of cultural tours for citizens of the GDR as it was then.

- 1995: Studiosus introduces YOUNG LINE TRAVEL for customers aged 20 to 35.
- 1996: Studiosus launches Studiosus me & more for singles and people travelling on their own.
- 1996: Studiosus is the first German tour operator to include a "Rail-&-Fly" ticket in the package.
- 1998: Studiosus is the first cultural tour operator in Europe to establish a certified quality management system for the selection and training of its tour leaders and a certified environmental management system.
- 2002: Studiosus develops a safety and security management system following the attacks in New York on 11th September 2001.
- 2003: The integration of budget flights into package tours is unprecedented in the field.
- 2004: Studiosus introduces family cultural tours for the first time.
- 2005: Studiosus introduces the kultimer, a catalogue of exciting musical and other events.

- 2010: Studiosus introduces “Extratours” for greater flexibility and freedom.
- 2012: Studiosus is the first cultural tours operator to make the production of its entire catalogue carbon neutral, as well as all the bus, rail and boat travel connected with tours all over the world by offsetting carbon emissions through donations to a climate protection project.
- 2015: Studiosus launches Studiosus smart & small for small groups who find beach holidays too boring and cultural tours too intense, but are interested in getting to know a country and its inhabitants.
- 2016: Studiosus introduces Studiosus Incoming, a service offering customised travel for international customers. This opens up new markets in Asia.
- 2017: Studiosus introduces a brand-new service to travel agencies and their customers in the German speaking market: individualized catalogues that combine the advantages of a print catalogue with the topicality of online media.
- 2017: Studiosus sends out a new catalogue to customers in the German-speaking market. It features 25 tours that incorporate special moments with high emotional appeal.
- 2021: Absolutely climate-friendly – Studiosus now offsets the greenhouse gas emissions produced by air, coach, rail and boat travel as well as overnight stays and meals on its tours.

Studiosus Safety and Security Management

Studiosus has been developing its own safety and security management system over the past 20 years. Part of the Studiosus quality management system, it is DIN EN ISO 9001 certified and encompasses all levels of planning and execution of tours. A top priority for Studiosus is to maintain open lines of communication for all tour destinations – for instance by posting the latest security information on the Studiosus website.

The outbreak of the COVID-19 pandemic in early 2020 posed a new challenge to the Studiosus safety and security management team. In preparation for the gradual resumption of tourist travel in June 2020, the team developed a comprehensive safety regime to protect customers from infection on Studiosus tours. The working group tasked with drawing up the protective measures consisted of experts from safety and security management, as well as staff from the tour-leader training, tourism planning and the hotel and flight procurement teams. The working group also consulted with Studiosus tour leaders, service partners in destination countries and with qualified medical personnel.

A key aspect of the safety and security management system in “normal” times is the on-going analysis of the safety situation in all of the countries visited by Studiosus tour groups. This includes the continuous evaluation of data from a variety of sources, first and foremost the recommendations on travel and safety issued by the German Foreign Office. To obtain a detailed picture of the situation in individual countries, our experts comb national and international media for reports on these countries and take into account evaluations made by international think tanks when creating medium and long-term forecasts. We also draw on information from local contacts, tour leaders and business associates. In addition to focusing on safety in individual countries, the Studiosus safety and security management system covers safety and security in hotels and on tour transportation worldwide. Studiosus has, for example, devised its own flight security list, which is more comprehensive than the European Union’s “blacklist”, which contains all the airlines whose safety and security standards are deemed unsatisfactory by the European aviation authorities.

Studiosus also insists that all its bus and coach operators worldwide abide by the EU's strict regulations on driving and rest periods. Another pillar of the

safety and security system is the SMS emergency service for customers.

Sustainable Tourism

Studiosus wishes to continue offering socially responsible cultural tours that are planned and operated with as much regard for the environment as possible. So we are using the coronavirus crisis, a time when only limited travel is possible, to prepare ourselves for the future by ensuring fair business dealings with our associates and service providers, embracing our corporate social responsibility and protecting the environment.

To help achieve these social and ecological goals effectively, Studiosus introduced an environmental management system in 1998. In 2010, Studiosus was awarded the German Sustainability Prize for "most sustainable strategy for the future (KMU)". This was followed in 2013 by the Federal German government's CSR (corporate social responsibility) prize for responsible corporate management and the European CSR award. In 2016, Studiosus CEO Peter-Mario Kubsch received a B.A.U.M. environmental award for his commitment to environmental protection and sustainable development.

Socially responsible tourism

In 2007, Studiosus became a member of the UN Global Compact, which requires a business to follow and conscientiously observe their principles with regard to human rights, labour standards, environmental sustainability and combating corruption in business activities around the globe.

At the time, Studiosus was already actively committed to protecting human rights and creating socially responsible tours. Twenty years ago, the company began organising forums at selected tour destinations and inviting a wide variety of stakeholders – including hoteliers, representatives of conservation groups and tourism authorities, local politicians, religious leaders,

teachers, fishermen, tradespeople and others active in the tourism industry – to discuss the risks and opportunities presented by tourism in their region. This type of exchange will become all the more important over the coming years when travel becomes possible on a broader scale again.

For many years, Studiosus has contractually required its service providers to respect human rights in their business practices and comply with The Code (the code of conduct for the protection of children against sexual exploitation) worldwide. Customers are encouraged to report any behaviour that contradicts these guidelines by using the red button on the Studiosus homepage. The "Don't Look Away" flyer that is sent out to new customers provides information on the need to protect children from exploitation, and the video spot "Don't Look Away" also helps to raise awareness of the issue.

In 2012, Studiosus expanded its service contracts to include fixed clauses pertaining to labour conditions and the human rights of hotel staff, ships' crews and bus drivers. These apply to working hours, leisure time and wage payment; they protect workers from unfair discrimination practices and oblige service partners to agree to other core working standards set by the International Labour Organisation ILO. Compliance is monitored, among other ways, by online surveys that service partners are required to fill in. Anyone concerned about possible human rights abuses within the ambit of a Studiosus tour can address those concerns to HumanRightsAlert@studiosus.com. By signing the Commitment to Human Rights in Tourism declaration along with other tour operators and players from the tourism sector and civil society in 2013, Studiosus pledges to respect human rights and exercise due diligence in the tourism business.

Studiosus is continuously working to carry out its social responsibilities and improve its processes. By using due diligence in the planning and execution of its programmes and aiming always for fair, transparent dialogue with its business and service partners, Studiosus makes every effort to create socially sustainable tours.

Environmental commitment

Conscientious planning of its tours and a range of other precautions enable Studiosus to keep environmental pollution resulting from their business activities to a minimum. For many years now, Studiosus has been reducing energy consumption on their tours and ensuring that carbon emissions are as low as possible.

New: All tours are completely climate friendly

Studiosus has taken things one step further as of the 2021 season. It now offsets the greenhouse gas emissions produced by air, rail, coach and boat travel as well as overnight stays and meals on all of tours. The emissions are calculated in a complex process and a corresponding sum is invested in biogas plants in Nepal. In addition to carbon dioxide emissions, our calculations take into account greenhouse gases such as methane and nitrous oxide, whose harmful effects are converted into their CO₂ equivalent. This unit of measurement is called CO₂e.

We chose the climate protection project in Nepal because biogas plants help restore the climate balance and also have a positive impact on local people's lives. Instead of gathering firewood every day, many local women now have more time for other activities such as working in the fields. And their children, who would normally also help to gather firewood, can now go to school and spend time doing homework. Cooking with biogas rather than over an open fire also puts an end to the eye irritations and respiratory illnesses caused by wood smoke. The high quality organic waste produced by the plants replaces chemical fertilisers and results in higher crop yields.

Other environment-conscious initiatives include:

- Rail-and-Fly tickets enabling eco-friendly rail transport to the airport (included in the tour price since 1996)
- Eco-friendly rail transport to the starting point of selected tours within Europe
- Implementation of extensive energy-saving and other environmental measures at our head office (winner of a "Büro & Umwelt 2019" distinction from the German Environmental Management Association B.A.U.M)
- Protection of the environment with a carbon offset scheme: Since 2007, Studiosus had been offering customers the option of calculating the carbon emissions caused by their flights and making a donation to a Gold Standard climate protection project financed by the Studiosus Foundation e.V.
- Offsetting of all carbon emissions caused by bus, train and boat travel on Studiosus tours since 2012 by investment in biogas plants in India
- Offsetting of carbon emissions caused by the printing and distribution of Studiosus catalogues and other advertising materials since 2012
- Offsetting of carbon emissions caused by employee business travel and offsetting of air travel by Studiosus tour leaders since 2017
- Comprehensive offsetting of emissions produced by air, rail, coach and boat travel as well as overnight stays and meals on all Studiosus tours from the 2021 season onwards.

Studiosus Foundation e.V.

Studiosus has been sponsoring global projects for improvement of quality of life, nature conservation and preservation of cultural heritage in its tour destinations ever since 1993. The Studiosus Foundation founded in 2005 has taken over responsibility for our long-standing commitment to sponsoring projects that will help to enable minimally invasive tourism over the longer term. This charitable institution is currently sponsoring more than 50 social, cultural and ecological projects throughout the world.

Almost all of these projects can usually be visited by participants of Studiosus tours. However, during the COVID-19 crisis, such visits are no longer possible. The Studiosus Foundation will therefore be supporting the projects that are most in need of help – as long as it receives enough donations to do so.

The Studiosus Foundation has held the DZI Seal of Approval from the German Central Institute for Social Issues since 2010.

www.studiosus-foundation.com

Subsidiary Companies

A Studiosus tour is a uniquely high-quality and sustainable travel experience. Through its subsidiary companies, Studiosus also implements a range of related travel concepts, such as “tailor-made” group tours, which enable groups to bring their own ideas on board, or, under the Marco Polo label, adventure and discovery tours that focus on the “value for money” aspect.

Studiosus Gruppenreisen GmbH (Studiosus Group Travel)

A subsidiary of Studiosus for 40 years, Studiosus Group Travel offers travel options for a variety of closed groups. Where to? For how long? And what should the focus be: architecture, nature or yoga? Group tours are exclusively planned, tailored and implemented to suit each individual group of clients. For many years, Studiosus Group Travel has also been publishing immensely popular tour ideas for special groups. Throughout the year, it also regularly puts together unique group tours. For details, go to www.studiosus-gruppenreisen.com.

Another important element is offering seat in coach (SIC) tours. Studiosus Group Travel continues to put together new trips to attractive destinations with a large number of departure dates. This ensures that the company can react to the latest trends and developments and always can offer trips at great prices. The SIC tours are being marketed by Studiosus Group Travel and Marco Polo. For the latest offers, go to

www.studiosus-gruppenreisen.com.

Partners and clients of Studiosus Group Travel include respected media companies such as Der Spiegel Verlag, Gruner & Jahr, FAZ; radio producers, commercial businesses, organisations and associations, Rotary and Lions Clubs, adult education centres, private clients and travel agencies in the German-speaking market (Germany, Switzerland, Austria, Luxemburg).



Marco Polo Reisen GmbH

Marco Polo products are reasonably priced tours. They are aimed at those wishing to explore the most important highlights of a country, as well as meet people and learn about their living circumstances – without the level of content expected of a Studiosus tour.

Marco Polo is priced considerably lower than Studiosus, its competitors being round-trip operators and Specialists for particular destinations. In spite of being relatively inexpensive, the tours still offer a genuine opportunity to get to know a country and its people.

A Marco Polo scout, usually a resident of the country with excellent first-hand knowledge of the region, will guarantee an authentic travel experience. Typical local hotels ensure that customers can immerse themselves in the flair and culture of the country visited, and “Marco Polo Live”, the discovery highlight of each tour, promises a unique experience: customers can come right up close to or even get a taste of the action themselves – catching fish in Vietnam or picking tea in Sri Lanka.

Marco Polo presents its tours in four catalogues:



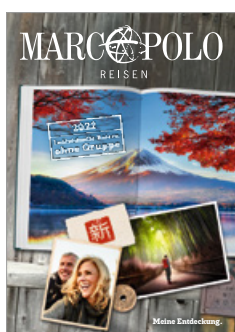
Team adventure and discovery tours

Europe, Africa, the Americas and Asia

Small-group travel and great value for money. The Marco Polo scout introduces customers to foreign cultures, and customers travel in groups of no more than 25, sometimes only 18.

Mini-group adventure and discovery tours

Mini-group tours with between 6 and a maximum of 12 persons are described in a brochure insert in the Adventure and Discovery Tours catalogue. By using quite small hotels and lodges for overnight accommodation, tuktuks and taxi boats for local transport in the cities and minivans or small buses on longer trips, these mini-groups give customers an opportunity to get closer to the host country. Away from the well-beaten coach tour routes they can get glimpses of local life and make fascinating discoveries.



Individual tours

Perfectly organised non-group tours – customers travel with their life partner or family and are accompanied by their personal Marco Polo scout. They travel by car or jeep with their own personal driver or even, in some cases, drive themselves in a hire car. A Marco Polo scout is waiting for them at the sightseeing destination.



YOUNG LINE TRAVEL

Affordable discovery tours for travellers between the ages of 20 and 35. Whether customers are interested in the beach, a club or sightseeing, the Marco Polo Scout knows exactly where to go. You will get to know the people and the culture you are visiting – and perhaps even make some new friends. And for all those over 35 who still wish to experience the world in YOUNG LINE style, we are now offering YOUNG LINE TRAVEL for travellers over 35.

Europe's market leader for cultural tours

- First-rate tour leaders who know how to inspire enthusiasm
- Expert organisation that allows customers to sit back and enjoy
- A chance to catch a glimpse of local life and learn about it from artists, monks or rangers
- A big selection of Extratours – individual activities as an alternative to the group programme
- New: Completely climate-friendly tours due to offsetting of greenhouse gas emissions connected with air and coach travel as well as overnight stays

Intensiverleben

The expert for affordable discovery travel

- Discover the world, go on an adventure – and get to know a country's most interesting sights
- Travel with real insiders: local Marco Polo Scouts
- Get close to the action and be a part of it – with the discovery highlight Marco Polo Live
- Excellent value for money
- New: Completely climate-friendly tours due to offsetting of greenhouse gas emissions connected with air and coach travel as well as overnight stays

Meine Entdeckung.

Corporate Data

Founded:	1954
Purpose of Business:	Operating intelligent holiday tours all over the world: the sophisticated way to travel
Board of Directors:	Peter-Mario Kubsch (Managing Director), Philip Edel (Managing Director), Peter Strub, Guido Wiegand
Shareholders:	Peter-Mario Kubsch, Melanie Kubsch, Florian Kubsch, Sebastian Kubsch, Tatjana Kubsch
Employees:	300 in the entire Group, including 16 trainees
Tour leaders:	almost 580
Subsidiaries:	Studiosus Gruppenreisen GmbH; Marco Polo Reisen GmbH
Sales:	Around 6,400 travel agencies in Germany, Austria and Switzerland
Share capital:	EUR 1,000,000

Memberships

DRV	Deutscher ReiseVerband e.V.
F.U.R.	Forschungsgemeinschaft Urlaub und Reisen e.V.
IATA	International Air Transport Association
StfT&E	Studienkreis für Tourismus und Entwicklung e.V.
UN Global Compact	United Nations Global Compact for Responsibility
Roundtable Human Rights in Tourism e.V.	

The Studiosus management system is certified according to DIN EN ISO 9001, DIN EN ISO 14001 and EMASIII (The European Union's Eco-Management and Audit Scheme).

The Studiosus Sustainability Report is drawn up according to Global Reporting Initiative (GRI) guidelines and in accordance with the new "Comprehensive" option. It has been certified by TÜV Reinland.

Unternehmensgruppe Studiosus

Studiosus Reisen München GmbH

Studiosus

Cultural tours

The no. 1 provider of cultural tours in Europe

Studiosus me & more

Group tours for single people and single travellers

Studiosus smart & small

Holidays with a dash of culture

Studiosus Incoming

Destination Management Europe

Studiosus CityLights

City tours in groups

Studiosus family

Family cultural tours

with adventure programme for adults with children aged 6–14

kultimer

Events and cultural trips

Marco Polo Reisen GmbH



Team Adventure and Discovery tours

- Discovery tours in groups of no more than 25 persons
- Mini-group tours with a maximum of 12 persons



Individual tours

Perfectly organised non-group tours



YOUNG LINE TRAVEL

Discovery tours for travellers between the ages of 20 and 35



YOUNG LINE TRAVEL for those over 35

With a bit of added comfort for adventure seekers over 35

Studiosus Gruppenreisen GmbH



Tailor-made tours for clubs, companies and groups of friends



Tailor-made trips for clients from the media sector