



Studiosus

Intensiver**leben**

Company Profile 2022/2023

Figures, facts and data

Studiosus

Company Profile 2022/2023

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 2022 Season

Despite a difficult market environment due to the war in Ukraine, pandemic-related restrictions and a tense situation connected with air travel, Studiosus considerably increased its turnover and the number of customers served in the fiscal year 2022. The group, which includes tour operator Marco Polo, achieved an overall turnover of nearly 137 million euros compared with only 27 million the previous year. The number of tour participants rose from 12,000 in 2021 to 51,000 in the 2022 season.

European tours are popular, long-distance travel is seeing a comeback

Growth was driven particularly by demand for traditional holiday destinations in the Mediterranean, such as Italy, Spain, Portugal, France and Greece. Scandinavia, Iceland and the UK were also very popular. Demand for Eastern Europe, on the other hand, suffered as a result of the war in Ukraine, and tours to Russia were not offered in 2022, nor will they be in 2023.

In the Middle East, Israel, Jordan and Egypt all experienced a comeback. After a two-year forced hiatus due to the pandemic, Studiosus once again operated a tour to the Holy Land in mid-March 2022. Demand for long-distance destinations didn't pick up during the 2022 season, but bookings for the 2023 season are already showing a turnaround for some

regions, with Japan, Vietnam and South Africa, for instance, are strongly in demand.

High customer satisfaction and top scores for tour leaders

From pandemic-related restrictions to chaotic conditions at airports, travelling was not free from challenges in 2022. Nevertheless, Studiosus is very happy to report a high rate of customer satisfaction with its tours. According to its customer survey analysis, for instance, 94.2 percent of guests would recommend Studiosus to others while 96 percent said that their expectations of tour leaders were fulfilled or even exceeded. This comes as no great surprise since Studiosus tour leaders are meticulously prepared and specially trained to carry out tours also under pandemic conditions. The selection, training and ongoing training of Studiosus tour leaders is certified by the international quality standard DIN EN ISO 9001 and validated by EMAS. (see p. 10)

Climate friendly from beginning to end: Studiosus publishes CO₂e footprint

Studiosus continues to make important strides in terms of climate protection and transparency. Since May 2022, the company has been publishing a CO₂e footprint for each tour, which includes the journey to the starting point, listed separately as a percentage.

This information is also published in the new 2023 catalogues. For many European destinations, Studiosus specifies not only how to get there by air but also by coach or rail. This way, customers can compare the environmental impact of the different modes of transport and make an informed decision about how they wish to travel. An example: The eight-day Highlights of Tuscany tour, including air travel from Munich to the starting point of the tour, produces 758 kg of CO₂e emissions per person, with the flight from Munich making up 47 percent of the total. Travelling to Italy by rail produces only

484 kg of CO₂e emissions per person per tour, with the rail portion of the trip comprising 18 percent. But Studiosus is doing even more to protect the climate. The company offsets unavoidable CO₂e emissions by building bio gas plants in Nepal – a climate protection project in compliance with the Gold Standard certification scheme. In addition to offsetting greenhouse gas emissions from coach, rail, boat and air travel, it also offsets emissions for overnight stays and meals. This way, Studiosus and Marco Polo customers impact the climate as little as possible when taking part in a tour.

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, dismantling 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 advantages 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 pyramids in Egypt, 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

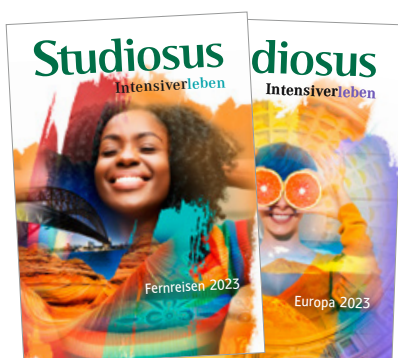
Hard at work in the office yesterday, vacation at its best today. Everything goes like clockwork and you don't have to worry about a thing. You are met at the airport and driven to the hotel. You meet your tour leader and toast to a successful tour. The programme has been arranged – including the Extratours for those who want to take 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. These include 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.



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

Studiosus

Product lines

Studiosus	Studiosus CityLights	Studiosus me & more	Studiosus family	Studiosus smart & small	kultimer	Studiosus Incoming
Cultural tours	City tours	Singles tours	Family tours	Holidays with a dash of culture	Event tours	Incoming tours



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 the best in the sector. This is because they are carefully selected and receive in-depth basic-level and ongoing training. We give it to you under hand and seal that our quality standards are superb: The selection, basic training and ongoing 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 take part in an assessment procedure in which candidates complete practical, interactive tests enabling us to identify those possessing the optimal profile for work as a Studiosus tour leader.

Training

Successful applicants subsequently attend an in-depth, several-day-long seminar at which they acquaint themselves with the tools of the trade as a Studiosus tour leader. This involves a mixture of factual information relating to their future role interspersed with practical exercises reflecting actual conditions on a Studiosus tour, so that trainees are ideally prepared for what to expect. Online seminars and video tutorials round off the in-person training.

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 exemplary 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.

After completing their first season, new tour leaders attend a second seminar at which they can exchange experiences and seek further guidance and clarification pertaining to their new job.

Ongoing training

Studiosus tour leaders are the company’s “flagships” 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 webinars and in-person events of this kind, both in Germany and elsewhere. This kind of broadbased ongoing 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	90.4 %	Satisfied with the last tour	95.6 %
Would recommend Studiosus generally	94.2 %	Satisfied with the last tour leader	96.0 %

Figures reflect the percentage rate of responses to post-tour surveys ("Fulfilled expectations", "Exceeded expectations", "Totally fulfilled expectations" and "yes") in 2022. Form return rate: approx. 54%. As of 24.10.2022.

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.
- 2022: Studiosus discloses the CO₂e emissions that each tour participant produces – and Studiosus offsets – for every tour offered in 2023.

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 from June 2020 onwards, a comprehensive safety regime consisting of numerous safety measures was put in place to reduce the risk of infection on Studiosus tours. Many colleagues were involved in drawing up the regime, including experts from safety and security management, of course, but also staff from our tour-leader training, tourism planning and hotel and flight procurement teams. Studiosus tour leaders, service partners in destination countries and qualified medical personnel also provided valuable input. A key aspect of the safety and security management system in “normal” times is the ongoing 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 offers socially responsible cultural tours that are planned and operated with as much regard for the environment as possible. Particular care is called for when planning tours during a pandemic. The company also places emphasis on ensuring fair business dealings with its associates and service providers, embracing its corporate social responsibility and treating nature and the environment with care. 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 what it calls forums for dialogue 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 issues important to them as well as the risks and opportunities presented by tourism in their region. This type of exchange will become all the more important over the coming years.

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.

Fixed clauses pertaining to labour conditions and the human rights of hotel staff, ships’ crews and bus drivers are a standard part of Studiosus contracts with its service partners. These clauses apply to working hours, leisure time and fair 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 and evaluated, among other ways, by online surveys that service partners fill in once a year. 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 environ-

mental pollution resulting from the company's business activities to a minimum. For many years now, Studiosus has been optimising tours so as to produce as few climate-impacting emissions as possible. Avoiding and reducing emissions rather than offsetting them has been our maxim for many years.

Fully climate friendly tours

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 people's lives there. Bio gas plants produce renewable energy. The people living in the areas where these plants are being built have no other source of energy apart from burning wood. Gathering firewood is a task performed by women. So with bio gas plants in operation, women have more time for other activities such as working in the fields. And children, who would normally also help to gather firewood, can attend school. When bio gas is used in homes, open fires become unnecessary, there is no more wood smoke to cause eye irritations and respiratory illnesses and far less risk of getting burned. The high quality organic waste produced by the plants replaces chemical fertilisers and results in higher crop yields. So as long as the funds from the offsetting scheme keep flowing, more bio gas plants can be built to provide a renewable source of energy.

For more about how we offset CO₂e emissions from Studiosus tours, have a look at this video at



www.studiosus.com/CO2

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.
- New: Full disclosure of the CO₂e emissions produced per tour participant – and offset by Studiosus – for every tour offered in 2023.

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 since 1993. After its founding in 2005, the Studiosus Foundation took over these sponsorship activities to make tourism as minimally invasive as possible over the longer term. The charitable institution currently sponsors more than 50 social, cultural and ecological projects worldwide. Almost all of the projects can be visited by participants of Studiosus

tours. When the COVID-19 crisis made many such visits impossible, the Studiosus Foundation helped projects that were most dependent on aid. The Studiosus Foundation is continuing its sponsorship activities and has added some new projects to its portfolio.

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

www.studiosus-foundation.org

Subsidiary Companies

A Studiosus tour is a uniquely high quality and sustainable travel experience. Through its subsidiary companies, Studiosus implements other, related travel concepts.

Studiosus Gruppenreisen GmbH (Studiosus Group Travel)

Studiosus Gruppenreisen GmbH (Studiosus Group Travel)

A subsidiary of Studiosus for 40 years, Studiosus Group Travel offers travel options for closed groups of all kinds. Its broad network of reliable service partners, reputable airlines and carefully selected hotels and tour leaders guarantees professionally planned and safely implemented tours.

Tailored group tours are planned and implemented in close consultation with the customer. Everyone has their own idea of what constitutes a successful holiday and what is important. Depending on the price category and what it should include, the tour is developed either under the Studiosus Group Travel or the Marco Polo brand.

In a separate **Online Catalogue for Special Groups**, Studiosus Group Travel offers preferred travel destinations for discerning groups. The tour programme can be booked as is or supplemented with additional highlights.

www.studiosus-gruppenreisen.com/produkte/katalog-sondergruppen

Seat in coach (SIC) tours have long been a fixed component of Studiosus Group Tours. Throughout the year, new tours to attractive destinations are put together, each with a large number of departure dates. This way, the company can react to the latest trends and developments and always offer competitive prices. Current SIC tours can be found at:

www.studiosus-gruppenreisen.com/produkte/zubucherreisen

Partners and clients include media houses e.g. Der Spiegel, Gruner & Jahr, Deutscher Ärzteverlag; radio producers, commercial businesses, organisations and associations of various kinds, Rotary and Lions Clubs, adult education centres, private clients and travel agencies in the German-speaking market (Germany, Switzerland, Austria, Luxemburg).

For details go to:

www.studiosus-gruppenreisen.com

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 shearing sheep in Patagonia.

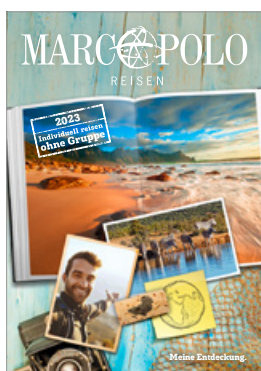
Marco Polo presents its tours in three catalogues:



Team Adventure and Discovery tours – also for mini-groups

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. The mini-group tours for six to 12 participants that used to be listed in a separate brochure insert have now been incorporated into the main Team Adventure and Discovery catalogue.



Individual tours

These are perfectly organised non-group tours for customers travelling with friends, family or their life partner, accompanied by a personal Marco Polo scout. They travel by car or jeep with their own personal driver or even, in some cases, drive themselves in a rent-a-car. A Marco Polo scout will be waiting 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 offering YOUNG LINE TRAVEL online for travellers over 35 of age.

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 winemakers
- 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:	Philip Edel (Managing Director), Peter-Mario Kubsch (Managing Director), Peter Strub (COO), Guido Wiegand (CMO)
Shareholders:	Peter-Mario Kubsch, Melanie Kubsch, Florian Kubsch, Sebastian Kubsch, Tatjana Kubsch
Employees:	around 285 throughout the group, including 9 trainees
Tour leaders:	around 560
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.	
KlimaLink 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 Rheinland.

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