



# Studiosus

## Company profile

Figures, facts and data

Intensiverleben

# Studiosus

## Company Profile 2015

*Studiosus is the European market leader in the cultural tours segment and has been for years, thanks to the flawless quality of our programmes, our excellent tour leaders and our on-going innovative activities.*

## The 2015 Season

Over 100,000 customers and record sales: As in the previous year, the Studiosus Group is delighted to report significant growth in both bookings and turnover for 2015. With sales of EUR 257 million, Studiosus achieved the highest result in the company's history, plus a year-on-year increase of 2.7 percent as compared to 2014 (EUR 250.6 million). The number of customers rose by roughly 4.3 percent to 103,509 (2014: 99,217) in the same period.

This result is all the more impressive in view of the severe decline in customer bookings for tours to the Arab world and the African continent caused by the terror activities of Islamic State and the ebola epidemic in West Africa. Classic holiday destinations such as Italy, Spain and Portugal experienced a considerable rise in popularity, and Studiosus more than compensated for losses elsewhere thanks to the increased demand for tours to those countries. Iran also grew in popularity, gaining so much ground that it was Studiosus' most popular long-distance destination in 2015. Studiosus also saw a sharp increase in demand for tours to Central and South America, benefiting in Central America from the boom in tours to Cuba, which many customers

wanted to experience as authentically as possible after it opened up towards the West. (The development of customer figures for individual countries and regions is shown in the chart on page 14).

### **High-flyer: Studiosus smart & small**

Launched in July 2014, Studiosus smart & small proved so popular that Studiosus had included 33 additional dates by February 2015 – even before the first tour took place. Studiosus smart & small is the most successful product ever launched in the history of Studiosus. The company's most recent product line is tailored to people who find beach holidays too boring but cultural tours too intense. And there are evidently plenty of holidaymakers who fit this mould. smart & small customers set off in small groups of no more than 15 to explore their holiday destination at a leisurely pace, spending the night in small, charming hotels. Studiosus smart & small has maintained its high level of popularity and continues to be very sought-after among Studiosus customers. In response to this demand, Studiosus has extended its programme for the 2016 season, and in early July 2015, published a 64-page

catalogue covering eight additional regions. Customers can now choose from 26 smart & small tours all over the world.

### **Marco Polo, an engine for growth**

Small group travel with Studiosus subsidiary

Marco Polo has also proved highly appealing, with demand for the Mini-groups product line growing as compared to previous years. Customers travelling

in Mini-groups explore the world in groups of no more than 12, accompanied by a Marco Polo scout. Marco Polo YOUNG LINE TRAVEL, a product for customers aged 20 to 35, also enjoyed growing popularity. An increase in visitors to the YOUNG LINE TRAVEL Facebook page is a clear indication of the product's appeal: More than 14,000 fans shared their travel experiences and travel plans – and were very generous with their "Likes".

## **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 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 pop music 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 now 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 drink to a successful tour. The programme has been arranged – including the Extratours 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.

### **Regard for local customs**

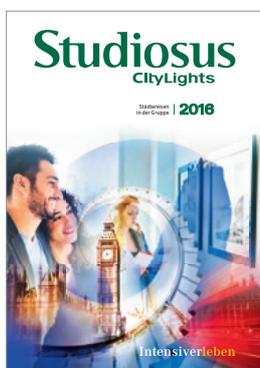
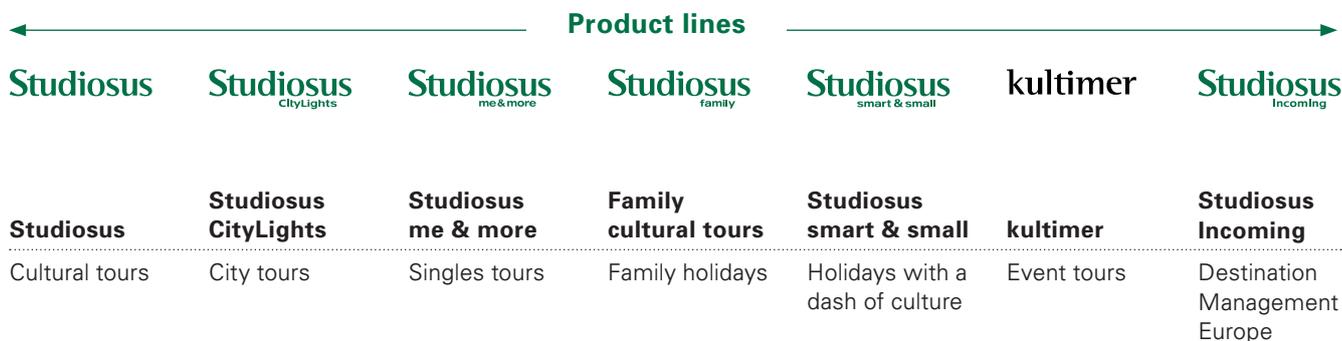
Studiosus tour leaders brief customers on important items of local etiquette – like never stroking a child's head in China, using the right hand only when eating in India or never drinking alcohol on the street in New York. And they explain the background to these local customs too. Studiosus also recognises a responsibility for supporting local cultural, social and ecological projects in the countries to which its tourists travel, and for minimising environmental pollution and avoiding conflict with the interests of the local population.

Cultural tours come in many varieties, depending on the target group and individual customer preferences: There are hiking tours, expeditions, low-price cultural tours, classic cultural tours, nature tours and cruises, as well as cultural tours with extra time to relax built into the schedule.



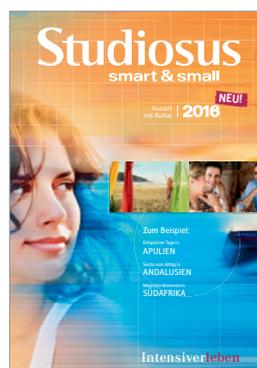
*Studiosus also offers other attractive packages modelled on its current cultural tours.*

# Studiosus



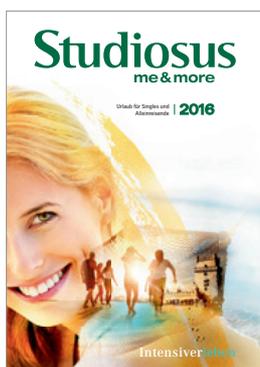
## Studiosus CityLights – City tours

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 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.



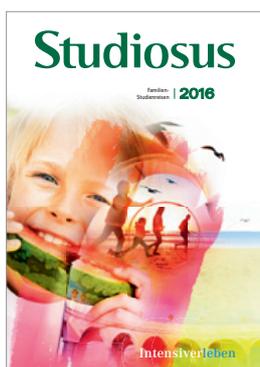
## Studiosus me & more – Singles tours

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.



## kultimer – Event tours

kultimer offers tours to specific events such as classical concerts, opera performances, exhibitions and festivals, as well as tours with a culinary or botanical theme and trips to the natural wonders of the earth. The eye-catching catalogue appears six times a year and is circulated automatically to all Studiosus customers. The kultimer concept includes an interesting supporting programme built up around the central event. For example, visits to museums and interesting sights and districts of the city where the event is being held, conducted by a first-class Studiosus tour leader.



## Studiosus Family cultural tours

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

# Studiosus Tour Leaders

*Studiosus tour leaders are widely recognised as the best in the tourism sector. Applicants are carefully selected and receive detailed basic and further training. Studiosus is the only European cultural tour operator to have established a quality management system for selection, basic training and on-going training of its tour leaders based on international standards – as long ago as 1998.*

## **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**

Studiosus receives a steady stream of enquiries from people seeking employment as a Studiosus tour leader. Those fitting the applicant profile and convincing us of their personal competence at the subsequent interview are invited to attend the 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 to accompany an experienced tour leader on an actual tour, during which they will be responsible for design and organisation of one complete day. Each of the new tour leaders writes a report describing in detail the valuable experience and factual knowledge gained during the tour. This will then become their personal logbook.

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 new tour leaders’ first season is rounded off with a two-day seminar, where they can exchange experience and seek guidance on other practical matters facing tour leaders in their everyday work.

## **On-going training**

Studiosus tour leaders are the company’s local “visiting cards” and make a key contribution to the quality of the tours they conduct. This is a weighty responsibility which can benefit from support in the form of regular seminars organised by Studiosus on a wide range of subjects, e.g. refinement of intercultural skills, natural history or use of modern media techniques, to name just a few. Studiosus held more than 40 events of this kind, both in Germany and elsewhere, over the past year alone. This kind of broad-based on-going training is unique in Europe.

# Studiosus Quality Management

Studiosus operates perfectly organised, first-class tours. In order to maintain these high standards, it has developed a quality management system that encompasses the entire Group and was awarded DIN EN ISO 9001 certification in 2004. An environmental management system developed by Studiosus years earlier received DIN EN ISO 9001 certification back in 1998, but has since been

integrated into the quality management system, which is monitored annually by an external auditor. In March 2015, certification based on the current DIN standards 9001 and 14001 was once again renewed, as was the Group's EMAS validation. Customers' high level of satisfaction with tours is convincing proof that the quality management system works.

## Customer satisfaction with Studiosus tours in 2014

Willingness to recommend tours	92.6 %	Satisfaction with a tour	96.5 %
Willingness to recommend Studiosus	95.0 %	Satisfaction with a tour leader	96.7 %

Based on customer feedback ("yes, without reservation" and "yes"/"met" or "exceeded" expectations) from questionnaires distributed at the end of their trip. Return rate approx. 60%. 30<sup>th</sup> September 2015.

## Innovation

Studiosus is, and strives to remain, market leader in the field of cultural tours. In order to achieve this goal, the corporate strategy is founded on quality and innovation, as reflected 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 always been a trendsetter in the field.

A few examples:

- 1979: Studiosus creates the first hiking cultural tours
- 1990: Studiosus is the first company to introduce a catalogue of cultural tours for citizens of the GDR as it was then
- 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: Development of 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.

# Studiosus Safety and Security Management

In 2002, Studiosus established its own Safety and Security Management System, certified according to the international DIN EN ISO 9001 standard. It encompasses all levels of planning and execution of tours, and most importantly, maintains open lines of communication on the subject regarding all of our tour destinations – as demonstrated by the up-to-date security information posted on the Studiosus website, for example.

One key function of safety and security management is on-going analysis of the safety status in all countries visited by Studiosus tour groups. This includes constant evaluation of the recommendations on travel and safety issued by the German Foreign Office. In order to obtain a more detailed

picture of the situation in individual countries, our experts comb the national and international media for reports on these countries and compare notes with local contacts, tour leaders and business associates.

The Studiosus Safety and Security Management System also 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". 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

Being a source of interesting cultural tours is a creditable aim for any tour operator, but Studiosus wants to offer more than that. It wants its tours to be socially responsible and environmentally sustainable. This means fair dealing with business associates and service providers, acceptance of social responsibilities and constant awareness of the need to protect nature and the environment.

In order to help it achieve these aims, Studiosus introduced an environmental management system in 1998. In 2004, this system was integrated into the certified Studiosus quality management system, and must meet the requirements defined by ISO 26000. In 2010 Studiosus was awarded the German Sustainability Prize for the "most sustainable strategy for the future". This was followed in 2013 by the Federal German government's CSR Prize for responsible corporate management and the European CSR Award. CSR stands for Corporate Social Responsibility.

### **Socially responsible tourism**

In 2007 Studiosus became a member of the UN Global Compact, which requires an undertaking to respect the principles of conscientious observance of human rights and work standards, and to ensure sustainability and combat corruption in its global business activities.

It goes without saying that this was not new to Studiosus. The company has always endeavored to make its tours socially responsible and observe human rights, for example, by introducing forums for service providers and local opinion leaders, which have been standard practice for the last seventeen years. These are attended by a wide selection of invited guests from selected tour destinations, e.g. hoteliers, representatives of nature conservation and tourism authorities, local politicians, religious leaders, teachers and tradespeople, and addresses the risks and opportunities presented by

tourism in their region. In addition, Studiosus has, for many years now, required its service providers worldwide to sign contracts obliging them to respect human rights in their business practices and comply with the guidelines set down in the code of conduct for the protection of children against sexual exploitation, which Studiosus has also signed.

Studiosus went one step further in 2012, when it revised its service contracts with new clauses on respect of human rights in work conditions, working hours, leisure time, wage payment and unfair discrimination of hotel personnel, bus drivers and ships' crews, and also other core demands of the International Labour Organisation ILO. Another step was to announce the Email-address [humanrightsalert@studiosus.com](mailto:humanrightsalert@studiosus.com), to which matters and questions relating to human rights within the ambit of Studiosus tours can be addressed.

In 2013 Studiosus, together with other tour operators and players in the tourism sector, signed a Commitment to Human Rights in the Tourism Sector undertaking to respect human rights and observe its social responsibilities in its tourism business.

### **Environmental commitment**

Conscientious planning of its tours, plus a series of other precautions, enables Studiosus to keep environmental pollution resulting from its business activities as low as possible.

For many years now Studiosus has been concentrating on reducing energy consumption and CO<sub>2</sub> emissions resulting from its tours to a minimum. Other environment-conscious initiatives include:

- Rail-and-Fly tickets enabling environmentally-compatible rail transport to the airport (included in the tour price since 1996)

- Ride-and-Fly enabling environmentally-compatible local public passenger transport to the airport (included in the tour price since 1999)
- Extensive energy-saving measures in our offices
- Protection of the environment with a carbon offset scheme: Since 2007, Studiosus has been offering customers the option of calculating the carbon emissions caused by their flights and making a donation to a climate protection project financed by the Studiosus Foundation e.V.
- Automatic offsetting of the carbon emissions caused by bus, train and boat travel on Studiosus tours since 2012 by investment in the above-mentioned climate protection project.
- Offsetting of carbon emissions caused by the printing and distribution of Studiosus catalogues and other advertising materials to a climate-neutral level, also since 2012.

### **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 now 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 are available for inspection by participants of Studiosus tours. The Studiosus Foundation has held the DZI Seal of Approval from the German Central Institute for Social Issues since 2010.

[www.studiosus-foundation.com](http://www.studiosus-foundation.com)

## Subsidiary Companies

*Studiosus primarily offers cultural tours. Through its subsidiary companies, Studiosus also offers a range of related tour services, such as “tailor-made” group tours, which enable groups to bring their own ideas on board, or discovery tours, which focus on “value for money discoveries”.*

### Studiosus Gruppenreisen GmbH

One field of activity for Studiosus Group Travel is the planning, organisation and execution of customised group travel. These tours are created specially by group travel experts for a particular client. The holidays are tailored to the client’s exact wishes – from point of departure to the duration of the trip, travel budget, theme, tour leader qualifications and itinerary. For many years, Studiosus Group Travel has also published an immensely popular catalogue of tour ideas for special groups.

Our customers are respected media companies, newspapers and magazines such as Der Spiegel, Die Zeit or Stern magazine, TV and radio, commercial businesses, book clubs, organisations and associations, adult education centres, companies and private customers in German-speaking countries – and many travel agencies.



# 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 full cultural 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 or harvesting coffee.

Marco Polo presents its tours in four catalogues:

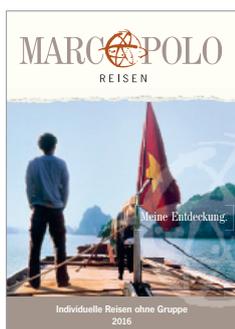


## Adventure and Discovery Tours

Affordable tours for small groups. The Marco Polo scout introduces customers to foreign cultures, and customers travel in groups of no more than 22, sometimes only 18.

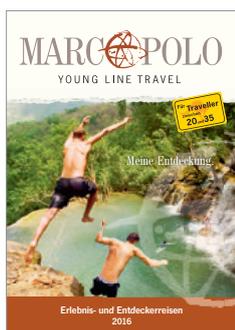
## Mini-group adventure and discovery tours

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. The Marco Polo scout knows where to go – to the beach, to a club or sightseeing.

## Europe's No. 1 cultural tours operator

- Meaningful encounters with a country and its people
- Excellent Studiosus tour leaders (training-programme certified)
- Expert organisation
- Comprehensive travel package included in the tour price
- Pre-planned Extratours, an alternative to the group programme

## Intensiverleben

## The expert for affordable discovery tours

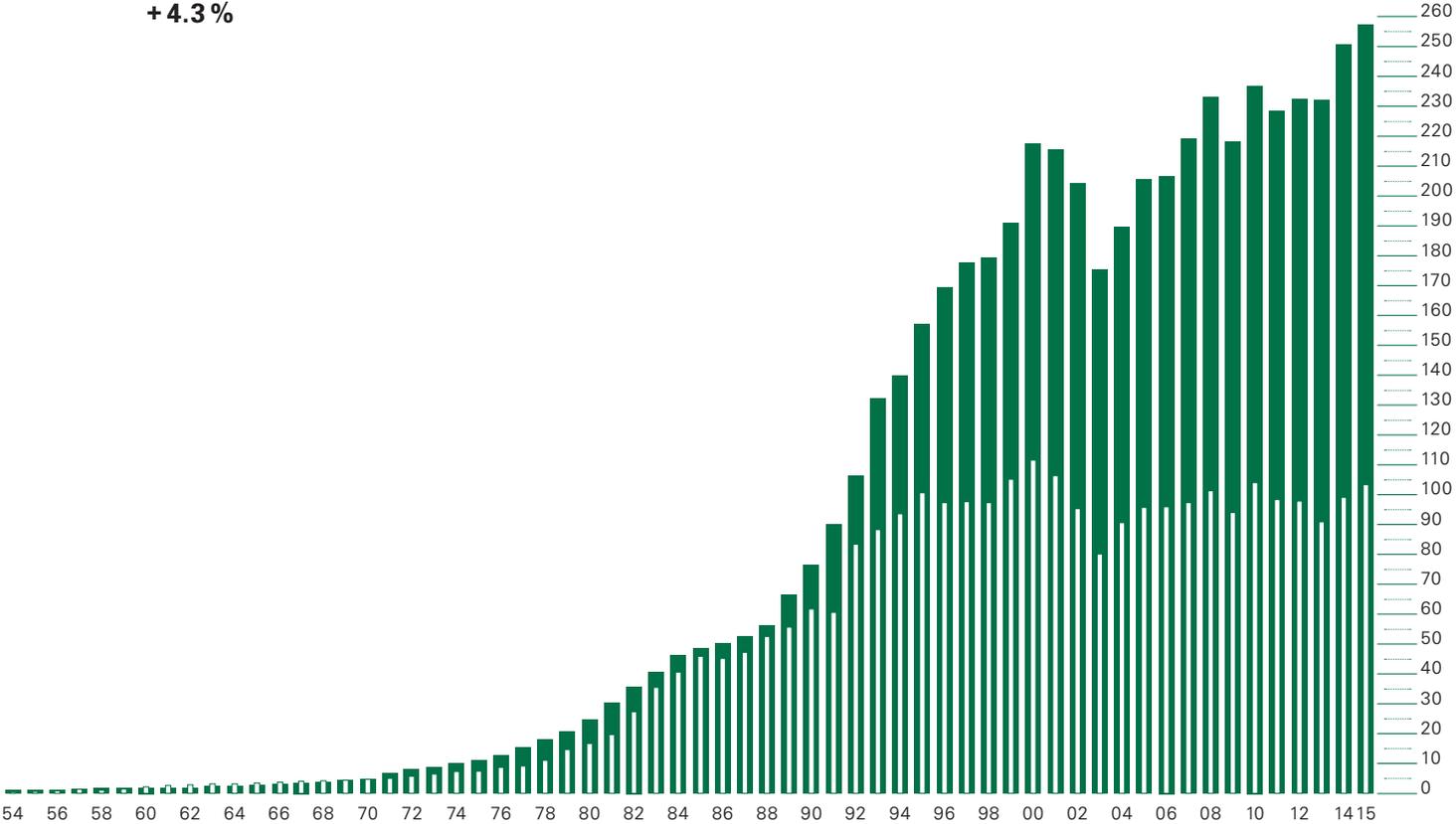
- Small groups of around 18 – and Marco Polo mini-groups of not more than 12
- Excellent value for money
- Find out what makes a country tick
- Marco Polo Live, a very special kind of discovery tour: get close to the action, be part of it
- Local, well-informed Marco Polo scouts
- Basic travel package plus optional extras

## Meine Entdeckung.

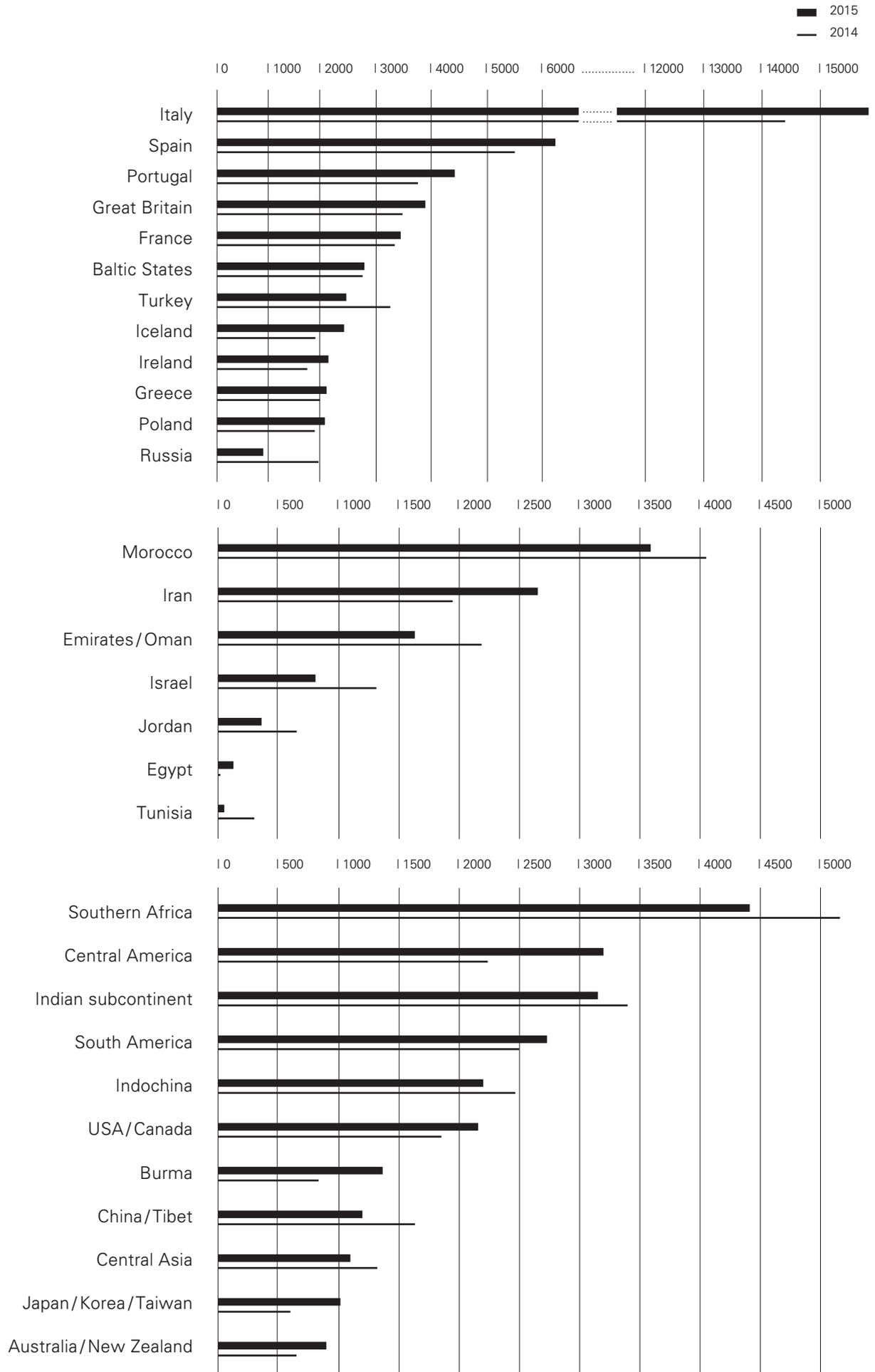
# Business Development in Figures

■ Sales in euro millions in 2015:  
 257.4  
**+2.7%**

□ Number of customers in thousands 2015:  
 103.5  
**+4.3%**



# Number of Customers in 2015



## Corporate Data

<b>Founded:</b>	1954
<b>Purpose of Business:</b>	Operating intelligent holiday tours all over the world: the sophisticated way to travel
<b>Board of Directors:</b>	Peter-Mario Kubsch (Managing Director), Hans-Dieter Lohneis (Chief Operating Officer), Peter Strub (Chief Operating Officer), Guido Wiegand (Chief Marketing Officer)
<b>Shareholders:</b>	Peter-Mario Kubsch, Isabeau-Jutta Kubsch, Geschw. Kubsch GbR
<b>Employees:</b>	320 in the entire Group, including 26 trainees
<b>Tour leaders:</b>	570
<b>Subsidiaries:</b>	Studiosus Gruppenreisen GmbH; Marco Polo Reisen GmbH
<b>Sales:</b>	Around 6,400 travel agencies in Germany, Austria and Switzerland
<b>Share capital:</b>	EUR 1,000,000

## Memberships

<b>ASTA</b>	American Society of Travel Agents, German Chapter
<b>DRV</b>	Deutscher ReiseVerband e.V.
<b>F.U.R.</b>	Forschungsgemeinschaft Urlaub und Reisen e.V.
<b>IATA</b>	International Air Transport Association
<b>StfT&amp;E</b>	Studienkreis für Tourismus und Entwicklung e.V.
<b>UN Global Compact</b>	United Nations Global Compact for Responsibility

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

The Studiosus Sustainability Report has received the top mark (A+) from the Global Reporting Initiative GRI.

Studiosus holds an "Familienfreundliches Unternehmen" certificate for its family friendly staff policies.

# Studiosus Group

## Studiosus Reisen München GmbH

### Studiosus

#### Cultural tours

The no. 1 provider of cultural tours in Europe

### Studiosus family

#### Family cultural tours

with adventure programme for adults with children aged 6–14

### Studiosus me & more

#### Group tours for single people and single travellers

### Studiosus CityLights

#### City tours in groups

### Studiosus smart & small

#### Holidays with a dash of culture

### kultimer

#### Events and cultural trips

### Studiosus Incoming

#### Destination Management Europe

Tailormade programs for international markets into Europe

## Marco Polo Reisen GmbH

### MARCO POLO REISEN

#### Adventure and Discovery Tours

- Discovery Tours in groups of no more than 22 persons
- Mini-group tours with a maximum of 12 persons

### MARCO POLO REISEN

#### Individual tours

### MARCO POLO YOUNG LINE TRAVEL

Discovery tours for travellers between the the ages of 20 and 35

## Studiosus Gruppenreisen GmbH

### Studiosus Gruppenreisen

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

### GESELLSCHAFT FÜR MEDIENREISEN

Tailor-made trips for clients from the media sector