

Studiosus

Company profile

Figures and facts

Intensiverleben

Studiosus

Company profile

With over 1000 routes in more than 100 countries, Studiosus is the number one cultural tour operator in Europe. Combining a modern travel concept with a thoughtfully developed product range, underpinned by over 50 years of experience, Studiosus has secured its position as market leader.

Studiosus: Corporate 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, whilst being ecologically sound and reflecting a strong sense of social responsibility."

The products

The modern cultural tour is the bestselling Studiosus product. It comprises four elements:

Encountering life

Studiosus guests find out how people live day to day in a foreign culture. They learn everything about the current situation in the country, its economy, society, and politics.

Experiencing culture

Tour participants visit the most important landmarks of their destination and learn about its art, history, literature, music, and religion.

The Studiosus guide draws connections between the past and the present, and from the host country to the guest's home country.

Enjoying relaxation

Studiosus cultural tours are holidays. Guests have frequent opportunities to enjoy free time, whether for rest and relaxation or to go exploring. They have the chance to sample local delicacies and savour the lifestyle of a foreign culture – in cafés, at the bazaar or on the beach.

Showing respect

Not only do Studiosus guests gain valuable knowledge about social structures and nature conservation in the countries they visit, their tours are also characterized by environmental awareness and social responsibility. Particular emphasis is placed on respectful and sensitive contact with foreign cultures. As a matter of course, Studiosus also seeks to guarantee the safety of its travelling guests as far as humanly possible.

Complementing its cultural tours, Studiosus also offers other attractive packages similar to the study options.



Studiosus CityLights

For guests 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 family cultural tours

Tours for adults with children between the ages of 6 and 14 years of age: fascinating sightseeing for young and old with excellent Studiosus tour leaders.



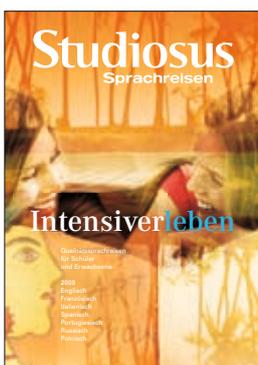
Studiosus me & more

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

Published six times per year and sent automatically to Studiosus customers, the catalogue features exciting trips to events such as pop or classical concerts, opera performances, exhibitions, and festivals, as well as tours with a culinary or botanic theme. The kultimer concept creates a supporting programme of activities around the main event. A Studiosus tour leader takes guests to museums with a relevance to the event or introduces them to fascinating districts and the most significant sightseeing spots.



Studiosus language tours

High quality language tours for schoolchildren and adults: learn a language on one of the five continents – courses for every level – from standard to intensive, from exam preparation to business.

Studiosus offers a range of products with different emphases based on the modern study tour model.

Studiosus

		Product lines				
Options	Study tours	City tours	Singles tours	Language tours	Family tours	Event tours
	Studiosus	Studiosus CityLights	Studiosus me & more	Studiosus language tours	Studiosus family study tours	kultimer
	Hiking cultural tours	Group		School groups		Pop, Jazz & Classical music
	Cycle cultural tours	Individual		6th form preparation		Festivals
	Nature cultural tours			Groups		Art & Exhibitions
	ServicePlus cultural tours			Club 50		Theatre & Literature
	Classical cultural tours			Intensive		Flora & Fauna
	Cruise cultural tours			Plus course		Culinary tours
	Expedition cultural tours			Mini group		New Year's Eve
	Extra value cultural tours			Individual tuition		Special tours
	Special tour			Business course		
	Studiosus holidays			Travelling Classroom		
			Parent and child course			
			Extra value language course			
			Staying and learning, studying at a teacher's house			

Studiosus tour guides

Studiosus is the only study tour operator in Europe to deploy a certified quality management system since as early as 1998 for selecting and training its tour leaders. This management system was again awarded the DIN EN ISO 9001 quality kitemark in 2007, reconfirmed by an external auditor. Once again, Studiosus has achieved excellent results in the 2008 annual supervisory audit.

Studiosus quality management

“Customer satisfaction”, “employee satisfaction”, “fair relations with our business partners”, “fulfilling our social responsibilities”, “adequate financial revenues” – these are the five primary objectives of the Studiosus company. To meet these objectives, Studiosus has developed a quality management

The Willy Scharnow Tourism Foundation, which presents awards each year for innovative and sustainable training programmes, recognised our efforts in selecting and training our tour leaders by awarding Studiosus 1st prize on 6th March 2008.

system for all areas of the company, certified in 2004 by an external auditor according to the German Institute for Standardisation with the reference DIN EN ISO 9001, and recertified in 2007. The system is subject to annual inspection.

Studiosus safety management

In the year 2002, Studiosus established its own safety management system, certified according to international standards since 2004 with the kitemark DIN EN ISO 9001.

It encompasses all levels of planning and execution of tours, extending to open lines of communication on the subject with customers and the media – as demonstrated by the current security popup on the Studiosus website, for example.

A crucial element of security management is the daily evaluation of travel and security information released by the German Foreign Office. The Studiosus team of international experts studies some 1400 official announcements each year.

If there should be any doubt with regard to security in any particular region, the Studiosus experts will conduct their own research with the help of the internet, regional media, and local business partners in the area to obtain a more detailed picture of the situation.

Furthermore, Studiosus safety management also covers hotels and the travel arrangements of guests. Studiosus has, by way of example, devised its own flight security list which is further reaching than the European Union “blacklist”. Studiosus also insists on its bus and coach operators signing contracts which bind them to the EU’s strict regulations on driving and rest periods.

Subsidiary companies

Studiosus is Europe's number one study tour operator. Through its subsidiary companies, Studiosus also offers a range of related tour possibilities. For example, tours which allow groups to bring their own ideas on board, or which focus on "value for money discoveries".

Studiosus Gruppenreisen GmbH

Studiosus Gruppenreisen offers tours for clients who wish to travel in a closed group, their members making up the entire party.

One field of activity for Studiosus Gruppenreisen is the planning, organisation, and execution of tailor-made group travel. These special tours are created by group travel experts exclusively for the group client. The holidays are tailored to the exact wishes of the customers – from point of departure to the duration of the trip, travel budget, theme and content of the itinerary, and level of qualification of the tour leader or leaders travelling with them.

For a number of years, Studiosus Gruppenreisen has also published an immensely popular catalogue of tour ideas for special groups.

The clients are publishing houses, newspaper and magazines, radio and television, businesses, book clubs, banks, clubs and organisations, adult education centres, companies, and private customers in all German-speaking countries – and a growing number of travel agencies.



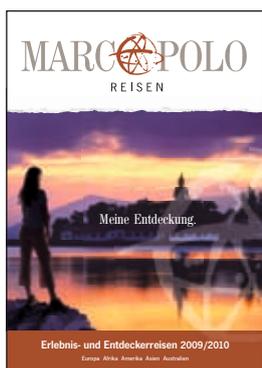
Marco Polo Reisen GmbH

Marco Polo products are marketed in the more reasonable price bracket for travel experiences and discovery tours. They are aimed at those wishing to see the most important highlights of a country, as well as its people and where they live – without the level of content expected of a full study tour.

Marco Polo is priced considerably lower than Studiosus, its competitors being round trip operators and specialists for particular destinations. In spite of the affordable prices, the tours still offer a genuine opportunity to get to know a country and its people. Accompanied by a Marco Polo scout, usually a

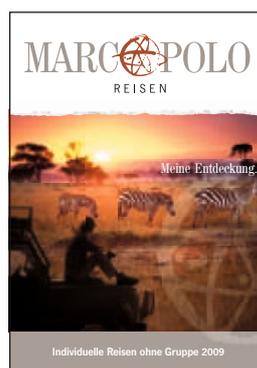
resident of the country with excellent first-hand knowledge of the region, an authentic travel experience is guaranteed. Typical local hotels ensure that guests can immerse themselves in the flair and culture of the country visited. The maximum number in a group is 22, and “Marco Polo Live”, the discovery highlight of each trip, promises a unique experience: guests can come right up close or even get a taste of the action themselves – shearing sheep, building igloos, or cooking in the Maharajah’s palace.

Marco Polo presents its products in three catalogues:



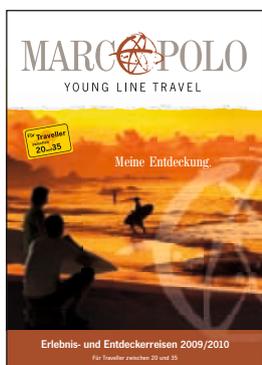
Discovery and adventure tours

Europe, Africa, America, Asia and Australia. Value for money tours in small groups. The Marco Polo scout opens doors to foreign cultures. Get up close and share in the action with “Marco Polo Live”.



Individual tours without a group

Perfectly organised tours without a group – guests travel with their partner or family and are accompanied by their personal Marco Polo scout. Their mode of transport is car or jeep, with their own driver.



YOUNG LINE TRAVEL

Affordable discovery tours for young travellers between the ages of 20 and 35. The Marco Polo scout knows where to go – the beach, club, or sightseeing.

Studiosus

Number 1 cultural tour operator in Europe

Premium brand

Modern cultural tours

Intensive tour with comprehensive introduction to the destination

Complete, carefree package

Inclusive prices

Travel concept: Tours are planned to enable guests to see as much as possible as easily as possible

Target group is connoisseurs between the ages of approx. 45 and 65 who wish to immerse themselves in their chosen destination and learn as much as possible about it

First-rate Studiosus tour leaders who build a bridge between the culture of the country visited and that of the tour guest (certified selection process and training)

Intensiverleben



Experts in affordable discovery tours

Budget brand

Discovery and adventure tours

Overview of key highlights plus “Marco Polo Live” element

Value for money basic package with optional extras

Basic prices

Travel concept: Tours are planned to offer affordable solutions

For first-timers and price conscious customers from 35 to 60 who want to obtain an overview of a country's land and people

Local Marco Polo scouts with intimate knowledge of their country, able to present an authentic picture

Meine Entdeckung.

Development of relative market share

Relative market share based on turnover in € million of Studiosus/Marco Polo, Gebeco/Dr. Tigges, and Ikarus

	2004	2005	2006	2007	2008
Studiosus/Marco Polo	188.3	201.7	204.8	219.0	234.2
Gebeco/Dr. Tigges	112.0	119.0	113.0	118.0	118.0
Ikarus	46.3	47.4	44.9	46.3	45.8
Total	346.6	368.1	362.7	383.3	398.0

Relative market share

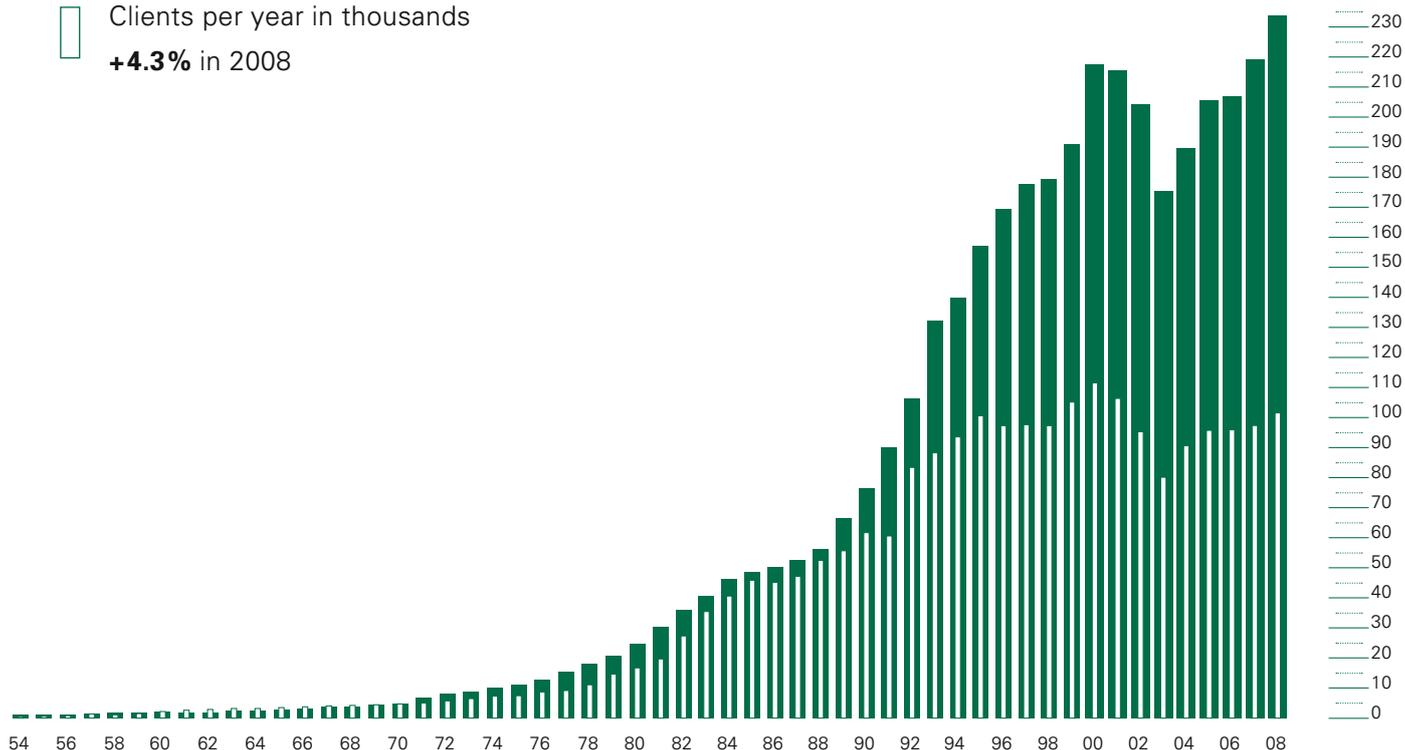
of Studiosus **53.6%** **54.0%** **55.7%** **56.3%** **58.8%**

Sources: FVW, tour operators' own data

Business development in figures

■ Development of sales in € m
+6.9% in 2008

□ Clients per year in thousands
+4.3% in 2008



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 (MD), Dieter Lohneis, Peter Strub, Guido Wiegand
Shareholders:	Peter-Mario Kubsch, Isabeau-Jutta Kubsch, Geschw. Kubsch GbR
Employees:	297 in the entire company, including 23 trainees
Tour leaders:	650
Subsidiaries:	Studiosus Gruppenreisen GmbH; Marco Polo Reisen GmbH; Klingenstein Reisen GmbH & Co. KG
Travel agency:	Studiosus UrlaubsCenter
Sales:	Around 7100 travel agencies in Germany, Austria, and Switzerland
Share capital:	EUR 255,645

Memberships

ASTA	American Society of Travel Agents, German Chapter
DRV	Deutscher ReiseVerband e.V.
FDSV	Fachverband Deutscher Sprachreisenveranstalter e.V.
F.U.R.	Forschungsgemeinschaft Urlaub und Reisen e.V.
IATA	International Air Transport Association
PATA	Pacific Asia Travel Association, International and Bavaria Chapter
SKAL	Internationale Vereinigung, Club von Führungskräften aus der Tourismusbranche
StfT&E	Studienkreis für Tourismus und Entwicklung e.V.
TOI	Tour Operators Initiative for Sustainable Tourism Development
UN Global Compact	United Nations Global Compact for Responsibility

The Studiosus management system is certified according to: DIN EN ISO 9001,
DIN EN ISO 14001, EMAS II (European Management and Audit Scheme)

Studiosus group of companies

Studiosus Reisen München GmbH

Studiosus

Study tours

The no. 1 provider of cultural tours in Europe

Studiosus

Cultural tours for families

With children between the age of 8 and 14

Studiosus me & more

Group tours for single people and single travellers

Studiosus CityLights

City tours

In small groups for culturally interested people

Studiosus Sprachreisen

Language stays abroad

For young people and adults

kultimer

Events and cultural trips

Marco Polo Reisen GmbH



Discovery tours to far-flung destinations in small groups



Tailor-made discovery holidays for 2 or more individual travellers



YOUNG LINE TRAVEL
Discovery tours for young travellers

Studiosus Gruppenreisen GmbH



Customised holidays for special interest groups



Customised holidays for special interest groups