

# Studiosus

Intensiverleben



## Company Profile 2020/2021

Figures, facts and data

# Studiosus

## Company Profile 2020/2021

*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 2020 Season

The year 2020 was overshadowed by the coronavirus crisis, which disproportionately effected the tourism industry. Border closures, lockdowns and global travel warnings issued by the German Foreign Office prevented Studiosus from operating any tours between mid-March and late June. Furthermore, beginning in mid-March, and as a direct result of the travel warnings, Studiosus was required to bring home stranded customers from more than 35 countries worldwide – an endeavour that Studiosus carried out successfully without government assistance until the morning of 23 March. The travel warnings also prompted many customers to cancel tours they had already paid for, and Studiosus immediately issued refunds to all customers who were eligible by law.

Thanks to its significant cash reserves, Studiosus was able to absorb the liquidity outflow generated by these costly operations. The salary top-up scheme for employees on short time introduced by the German government also helped matters. Studiosus is confident that the company and its employees will overcome this unprecedented crisis together.

### **A fresh start with obstacles**

Tours in European Union member countries and in those governed by the border-free Schengen Agree-

ment were partly able to resume at the beginning of July. Nevertheless, Studiosus saw its annual turnover for 2020 shrink to only roughly 10 percent of the previous year's figure. This is partly due to the fact that the German Foreign Office reinstated travel warnings for many European countries and regions relatively quickly, starting with Spain. A further factor was that despite blanket travel warnings for non-EU and non-Schengen countries being lifted on 1 October, this did not result in a marked increase in tour operations further afield, because country-specific travel advisories, newly designated risk areas and domestic travel restrictions in destination countries made such travel virtually impossible.

Studiosus expects customer demand to return incrementally in the coming season, but not before the second quarter of 2021, and has adapted its tour offer accordingly. The 2021 catalogues primarily list tours taking place in summer and the second half of the year. The focus is on travel destinations in Europe that can easily be reached by coach or rail, including Germany itself, which is celebrating a comeback as a cultural tour destination after 32 years.

### **A proven hygiene regime**

In order to be allowed to resume tours in early July 2020, Studiosus developed a comprehensive hygiene

regime along with other measures aimed at protecting customers from COVID-19. Putting these into practice took a lot of time and energy, but was unquestionably worthwhile, as we were able to show that travel is not just possible during the pandemic, but can even be enjoyable. The number of customers who took part in Studiosus tours after the spring lockdown was comparatively small, but those who did were very satisfied with the experience, as shown by the evaluations they submitted.

### **Fully carbon neutral from 2021 onward**

Despite the coronavirus crisis, Studiosus is continuing to focus on environmentally sound and socially responsible tours. The company is also setting new standards in the field: For all tours beginning with the

2021 season, greenhouse gas emissions connected with air travel, transportation in a destination country, overnight stays and meals will be offset by investments in climate change projects. This means that Studiosus and Marco Polo will be offering fully carbon neutral tours.

To offset the carbon-dioxide equivalent generated by its tours, Studiosus is financing the building of biogas plants in Nepal in collaboration with myclimate, an environmental organisation Studiosus has been working with for many years. The biogas project meets Gold Standard criteria by ensuring that greenhouse gas emissions are reduced and sustainable development is supported in the region.

## **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 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 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 example by investing in CO<sub>2</sub>e schemes. These programs offset the greenhouse emissions generated by air, coach, rail and boat travel, overnight stays and meals, in order to make all Studiosus tours carbon neutral.

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.



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

# Studiosus

Product lines

Studiosus

Studiosus  
CityLights

Studiosus  
me & more

Studiosus  
smart & small

kultimer

Studiosus  
Incoming

Cultural tours

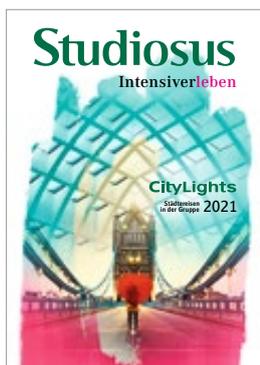
City tours

Singles tours

Holidays  
with a dash  
of culture

Event tours

Incoming  
tours



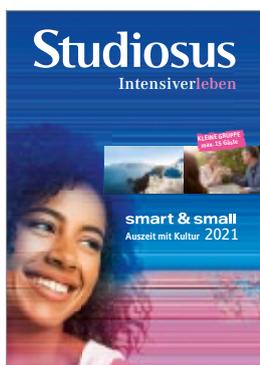
## Studiosus CityLights – City tours

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.



## 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 were not included, as a comparison with previous years is impossible due to the significantly lower number of customers who participated in Studiosus tours.

## Innovations

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 trend-setter 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 11<sup>th</sup> 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.
- 2020: A comprehensive CO<sub>2</sub>e offset scheme (covering emissions from air, rail, coach and boat travel as well as overnight stays and meals) ensure that all Studiosus tours will be fully carbon neutral.

## Studiosus Safety and Security Management

In 2002, Studiosus established a safety and security management system. 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.

In 2020, the Studiosus safety and security management team played an important part in developing a comprehensive COVID-19 safety regime to protect customers from the novel coronavirus 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 world-

wide 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 time 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](mailto: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 fully carbon neutral**

Studiosus has taken things one step further by making all tours carbon neutral starting in the 2021 season. The emissions produced by and connected with air, rail boat and coach travel as well as overnight stays and meals will be offset by investments in biogas plants in Nepal. In addition to carbon dioxide emissions, our complex calculations also take into account greenhouse gases such as methane and nitrous oxide, whose harmful effects are converted into their CO<sub>2</sub> equivalent. This unit of measurement is called CO<sub>2</sub>e.

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 spending many hours a day gathering firewood, many local women now have 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 have more time to do their 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 can be used as a fertiliser, instead of chemical varieties, and results in higher crop yields.

Other environment-conscious initiatives include:

- Rail-and-Fly tickets enabling environmentally-compatible rail transport to the airport (included in the tour price since 1996)
- "Rail, not Fly": enabling environmentally compatible rail transport to the starting point of some 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 has 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 to a climate-neutral level, also since 2012
- Offsetting of carbon emissions caused by employee business travel and offsetting of air travel by Studiosus tour leaders since 2017
- From the 2021 season onward, a CO<sub>2</sub>e offset scheme (for emissions connected with air, rail, coach and boat travel as well as overnight stays and meals) will ensure that all Studiosus tours are fully carbon neutral.

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

## Subsidiary Companies

***Studiosus primarily offers cultural tours. 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 client.

For many years, Studiosus Group Travel has also been publishing an immensely popular catalogue of tour ideas for special groups. Throughout the year, it also regularly puts together unique group tours. For details, go to

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

Partners and clients 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 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 in Vietnam or picking tea in Sri Lanka.

## Marco Polo presents its tours in four catalogues:



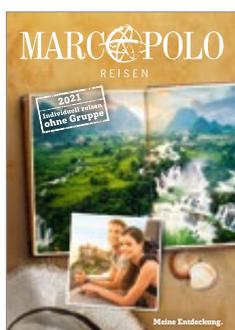
### Team adventure and discovery tours

*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: All tours are now carbon neutral – including flights, coach travel and 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: All tours are now carbon neutral – including flights, coach travel and overnight stays

## Meine Entdeckung.

## 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), Philip Edel, Peter Strub, Guido Wiegand
<b>Shareholders:</b>	Peter-Mario Kubsch, Melanie Kubsch, Florian Kubsch, Sebastian Kubsch, Tatjana Kubsch
<b>Employees:</b>	Over 300 in the entire Group, including 23 trainees
<b>Tour leaders:</b>	Approx. 600
<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>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
<b>Roundtable Human Rights in Tourism e.V.</b>	

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 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.

# Studiosus Group

## 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 Incoming

#### Destination Management Europe

### Studiosus CityLights

#### City tours in groups

### Studiosus smart & small

#### Holidays with a dash of culture

### 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

## Studiosus Gruppenreisen GmbH



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



Tailor-made trips for clients from the media sector