

# Studiosus

## Company profile

Figures, facts and data



**Intensiverleben**

# Studiosus

## Company profile

*Studiosus is the number one cultural tour operator in Europe. The flawless quality of the programmes, our excellent tour leaders and an ongoing process of innovation ensure that Studiosus remains the 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."

## New extratours very popular with clients

*Studiosus has redesigned all its tours for the 2010 season and is now in many cases offering 'extratours' - attractive, pre-organised optional alternatives to the advertised programme. This is in response to requests for more free time and programme flexibility that we have received from our clients.*

### Extratours – it's the client's choice

Studiosus is the first cultural tour operator to offer 'extratours'. These are pre-organised alternatives to the advertised group programme. Any member of the group not interested in a given item of the standard group programme can go on an extratour instead. For example, mountain biking instead of a visit to the market, skipping a palace in favour of a shopping expedition, a round of golf in preference to a walk around the old town.

Studiosus has already made preparations for these extratours. The Studiosus Tour Leader gives assistance with details like buying tickets and hiring bikes or taxis. And agrees the time for the extratour clients to meet up again with the group.

### Extratours – yes, please!

Post-tour feedback on our appraisal forms shows that Extratours have been a great success. Roughly half our clients undertake one or more Extratours. Approx. 87% rated the Extratours offered by us "exactly right", while 8 % wanted more. Fears that Extratours could have adverse effects on tour organisation and harmony within the group have proved unfounded. Client satisfaction with our tour organisation at 95.1% in 2010 was just as high as last year's figure. While year-on-year client rating of group atmosphere as "very positive" remained steady at around 94 % in years 2009 and 2010, the percentage of clients welcoming the opportunity to avail themselves of alternative options during the tour went up from 78.5 % to 81.4 %.

Travel agencies also see our extratours as a significant plus-point and have been emphasising this new departure in their sales talks.

# The products

## *The Studiosus Tour*

### **At the heart of daily life**

A conversation with nuns, a barbecue with Australian lifesavers, a wine seminar at a vineyard or a cookery challenge with a maharaja chef – Studiosus brings guests closer to the authentic daily life of a country and its people. The Studiosus tour leader takes them behind the scenes, enabling them to experience a country as it really is: rich in history and tales, sometimes colourful and exciting, at other times calm and peaceful. 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 – Studiosus clients can experience all of the world's most famous sights. But their tour leader will also introduce them to a broad range of present-day local culture – from pop music and “in” restaurants to modern buildings designed by star architects. They fill you in on details such as topical political issues, renewable energy sources and the economic situation. And it goes without saying that scenic attractions like the Grand Canyon or South Africa's Kruger Park have a prominent place in the relevant tour programmes.

### **Stress free zone**

From a late night session at the office to one hundred percent holiday feeling the very next day.

Everything is taken care of and runs like clockwork. Guests are collected at the airport and chauffeured to the hotel for a welcome drink with the cultural tour leader. Even the “Extratours” are prepared, tickets reserved, our guests glide into the exhibition halls without needing to queue up. A new world of experience awaits. Take a deep breath and relax. Completely.

### **Regard for local customs**

Studiosus Tour Leaders brief clients 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. Studiosus wants its tours to profit all stakeholders.

### **Wide choice of cultural tour formats**

Studiosus offers cultural tour formats ranging from hiking or biking tours, expeditions, low-price or extra-service tours to classic cultural tours, nature tours and cruises.



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

# Studiosus

## Product lines

Study tours

City tours

Singles tours

Language tours

Family tours

Event tours

**Studiosus**

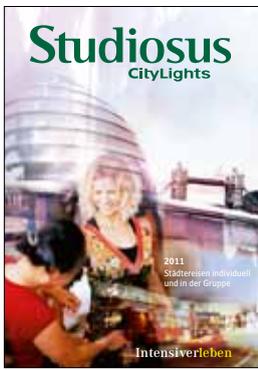
**Studiosus  
CityLights**

**Studiosus  
me & more**

**Studiosus  
language tours**

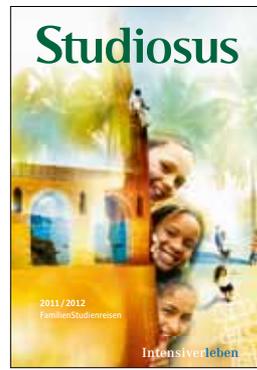
**Studiosus  
family study  
tours**

**kultimer**



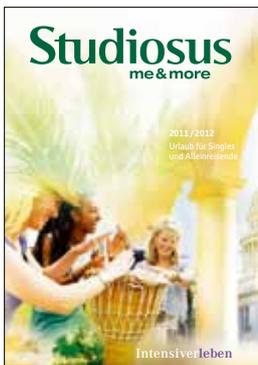
### Studiosus CityLights

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 study 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.



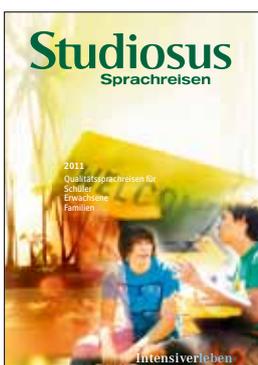
### Studiosus me & more

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 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. In 1998 Studiosus became the only European cultural tour operator to use an ISO-certified quality management system for selection, basic training and ongoing training of its Tour Leaders.*

## Selection

Studiosus receives hundreds of applications from people seeking a position as Tour Leader. Those possessing the right qualifications (basically a university degree, genuine fluency in foreign languages and experience of travel and life in foreign countries) are invited for an interview. If the applicant makes a positive impression, he or she is asked to attend a selection seminar where the candidates are vetted for the personal qualities that are essential for a person wishing to work with us as a Tour Leader.

## Basic training

Candidates passing the selection seminar then start their basic training. In an induction seminar (lasting several days) they learn to use the tools of the trade needed by every Studiosus Tour Leader. The accent here is on practical role-playing in typical situations. In addition to training in tour organisation and content, they are briefed on the special expectations of typical Studiosus clients. The next step is to accompany an experienced Tour Leader on an actual tour. The trainees are responsible for planning and organising a complete tour day under the supervision of an experienced colleague who will give them

detailed background information on the specific tour that they will soon be leading all on their own.

The day of their first solo tour dawns. Although on their own, the new Tour Leaders will be able to call on back-up by telephone from an experienced Tour Leader who is travelling in the vicinity. On completion of this baptism of fire the new Tour Leaders will attend meetings with the training team where the experience gathered by them on their first tour will be discussed and analysed in detail.

## Further training

Studiosus takes care to ensure that its Tour Leaders receive regular further training at one or more of its many annual seminars. Every Tour Leader must attend at least one further training seminar annually.

Following the redesign of its 2010 tour programme, Studiosus revised its basic and further training courses for Tour Leaders to include smooth integration of its new extratours in tour organisation and also took the opportunity to refine the methods and techniques of intercultural exchange.

# 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

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.

## 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 have a certified quality management system for the selection and training of its tour leaders, as well as an environmental management system
- 2002: Development of a safety management system
- 2003: The integration of budget flights into package tours is unprecedented in the field
- 2004: Studiosus introduces family cultural tours for the first time
- 2010: Studiosus introduces “Extratours” for greater flexibility and freedom

## The 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 9001:2000.

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 information on the Studiosus website, for example.

A crucial element of security management is the daily evaluation of travel and security advices released by the German Foreign Office. The Studiosus team of international experts studies some 1500 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 transportations. 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.

The Studiosus Safety Management System was expanded in 2010 to include an SMS Emergency Service. The travel documents supplied to clients who have booked a Studiosus tour now include a telephone number to which they can send an SMS text message stating their name and tour number. In the event of a crisis situation either immediately prior to their departure or in the actual tour country, Studiosus will be able to inform clients immediately either by phone or by SMS text message. Clients without mobile phones are contacted by Studiosus in such cases through conventional channels, i. e. through their travel agency, by fax to their hotel or through their accompanying Tour Leader.

# Lasting impressions

“Fulfilling our social responsibility” – this is one of the five key corporate objectives that Studiosus has set itself. It sees this as a duty to enable its clients to become acquainted with foreign countries and cultures in a way that will create lasting impressions and equip them better for future contacts with that culture. Social responsibility and environmental compatibility feature prominently in the planning of all our tours. We do everything possible to avoid unnecessary waste of natural resources. Studiosus also sponsors social, cultural and ecological projects in many countries throughout the world.

In 1998 Studiosus introduced an Environmental Management System to facilitate achievement of its social and ecological objectives. This system has been integrated into the Studiosus Quality Management System.

## Environmental commitment

When planning its tours, Studiosus uses various procedures in an effort to reduce environmental pollution to a minimum. For some years now, one of the key features of its tour planning has been minimisation of energy consumption for transport purposes in order to reduce the size of the carbon footprint left by its tour clients. The following list will give you an idea of the extent of the Studiosus commitment to the environment:

- 1996: inclusion of Rail & Fly tickets in the tour price to reduce pollution from travel to and from airports
- 1999: inclusion of Ride & Fly tickets with local public passenger transport facilities in the tour price for the same purpose

- 2007: introduction of a web application enabling clients to calculate the size of the carbon footprint left by them on the planned tour and to compensate this by a donation to a climate protection project sponsored by the Studiosus Foundation
- extensive energy-saving policies in our offices.

## 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 motivation behind this is: We must give as well as taking. 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, nearly all of which are available for inspection by clients on Studiosus tours.

In 2010 the Studiosus Foundation was awarded the donor seal of the German Institute for Social Matters (DZI), which confirms the holder's proper use and publication of accurate information on application of funds received, and his reasonable level of administration expenses. This gives donors the certainty that their donations will be used for the intended purposes. One special feature of the Studiosus Foundation is that its administrative expenses are covered by members' subscriptions. This means that the full amount of third-party donations is available for project financing.

### **Travel with social responsibility**

In addition to financing projects, Studiosus actively cooperates with international organisations like UN Global Compact (United Nations Global Compact for Responsibility) to promote travel with social responsibility. Over the last twelve years it has been holding so-called forums attended by stakeholders on the receiving end of its tours. These include hoteliers, representatives of tourism and nature conservation authorities, mayors, priests, teachers and

traders. These forums review the opportunities offered and risks incurred by tourism in the relevant region and yield valuable information for design of future tours. But it is the Studiosus Tour Leaders who play the lead role in ensuring maximum social responsibility of our tours. Because it is they who organise the encounters and initiate the dialogues between our clients and the foreign cultures in which they are interested.

## Subsidiary companies

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

### Studiosus Group Travel Ltd.

Studiosus Group Travel Ltd. 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 Group Travel 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 Group Travel 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.



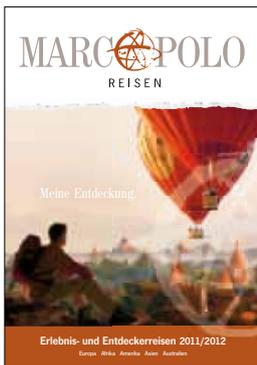
## Marco Polo Travel Ltd.

Marco Polo products are reasonably priced discovery and experience 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.

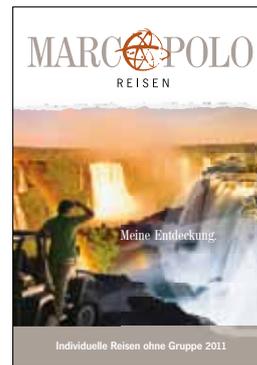
Accompanied by a Marco Polo scout, usually a resident of the country with excellent first-hand knowledge of the region, an authentic travel experience is guaranteed. Typical local hotels ensure that guests can immerse themselves in the flair and culture of the country visited. The maximum number in a group is 22, and “Marco Polo Live”, the discovery highlight of each tour, promises a unique experience: guests can come right up close or even get a taste of the action themselves – shearing sheep, throwing a javelin or spear, or harvesting coffee.

### Marco Polo presents its products in three catalogues:



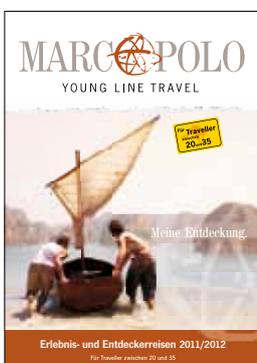
#### Discovery and adventure tours

Europe, Africa, America, Asia and Australia. Value for money tours for small groups. The Marco Polo scout introduces guests to foreign cultures. Guests travel in groups with a maximum of 22 members.



#### 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 study tour operator in Europe

Premium brand

Modern cultural tours with "Extratour" freedom and flexibility

All-encompassing tour, exploring the chosen destination in detail

Complete, carefree package

Inclusive prices

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

Aimed at experienced travellers and connoisseurs in the 45 to 65 age range, keen on gaining a comprehensive and intensive insight into a country and its people

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

Suitable for beginners and price conscious guests aged between 35 and 60 who would like to obtain a more general view of a country and its people

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

## Meine Entdeckung.

## The 2010 season

*Despite economic crisis, a weak euro and air traffic chaos caused by volcanic ash from Iceland, the 2010 season was a very successful one for Studiosus. The number of tour participants once again topped the 100,000 mark and was 9% up on the previous year.*

### Boom in Near East and Turkey

Demand showed wide variations from country to country and was particularly strong in Near East countries like Egypt, Jordan, Syria and Israel. The total number visiting this region with Studiosus was the highest in the company's history. There was also a strong upward trend in our tours to Turkey, with the focus on Istanbul in its role as the 2010 cultural capital of Europe. Reservations for tours to Morocco and Tunisia also showed a significant upward trend, as was also the case in India, Burma, China and eastern Europe.

In contrast, tours to Greece experienced a downward trend in the wake of the Greek debt crisis and the ensuing crack-down on state expenditure and strikes. There were lesser dips in demand for tours to Italy, Spain and Portugal.

### Extratours – a successful innovation

Part of the good results reported by Studiosus for 2010 is attributable to 'extratours' – an innovation offering organised alternatives to the advertised tour

programme. Our clients welcomed the freedom of choice introduced by this new option (Cf. section entitled 'New extratours very popular with clients'). This helped to confirm the validity of the emphasis placed on innovation, safety and quality in our corporate strategy.

### Volcanic ash – the biggest challenge in 2010

The German travel industry was faced with one of its biggest challenges for many years with the eruption of the Eyjafjalla volcano in Iceland and the ensuing closures of large areas of European air space in April and May 2010. Some 1300 Studiosus clients were affected by grounding of their flights and were unable to return home on schedule. Studiosus took good care of its stranded clients with the help of its local service providers, making sure that they got home as quickly as possible and showing fairness in settlement of additional expenses incurred. One consequence of the volcanic ash incident was the introduction in May 2010 of our new SMS service for emergencies. (Cf. section entitled 'Safety management')

# Development of relative market share

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

	2004	2005	2006	2007	2008	2009	2010
Studiosus/Marco Polo	188.3	201.7	204.8	219.0	234.2	217.9	236.8
Gebeco/Dr. Tigges	112.0	119.0	113.0	118.0	118.0	107.0	104.0
Ikarus	46.3	47.4	44.9	46.3	45.8	43.1	44.6
Meier's Weltreisen*	5.0	5.3	5.1	5.4	5.7	5.2	5.2
Total	351.6	373.4	367.8	388.7	403.7	373.2	390.6

## Relative market share

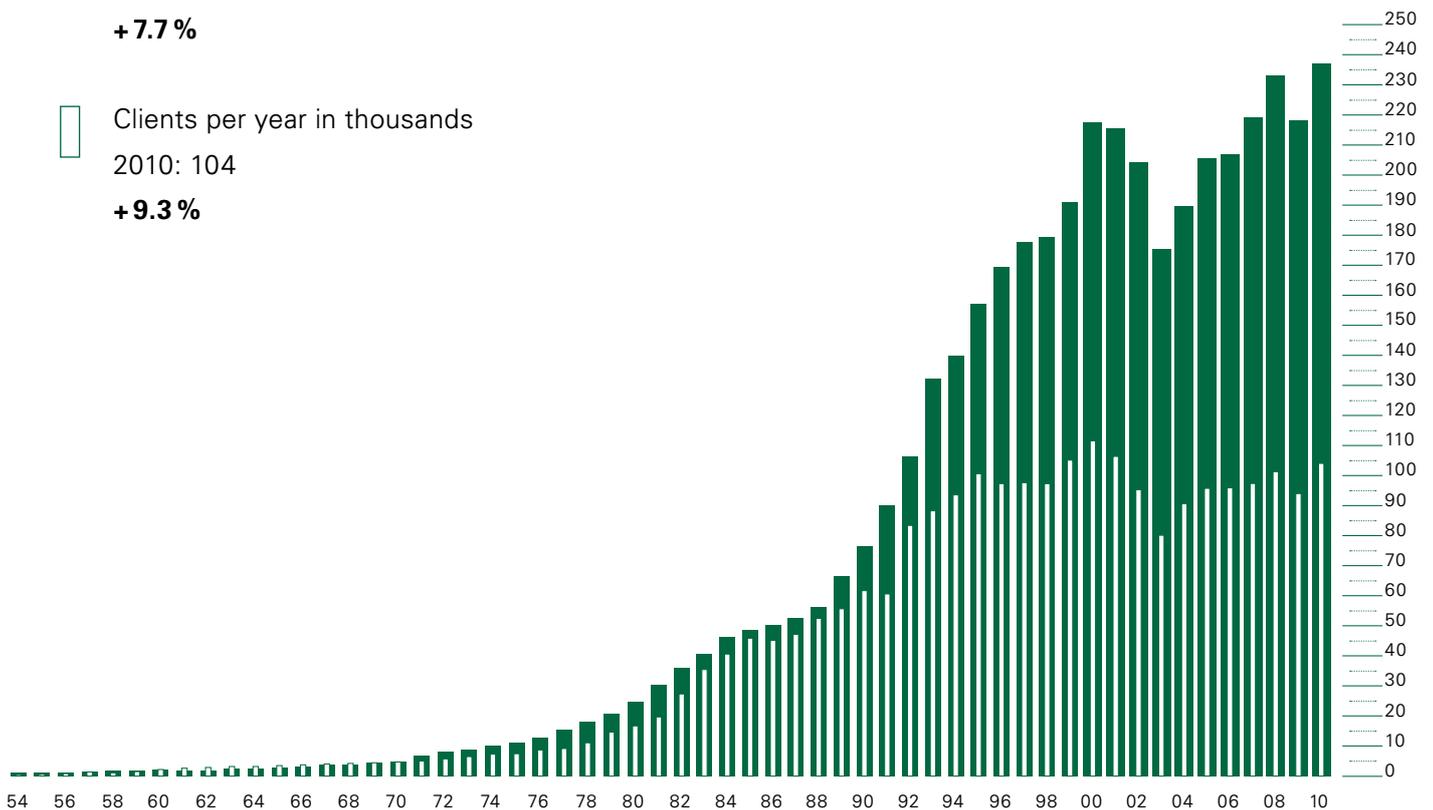
**of Studiosus**                      **53.6 %**   **54.0 %**   **55.7 %**   **56.3 %**   **58.0 %**   **58.4 %**   **60.6 %**

Sources: FVW, tour operators' own data; \*estimate only for study tours

# Business development in figures

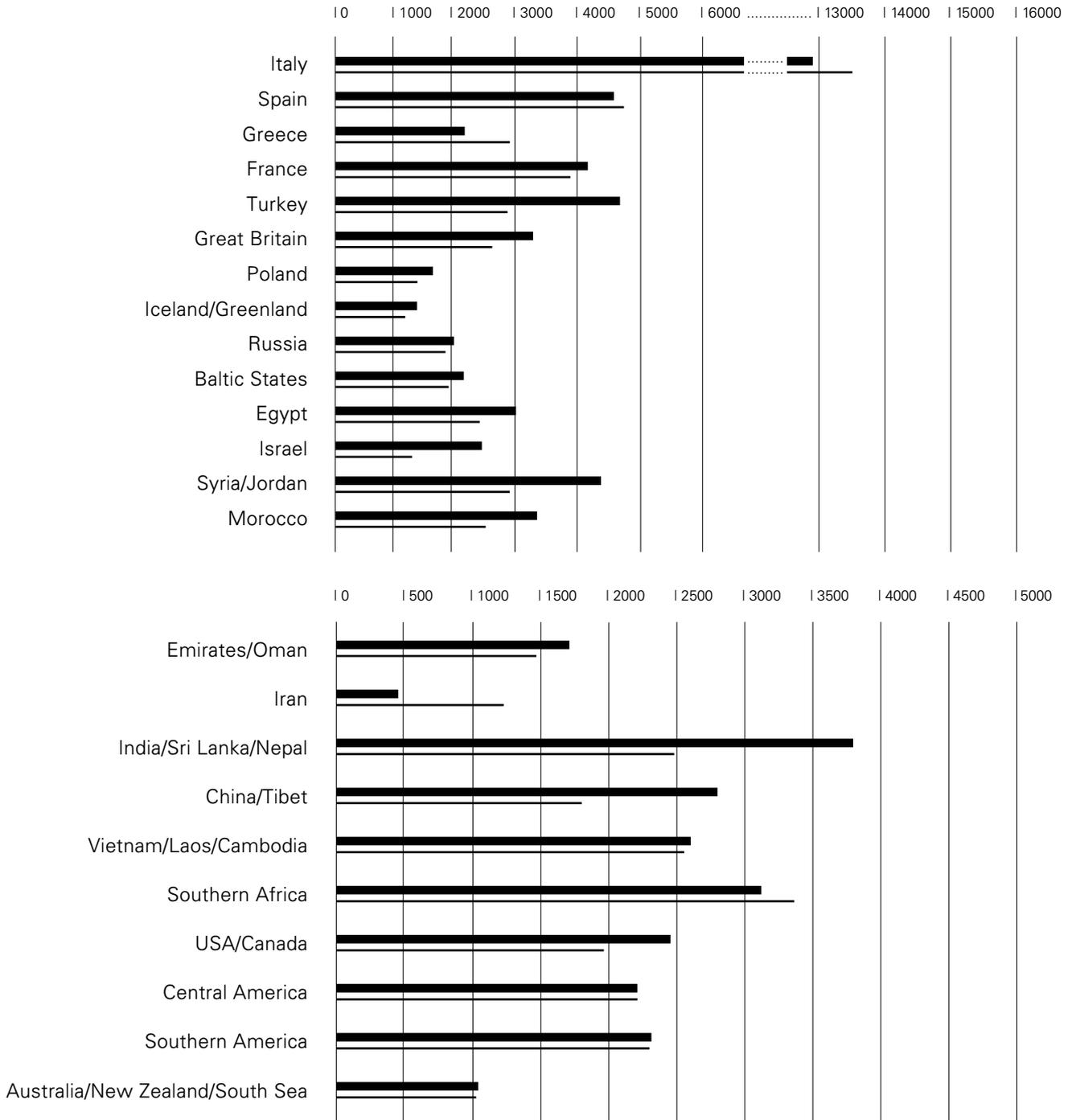
■ Development of sales in € m  
2010: 236.8  
**+7.7%**

□ Clients per year in thousands  
2010: 104  
**+9.3%**



# Number of participants 2010

■ 2010  
— 2009



## 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 (MD), Hans-Dieter Lohneis, Peter Strub, Guido Wiegand
<b>Shareholders:</b>	Peter-Mario Kubsch, Isabeau-Jutta Kubsch, Geschw. Kubsch GbR
<b>Employees:</b>	300 in the entire company, including 22 trainees
<b>Tour leaders:</b>	600
<b>Subsidiaries:</b>	Studiosus Gruppenreisen GmbH; Marco Polo Reisen GmbH; Klingenstein Reisen GmbH & Co. KG
<b>Travel agency:</b>	Studiosus UrlaubsCenter
<b>Sales:</b>	Around 7000 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>FDSV</b>	Fachverband Deutscher Sprachreisenveranstalter e.V.
<b>F.U.R.</b>	Forschungsgemeinschaft Urlaub und Reisen e.V.
<b>IATA</b>	International Air Transport Association
<b>PATA</b>	Pacific Asia Travel Association, International and Bavaria Chapter
<b>SKAL</b>	Internationale Vereinigung von Führungskräften aus der Tourismusbranche
<b>StfT&amp;E</b>	Studienkreis für Tourismus und Entwicklung e.V.
<b>TOI</b>	Tour Operators Initiative for Sustainable Tourism Development
<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, EMAS II (ECO Management and Audit Scheme)

# Studiosus group

## Studiosus Reisen GmbH

### Studiosus

#### Study tours

The no. 1 provider of cultural tours in Europe

### Studiosus

#### Family holidays

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 small groups for culturally interested people

### Studiosus Sprachreisen

#### Quality language tours

for schoolchildren, adults and the whole family

### 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