

Studiosus

Intensiverleben

Company Profile 2024/2025

Figures, facts and data



Company Profile 2024/2025

Studiosus is Europe's market leader in the cultural tours segment. The superb quality of our programmes, our excellent tour leaders, our socially responsible and environmentally sound tour planning, and our ongoing innovation and quality management are the basis for our success.

The 2024 Season

Studiosus looks back on a very successful fiscal year. The Studiosus Group increased its turnover by 15 %, achieving 259.2 million euros in 2024 (compared with around 226 million in 2023). The number of tour participants rose to over 74,000, from around 72,000 in 2023, which is an increase of 3 %. Against the backdrop of the overall geopolitical situation, this is a very satisfying result for Studiosus.

There was a clear trend towards tours to southern Europe, particularly Italy. Spain, Portugal and Turkey were also popular destinations for Studiosus guests, as were countries such as France, Great Britain and Norway. Eastern and south-eastern Europe are on the rise again. In Poland, the Baltic states, Romania and Bulgaria, demand grew robustly at double-digit rates. However, due to Russia's ongoing war against Ukraine, the popularity of this region has failed to realise its considerable potential.

There was less demand for tours to North Africa and the Middle East. Against the backdrop of the events in the Gaza Strip and Lebanon, demand in the region almost halved compared to the same period last year. Studiosus did not offer any tours to Israel in 2024.

The countries of Southeast and east Asia emerged as drivers of growth. Studiosus welcomed 48 % more guests here. Demand was particularly strong in Japan, but there was also a noticeable trend for tours to China and Vietnam, Laos and Cambodia. The good booking figures for tours to Uzbekistan deserve a mention too. Sub-Saharan Africa also recorded significant double-digit growth. South Africa and Namibia, in particular, grew thanks to their attractive price-performance ratio. Studiosus also welcomed significantly more guests in North, Central and South America and on the Indian subcontinent. Australia and New Zealand were also very popular.

More rail travel as an alternative to flying

Studiosus has a long tradition of offering rail travel as an eco-friendly alternative to flying. As early as 1996, the market leader in cultural tours included Rail & Fly tickets in the tour price as an alternative to feeder flights, and since 2008 has also provided this option in first class. For many years, Studiosus has offered a choice of either rail or air travel on many European tours, including Florence, Venice, Rome, London, Copenhagen, Stockholm, Warsaw, Paris, Brittany and Provence. Now, Studiosus is

taking a further step and is significantly expanding its alternative rail travel options for the new 2025 season thanks to the availability of new train and night train services.

This focus on rail travel means that Studiosus guests will in future be able to travel by train to their Studiosus tour in northern Italy and can also reach holiday regions on the Gulf of Naples, in Apulia and Sicily conveniently by train. In France, rail travel is now also offered for tours to the south-west (Bordeaux and Toulouse) and the Côte d'Azur (Nice). Studiosus has also introduced a rail travel option for its cultural tours to Spain. Plus, in 2025 we will be offering more alternatives to air travel for tours to England, including Cornwall, Manchester and Scotland. Last but not least, Studiosus now also offers a rail alternative for its Romanian tours.

Hauser Exkursionen has joined the Studiosus family

On 11 October 2024, Studiosus acquired all shares in the hiking and trekking specialist Hauser Exkursionen International GmbH. With Hauser Exkursionen's strong position in the hiking and trekking market and its employees' extensive expertise, the traditional brand is a valuable addition to the Studiosus portfolio. The cultural tour organiser will continue to run Hauser as an independent company and intends to leverage the brand's potential particularly in travel agency sales.

The management teams of Studiosus and Hauser Exkursionen have been in close contact for many years. There is also shared ground in terms of corporate philosophies and strategies, particularly in the field of sustainable corporate management. Both companies have collaborated for many years in various committees and initiatives, including the Roundtable Human Rights in Tourism.

The former owner and managing director Manfred Häupl will continue to support the merger of the two companies in operational management for the foreseeable future. Philip Edel and Peter-Mario Kubsch, who became both managing directors of Studiosus Reisen München GmbH, joined the management team with effect from 11 October 2024. Hauser Exkursionen will retain its headquarters and all jobs in Munich-Pasing. In addition to travel agency sales, there will be synergies in customer care and shared IT systems. (More about Hauser Exkursionen on p. 15.)

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 travel package that we offer has to meet the high expectations of our customers.

We seek to foster recognition of human rights in the countries we visit. The tours we offer create opportunities for personal encounters, exchange of views and information and therefore public awareness.

This is why we believe that responsible, sustainable tourism makes a positive, long-term contribution to improvement of the global human rights situation.”

What we offer

The Studiosus tour

Right where life is being lived

One of the great advantages about travelling with Studiosus is the opportunity it gives you to meet people. You might attend a barbecue with Australian lifeguards, have a chat with Greek nuns, take part in a wine-tasting at a local vineyard or even visit the kitchens of a maharajah's palace to pick up culinary tips from the chef. The Studiosus tour leader will always be there – to make sure you get to know the country as it really is, with its history enlivened by local lore, some of it exciting and thrilling, some of it calm and peaceful, but always full of surprises and unforgettable moments.

From the Mona Lisa to the Grand Canyon

Machu Picchu, the pyramids in Egypt, the Mona Lisa – it goes without saying that Studiosus will take you to see all the classic sights. But that's not all. Your tour leader will introduce you to present-day culture too – things like the local street art scene, the in restaurants or modern buildings designed by star architects. And you'll get interesting background on local politics, the economic situation or perhaps what the country is doing in the field of renewable energy. Also on the programme: natural wonders like the Grand Canyon or South Africa's Kruger National Park.

Extratours – a Studiosus exclusive

Had a late night and feel like sleeping in, maybe spend the day relaxing on the beach? Or want to go on a nice long bike ride instead of visiting a museum with the group? That sort of option is available on a regular basis. We call them Extratours.



Studiosus regularly offers pre-arranged alternatives to the group programme that enable customers to plan in activities that suit their personal taste. The Studiosus tour leader helps you decide how to spend your day.

Enter a stress-free area

Leave the everyday behind and prepare to enjoy a proper holiday where everything goes like clockwork and nothing is left to chance. You are met at the airport and driven to the hotel. You meet your tour leader and toast to a successful tour. The programme has been arranged – including the Extratours for those who want to take them. Tickets for visits to museums and events have been reserved and you walk straight in past queues of waiting people. Just relax and enjoy the total absence of stress.

Respecting local customs

Studiosus tour leaders brief customers on important aspects of local etiquette – whether that be sharing the bill for a meal in Italy rather than paying separately, only using your right hand for eating in India or never drinking alcohol on the street in the USA. Tour leaders also explain the background to these local customs. For Studiosus, operating socially responsible tours also means supporting cultural, social and environmental projects in the countries they operate in, avoiding conflict with the interests of the local population and minimising pollution – for instance by completely offsetting the greenhouse gas emissions produced by air, coach, rail and boat travel, overnight stays and meals on our tours.

A broad variety of tours

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

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

Studiosus

Product lines



Studiosus CityLights – City tours

For customers who want to explore a particular city in a group with a first-rate Studiosus tour leader, and take part in a carefully arranged sightseeing programme. New: small groups of no more than 15.



Studiosus me & more – Singles tours

Holidays for singles or anyone travelling alone who would like to enjoy their vacation in the company of other cosmopolitan travellers. With first-class Studiosus tour leaders.



Studiosus smart & small – Holidays with a dash of culture

For people who find beach holidays too boring but aren't looking for a full-scale cultural tour: Studiosus smart & small – small groups, charming hotels, a leisurely programme. Accompanied by a first-rate Studiosus tour leader.



Studiosus familiy

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

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.



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 six 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 Tour Leaders

Studiosus tour leaders are said to be the best in the sector. This is because they are carefully selected and receive in-depth basic-level and ongoing training. We give it to you under hand and seal that our quality standards are superb: The selection, basic training and ongoing training of our tour leaders is DIN EN ISO 9001 certified. Studiosus is the only cultural tours operator in Europe that can produce such certification.

Applicant profile, job description

Studiosus customers want to experience their place of destination with all their senses and expect their Studiosus tour leaders to be not only personally competent, but also very well informed on all matters relating to “their country”. They must radiate enthusiasm on the sights seen and the subjects discussed and act as an intermediary between the cultures. The wide range of knowledge and personal skills required from Studiosus tour leaders is defined in the applicant profile and the job description.

Selection process

Every year, Studiosus receives numerous enquiries from applicants who are interested in becoming a Studiosus tour leader. Those who fit the applicant profile and are deemed suitable in a subsequent interview are invited to take part in a selection process. In practical exercises, candidates have a chance to convince us by performing as tour leaders, demonstrating their ability to impart information in an interesting way, exhibiting their knowledge of the trade and of a particular country, and showing us how they hold up under stress.

Training

Successful candidates subsequently attend an in-depth, several-day seminar entitled “Becoming a Studiosus Tour Leader”, at which they acquaint themselves with the requirements of a Studiosus tour. The subject matter they are taught, in combination with practical exercises, reflects the actual conditions on a Studiosus tour and prepares future tour leaders for what to expect. Methodology and teaching techniques, along with service orientation

skills, are just as much part of the programme as learning things about the tourist trade, safety and security management and travel law.

Additional subject matter that doesn't require in-person attendance is provided to candidates in the form of online modules.

The next step is for trainee tour leaders to accompany an experienced tour leader on a suitable tour in the part of the world that they have prepared for. During the tour, they will be responsible for the design and organisation of an exemplary day. Afterwards, they will document the valuable experience and factual knowledge they have gained in a comprehensive report. This will be their personal logbook for future tours.

While on their “maiden tour”, new tour leaders are in contact with experienced colleagues who act as coaches and if necessary, are prepared to help out “from afar”. On their return, the freshly-baked “Studiosi” meet their trainers for a feedback session to analyse the tour and jointly review possibilities for improvement.

After completing their first season successfully, new Studiosus tour leaders finish their training by participating in another seminar in which they compare notes with each other and seek further guidance and clarification pertaining to their new job.

Ongoing training

Studiosus tour leaders act as a kind of “flagship” for the company and are responsible to a great extent for the quality of the tours. To support them in this

important role, Studiosus offers regular seminars on specific subjects, such as the use of media on a tour, natural history or society and sustainability. Every year, Studiosus holds numerous webinars and

in-person events both in Germany and elsewhere. This kind of broad-based, ongoing training is unique in Europe.

Studiosus Quality Management

Studiosus operates superbly organised, first-class tours. In order to maintain the high standards of its offerings, Studiosus developed a quality management system for the entire Group, which received DIN EN ISO 9001 certification for the first time in 2004. The previously developed environmental management system, which had held DIN EN ISO 9001 certification since 1998, was subsequently integrated into the quality management system.

The integrated Studiosus quality management system is put to the test each year by an external auditor. Most recently, in March 2023, 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.

Satisfaction with Studiosus tours

Would recommend a specific tour	90.6 %	Satisfied with the last tour	96.1 %
Would recommend Studiosus	94.3 %	Satisfied with the last tour leader	96.1 %

Figures reflect the percentage rate of responses to post-tour surveys ("Fulfilled expectations", "Totally fulfilled expectations", "Exceeded expectations" and "yes") in 2024. Form return rate: approx. 60 %. As of 15.11.2024

Innovation

Studiosus is, and strives to remain, market leader in the field of cultural tours. After quality, its most important corporate strategy is innovation. In the words of the company's mission statement: We seek to fulfil our customers' wishes and are always ready to try out new ideas. As Studiosus continues to develop, innovation and the introduction of new products and services are essential. Studiosus has been a trendsetter in the industry since its founding in 1954. A few examples:

1961: For the first time, Studiosus introduces a cultural tour that includes time for beach stays.

1966: Studiosus establishes a product advisory committee to systematically develop new cultural tours.

1979: Studiosus creates the first cultural hiking tours.

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

1995: Studiosus introduces YOUNG LINE TRAVEL for customers aged 20 to 35.

1996: Studiosus launches Studiosus me & more for singles and people travelling on their own.

1996: Studiosus is the first German tour operator to include a "Rail-&-Fly" ticket in the package.

1998: Studiosus is the first cultural tour operator in Europe to establish a certified quality management system for the selection and training of its tour leaders and a certified environmental management system.

2002: Studiosus develops a safety and security management system following the attacks in New York on 11th September 2001.

- 2003: The integration of budget flights into package tours is unprecedented in the field.
- 2004: Studiosus introduces family cultural tours for the first time.
- 2005: Studiosus introduces the kultimer, a catalogue of exciting musical and other events.
- 2010: Studiosus introduces “Extratours” for greater flexibility and freedom.
- 2012: Studiosus is the first cultural tours operator to make the production of its entire catalogue carbon neutral, as well as all the bus, rail and boat travel connected with tours all over the world by offsetting carbon emissions through donations to a climate protection project.
- 2015: Studiosus launches Studiosus smart & small for small groups who find beach holidays too boring and cultural tours too intense, but are interested in getting to know a country and its inhabitants.
- 2016: Studiosus introduces Studiosus Incoming, a service offering customised travel for international customers. This opens up new markets in Asia.
- 2017: Studiosus introduces a brand-new service to travel agencies and their customers in the German speaking market: individualized catalogues that combine the advantages of a print catalogue with the topicality of online media.
- 2017: Studiosus sends out a new catalogue to customers in the German-speaking market. It features 25 tours that incorporate special moments with high emotional appeal.
- 2021: Absolutely climate-friendly – Studiosus now offsets the greenhouse gas emissions produced by air, coach, rail and boat travel as well as overnight stays and meals on its tours.
- 2022: In every tour description, Studiosus discloses the CO₂e emissions produced by each tour participant – and offset by Studiosus – in kilograms or tonnes.

Studiosus Safety and Security Management

More than 20 years ago, Studiosus developed its own safety and security management system as part of the Studiosus quality management system. It is DIN EN ISO 9001 certified and encompasses all levels of planning and execution of tours. A top priority for Studiosus is to maintain open lines of communication for all tour destinations – for instance by posting the latest security information on the Studiosus website.

The outbreak of the COVID-19 pandemic in early 2020 posed a further challenge to the Studiosus safety and security management team. In preparation for the gradual resumption of tourist travel from June 2020 onwards, a comprehensive safety regime consisting of numerous safety measures was put in place to reduce the risk of infection on Studiosus tours. The concept was very well received by

Studiosus customers and travel agencies alike, and will form the basis for managing future pandemic situations, should they occur.

A key aspect of the safety and security management system in “normal” times is the ongoing analysis of the safety situation in all of the countries visited by Studiosus tour groups. This includes the continuous evaluation of data from a variety of sources, first and foremost the recommendations on travel and safety issued by the German Foreign Office. To obtain a detailed picture of the situation in individual countries, our experts comb national and international media for reports on these countries and take into account evaluations made by international security specialists when creating their forecasts. We also obtain daily information from our 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 drawn up its own flight security list, for example, which is far more comprehensive than the European Union's "blacklist" of airlines whose safety and security standards are deemed unsatisfactory by the Euro-

pean aviation authorities. Studiosus also plans its tours in such a way that all bus and coach operators worldwide are able to comply with the EU's strict regulations on driving and rest periods – and makes sure they are observed. Another important element of the safety and security system is the SMS emergency service for customers.

Sustainable Tourism

Studiosus offers socially responsible tours that are planned with as much regard for the environment as possible. The company also places emphasis on ensuring fair business dealings with associates and service providers.

To help achieve these 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 German government's CSR (corporate social responsibility) prize for responsible corporate management and the European Corporate Responsibility 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. In 2022, Studiosus won the EcoTrophea, a sustainability award granted by the German Travel Association (DRV) in recognition of Studiosus' dedication to protecting the climate and fully offsetting CO₂e emissions on its tours. This was followed in 2023 by a Gold certificate of approval from Umweltpakt Bayern, an environmental partnership between government and industry in Bavaria.

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 creating socially responsible tours. Twenty years ago, the company began organising what it calls forums for dialogue at selected tour destinations and inviting a wide variety of stakeholders – including hoteliers, representatives of conservation groups and tourism authorities, local politicians, religious leaders, teachers, fishermen, tradespeople and others active in the tourism industry – to discuss issues important to them as well as the risks and opportunities presented by tourism in their region. This type of exchange will become all the more important over the coming years.

For many years, Studiosus has contractually required its service providers to respect human rights in their business practices and comply with The Code (the code of conduct for the protection of children against sexual exploitation) worldwide. Customers are encouraged to report any behaviour that contradicts these guidelines by using the red button on the Studiosus homepage. The "Don't Look Away" flyer that is sent out to all customers provides information on the need to protect children from exploitation. The video spot "Don't Look Away" and further information on the Studiosus homepage also helps to raise awareness of the issue.

Fixed clauses pertaining to labour conditions and the human rights of hotel staff, ships' crews and bus drivers are a standard part of Studiosus contracts with its service partners. These clauses apply to working hours, leisure time and fair wage payment; they protect workers from unfair discrimination practices and oblige service partners to agree to other core working standards set by the International Labour Organisation ILO. Compliance is monitored and evaluated, among other ways, by online surveys that service partners fill in once a year. Anyone concerned about possible human rights abuses within the ambit of a Studiosus tour can address those concerns to HumanRightsAlert@studiosus.com. By signing the Commitment to Human Rights in Tourism declaration along with other tour operators and players from the tourism sector and civil society in 2013, Studiosus pledges to 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 the company's business activities to a minimum. For many years now, Studiosus has been optimising tours so as to produce as few climate-impacting emissions as possible. Avoid, or at least reduce, then offset emissions has been our maxim for many years.

Our efforts to reduce impact on climate

Since the 2021 season, Studiosus has been taking things one step further by offsetting the greenhouse gas emissions produced by air, rail, coach and boat travel, as well as overnight stays and meals on all of tours. The emissions are calculated in a complex process and a corresponding sum is invested in biogas plants for small farmers and their families. In

addition to carbon dioxide emissions, our calculations take into account greenhouse gases such as methane and nitrous oxide, whose harmful effects, along with those of contrails, are converted into their CO₂ equivalent. This unit of measurement is called CO₂e.

Studiosus has chosen climate protection projects on the Indian subcontinent because biogas plants not only help to offset CO₂e emissions, but also have a very positive impact on people's lives there. Bio gas plants produce renewable energy. The people living in the areas where these plants are being built often have no other source of energy apart from wood. Gathering firewood is a task performed by women. So with bio gas plants in operation, women have more time for other activities such as working in the fields. And children, who would normally also help to gather firewood, can attend school instead. When bio gas is used in homes, open fires become unnecessary, there is no more wood smoke to cause eye irritations and respiratory illnesses and far less risk of getting burned. Plus: all of the families have the option of connecting their toilets to the bio gas plant. The high quality organic waste produced by the plants replaces chemical fertilisers and results in higher crop yields. So as long as the funds from the offsetting scheme keep flowing, more bio gas plants can be built to provide a renewable source of energy. The offset funds support climate protection projects that have been verified and certified according to the Gold Standard (VER).

For more about how we offset CO₂e emissions from Studiosus tours, have a look at this video at www.studiosus.com/CO2



Other environment-conscious initiatives include:

- Rail-and-Fly tickets enabling eco-friendly rail transport to the airport (included in the tour price since 1996)
- Eco-friendly rail transport to the starting point of selected tours within Europe

- Implementation of extensive energy-saving and other environmental measures at our head office (winner of a “Büro & Umwelt 2019” distinction from the German Environmental Management Association B.A.U.M)
- Protection of the environment with a carbon offset scheme: Since 2007, Studiosus had been offering customers the option of calculating the carbon emissions caused by their flights and making a donation to a Gold Standard climate protection project financed by the Studiosus Foundation e.V.
- Offsetting of all carbon emissions caused by bus, train and boat travel on Studiosus tours since 2012 – primarily by investing in the construction of biogas plants on the Indian subcontinent
- Offsetting of carbon emissions caused by the printing and distribution of Studiosus catalogues and other advertising materials since 2012
- Offsetting of carbon emissions caused by employee business travel and offsetting of air travel by Studiosus tour leaders since 2017
- Comprehensive offsetting of emissions produced by air, rail, coach and boat travel as well as overnight stays and meals on all Studiosus tours from the 2021 season onwards.
- Full disclosure of the CO₂e emissions produced per tour participant in kilograms or tonnes – and offset by Studiosus – for every tour offered since 2023.

Studiosus Foundation e. V.

Studiosus has been sponsoring global projects for improvement of quality of life, nature conservation and preservation of cultural heritage in its tour destinations since 1993. After its founding in 2005, the Studiosus Foundation took over these sponsorship activities to make tourism as minimally invasive as possible over the longer term. The charitable institution currently sponsors more than 50 social, cultural and ecological projects worldwide. Many of the projects are visited by participants of Studiosus tours. When the COVID-19 crisis made many such visits impossible, the Studiosus Foundation gave extra assistance to projects that were most dependent on aid. It has continued its commitment by adding new projects and sponsorships to its portfolio. The Studiosus Foundation has held the DZI Seal of Approval from the German Central Institute for Social Issues since 2010.

www.studiosus-foundation.org

Subsidiary Companies

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

Studiosus Gruppenreisen GmbH (Studiosus Group Travel)

A Studiosus subsidiary for more than 45 years, Studiosus Group Travel offers travel options for closed groups of all kinds. Its broad network of reliable service partners, reputable airlines and carefully selected hotels and tour leaders guarantees professionally planned and safely implemented tours.

Tailored group tours are planned and implemented in close consultation with the customer. Where would they like to go? For how long? What is the emphasis: architecture, nature, yoga? Tailored group tours are exclusively designed to suit each customer's wishes. Depending on the price category and what they should include, the tours are developed either under the Studiosus Group Travel or the Marco Polo brand.

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

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

Individually booked tours have long been a fixed component of Studiosus Group Tours. Throughout the year, new tours to attractive destinations are put together, each with a large number of departure dates. This way, the company can react to the latest trends and developments and always offer competitive prices. Offers include a tall ship cruise off Costa Rica, a coach tour through southern Poland and a New Year's Eve trip to Riga or Lisbon. All current tours can be found at:

www.studiosus-gruppenreisen.com/produkte/zubucherreisen

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

For details go to:

www.studiosus-gruppenreisen.com

Marco Polo Reisen GmbH

Marco Polo products are reasonably priced tours. They are aimed at those wishing to explore the most important highlights of a country, as well as meet people and learn about their living circumstances – without the level of content expected of a Studiosus tour.

Marco Polo is priced considerably lower than Studiosus, its competitors being round-trip operators and Specialists for particular destinations. In spite of being relatively inexpensive, the tours still offer a genuine opportunity to get to know a country and its people.

A Marco Polo scout, usually a resident of the country with excellent first-hand knowledge of the region, will guarantee an authentic travel experience. Typical local hotels ensure that customers can immerse themselves in the flair and culture of the country visited, and “Marco Polo Live”, the discovery highlight of each tour, promises a unique experience: customers can come right up close to or even get a taste of the action themselves – whether harvesting rice in Thailand or building a yurt in Kyrgyzstan.

Marco Polo presents its tours in three catalogues:



Team Adventure and Discovery tours – also for mini-groups

Europe, Africa, the Americas and Asia

Small-group travel and great value for money. The Marco Polo scout introduces customers to foreign cultures and they travel in groups of no more than 25, often only 18. Mini-group tours are limited to 12 participants. New in the 2024 season: Mini-group tours are guaranteed to take place as long as a group consists of at least four people.



Individual tours

These are expertly organised non-group tours for customers travelling with a companion, friends or family and accompanied by a personal Marco Polo scout. They travel by car or all-terrain vehicle with a personal driver or sometimes even drive themselves in a hired car. A Marco Polo scout will be waiting at the sight-seeing 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 anyone over 35 who wishes to experience the world in YOUNG LINE style, we offer YOUNG LINE TRAVEL for travellers over 35 – online and, from 2024, in the catalogue, too.

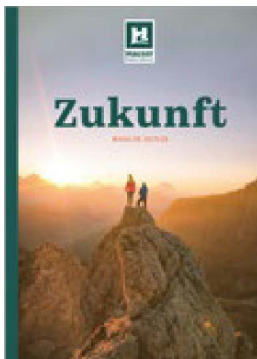
Hauser Exkursionen International GmbH

Hauser Exkursionen is one of Germany's leading organisers of hiking and trekking tours. The tour operator, based in Munich-Pasing, has been exploring landscapes and cultures around the globe since 1973. Each of the more than 400 tours to 90 countries focuses on respectful interaction with people and nature. Hauser Exkursionen embodies the slow trekking philosophy like few other providers and is considered a pioneer in the industry for the ecological and social compatibility of its tours. Long-standing local partnerships, family-run accommodation with regional, healthy cuisine and a commitment to training local guides to become

Hauser tour leaders form the basis for a travel experience that is truly a cut above industrialised tourism.

The annual magalogue provides information about the portfolio and editorial features that examine the future of sustainable travel. Hauser Exkursionen won the fairwärts Award from TourCert in 2022 for its Climate Treks concept in Nepal.

For more details about Studiosus' acquisition of Hauser Exkursionen on 11 October 2024, see p. 3.



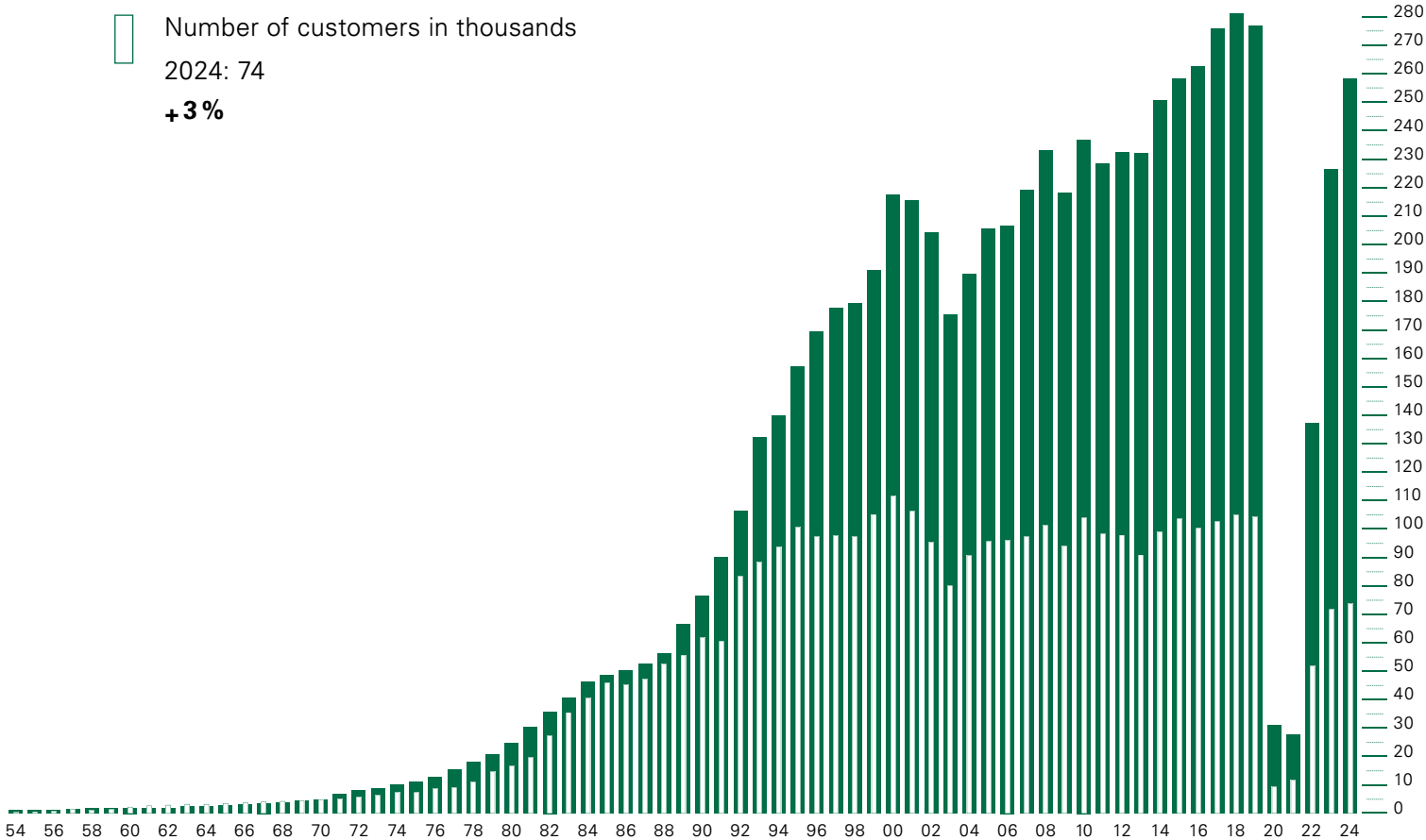
For details go to:

www.hauser-exkursionen.de

Business Development in Figures

■ Sales in euro millions
 2024: 259.2
+ 14.7 %

□ Number of customers in thousands
 2024: 74
+ 3 %



Corporate Data

Founded:	1954
Purpose of Business:	Operating intelligent holiday tours all over the world: the sophisticated way to travel
Board of Directors:	Philip Edel (Managing Director), Peter-Mario Kubsch (Managing Director), Peter Strub (COO), Guido Wiegand (CMO)
Shareholders:	Peter-Mario Kubsch, Melanie Kubsch, Florian Kubsch, Sebastian Kubsch, Tatjana Kubsch
Employees:	about 380 throughout the Group, including 25 trainees
Tour leaders:	about 600
Subsidiaries:	Studiosus Gruppenreisen GmbH; Marco Polo Reisen GmbH; Hauser Exkursionen International GmbH
Sales:	Around 5,500 travel agencies in Germany, Austria and Switzerland
Share capital:	EUR 1,000,000

Studiosus Memberships

DRV	German Travel Association
F. U. R.	F.U.R. is the largest non-commercial organiser and commissioner of tourism research in Germany
IATA	International Air Transport Association
StfT&E	Institute for Tourism and Development
UN Global Compact	United Nations Global Compact for Responsibility
Roundtable Human Rights in Tourism e. V.	Multi-stakeholder initiative that works to implement human rights due diligence in the tourism industry
The Code	Code of conduct for the protection of children in tourism
KlimaLink e. V.	Development and implementation of a uniform CO ₂ e calculation standard for the tourism industry

Hauser Exkursionen Memberships

Forum anders Reisen	Business association of sustainable tour operators that promote socially and ecologically responsible tourism projects
Roundtable Human Rights in Tourism e. V.	Multi-stakeholder initiative that works to implement human rights due diligence in the tourism industry
The Code	Code of conduct for the protection of children in tourism
TourCert	Awards the TourCert seal of approval for sustainability and corporate responsibility in tourism
IATA	International Air Transport Association

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

The Studiosus Sustainability Report is based on the Global Reporting Initiative (GRI).

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 smart & small

Holidays with a dash of culture

Studiosus CityLights

City tours in groups

Studiosus family

Family cultural tours

with adventure programme for adults with children aged 6–14

Studiosus Incoming

Destination Management Europe

kultimer

Events and cultural trips

Marco Polo Reisen GmbH



Team Adventure and Discovery tours

- Discovery tours in groups of no more than 25 persons
- Mini-group tours with a maximum of 12 persons



Individual tours

Perfectly organised non-group tours



YOUNG LINE TRAVEL

Discovery tours for travellers between the ages of 20 and 35



YOUNG LINE TRAVEL for those over 35

With a bit of added comfort for adventure seekers over 35

Studiosus Gruppenreisen GmbH

Studiosus Gruppenreisen

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

Hauser Exkursionen International GmbH



German market leader for slow trekking