



# Studiosus

## Company profile

Figures, facts and data

Intensiverleben

# Studiosus

## Company Profile 2013

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

## The 2013 Season

The Studiosus group, comprising the two tour operator brands Studiosus and Marco Polo, can report total sales of € 233.37 million for the 2013 season. This is more or less equivalent to last year's figure. The number of tourist customers declined by 6,7 percent over the same period to 90,923 (2012: 97,000). In view of the slump in demand for tours to the Near East and North Africa, we are satisfied with this result. (Please refer to the diagram on page 15 for information on trends in individual countries and regions.)

### **Price reductions for long-distance tours**

The renewed strength of the euro had a favourable effect on exchange rates in a number of countries, and Studiosus took a policy decision in spring 2013 to pass on the resulting cost benefits to its customers without delay. Prices of tours already on sale for 2014 were cut and revised invoices were sent to customers who had already made firm bookings. Wide publicity was given to our reduced prices in communications to travel agencies, customers and other interested parties.

### **Early publication of 2014 catalogues**

Another decision taken by the group was to bring forward the publication dates and circulation of its 2014 catalogues. Our catalogues for long-distance destinations appeared two months earlier than usual at the end of August and those for European destinations some three weeks earlier than usual at the beginning of October.

This was Studiosus' reaction to changes in customers' reservation habits. Studiosus customers are tending nowadays to plan and reserve their vacations much earlier. Our former policy was to publish catalogues early in November. This gave customers only two or three months to plan their vacations and make their reservations in January and February.

A further important policy decision taken in 2013 related to the travel cancellation insurance cover traditionally included in the tour price. Starting 2014 and in accordance with numerous customer requests, this insurance will be deleted from the package price and the prices reduced accordingly. Many customers no longer need travel cancellation

insurance, because this risk is already covered by other blanket insurance policies.

Studiosus is confident that the actions described above will help to make our offers more attractive to

the public and increase the numbers of people booking cultural tours with us in 2014.

## 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 show you the present-day culture too – things like the local pop music scene, the in restaurants or modern buildings designed by star architects. And you'll get interesting background on local politics, the economic situation or perhaps what the country is doing in the field of renewable energy. Also on the program are scenic highlights like the Grand Canyon or South Africa's Kruger National Park.

### Extratours – A Studiosus exclusive

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

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

### Enter a stress-free area

Hard at work in the office yesterday, vacation at its best today. Everything goes like clockwork and you don't have to worry about a thing. You are met at the airport and driven to the hotel. You meet your tour leader and drink to a successful tour. The programme has been arranged – including the Extratours for those who want them. Tickets for visits to museums and events have been reserved and you walk straight in past queues of waiting people. Just lean back, relax and experience the total absence of stress.

### Regard for local customs

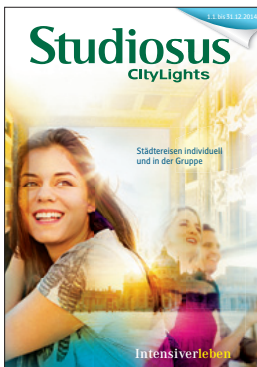
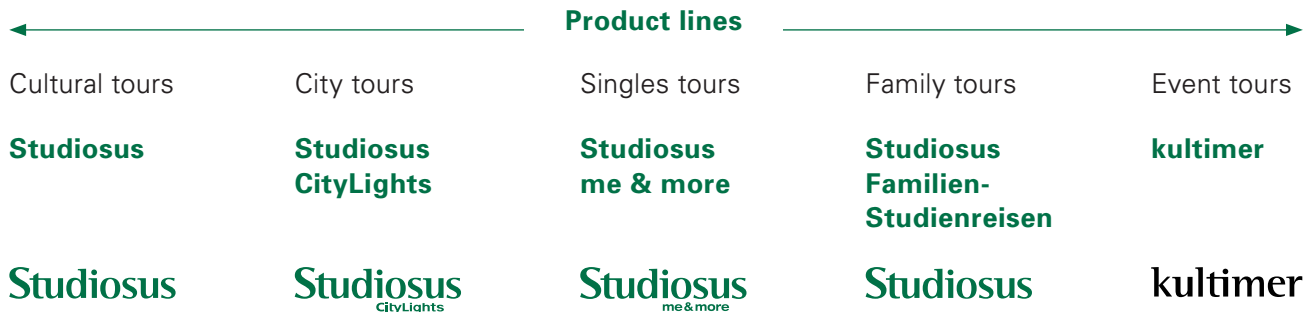
Studiosus tour leaders brief customers on important items of local etiquette – like never stroking a child's head in China, using the right hand only when eating in India or never drinking alcohol on the street in New York. And they explain the background to these local customs too. Studiosus also recognises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

Studiosus cultural tours come in a variety of formats that reflect customer preferences and are aimed at different target groups. They include hiking tours, expeditions, low-price or extra-service tours, classic cultural tours, nature tours and cruises.



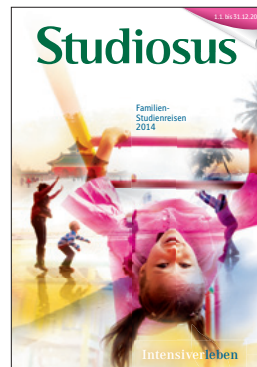
Complementing its cultural tours, Studiosus offers a host of attractive packages similar to its cultural tours.

# Studiosus



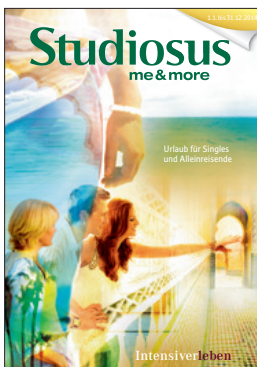
## Studiosus CityLights – City tours

For customers who want to get to know a particular city through a carefully prepared programme of sightseeing, accompanied by a first-rate Studiosus tour leader.



## Studiosus family cultural tours

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



## Studiosus me & more – Single tours

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



## kultimer – Event tours

Published six times per year and sent automatically to Studiosus customers, the catalogue features exciting trips to events such as classical or pop 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 customers to museums with a relevance to the event or introduces them to fascinating districts and the most significant sightseeing spots.

# Studiosus Tour Leaders

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

## Applicant profile, job description

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

## Selection process

Studiosus receives a steady stream of enquiries from people seeking employment as a Studiosus tour leader. Those fitting the applicant profile and convincing us of their personal competence at the subsequent interview are invited to attend the assessment center, where the candidates complete practical, interactive tests enabling us to identify those possessing the optimal profile for work as a Studiosus tour leader.

## Training

The candidates successfully completing the assessment center now have to attend a training course. This starts with a seven-day introductory seminar, at which they acquaint themselves with the tools of their trade as a Studiosus tour leader. This involves a mixture of factual information and knowledge relating to their future role interspersed with practical exercises reflecting actual operating conditions on a Studiosus tour. These give the trainees an idea of the sort of situations and problems they will be expected to handle in their everyday work.

The next step is to accompany an experienced tour leader on an actual tour, during which they will be responsible for design and organisation of one complete day. Each of the new tour leaders writes a report describing in detail the valuable experience and factual knowledge gained during the tour. This will then become their personal logbook.

Each new tour leader has a telephone link with an experienced colleague who can give them advisory backup during their “maiden tour”. On their return from this tour, the freshly-baked “Studiosi” meet their trainers for detailed analyses of feedback on the tour and jointly review possibilities for improvement in performance.

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

## On-going training

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

# Studiosus Quality Management

“Customer satisfaction”, “employee satisfaction”, “fair relations with our business partners”, “fulfilling our social responsibilities” and “adequate financial revenues” – these are the five primary Studiosus objectives, and to meet them, Studiosus has developed a quality management system for all areas of the company. This system was certified with the

DIN EN ISO 9001 standard in 1998 and has been re-evaluated by an external auditor each year since then. In July 2013 Studiosus was re-certified according to current DIN 9001 and 14001 standards for another three years, and validated in accordance with EMAS.

## Innovation

Studiosus is, and strives to remain, market leader in the field of cultural tours. In order to achieve this goal, the corporate strategy is founded on quality and innovation, as reflected in the words of the company’s mission statement: we seek to fulfil our customers’ wishes and are always ready to try out new ideas. As Studiosus continues to develop, innovation and the introduction of new products and services are essential. Studiosus has always been a trendsetter in the field.

A few examples:

- 1979: Studiosus creates the first hiking cultural tours
- 1990: Studiosus is the first company to introduce a catalogue of cultural tours for citizens of the GDR as it was then
- 1996: Studiosus is the first German tour operator to include a “Rail-&-Fly” ticket in the package
- 1998: Studiosus is the first cultural tour operator in Europe to establish a certified quality management system for the selection and training of its tour leaders and a certified environmental management system
- 2002: Development of a safety and security management system
- 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
- 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.

# Studiosus Safety and Security Management

In 2002, Studiosus established its own Safety and Security Management System, certified according to international standards since 2004 with the DIN EN ISO 9001 standard.

It encompasses all levels of planning and execution of tours, and most importantly, maintains open lines of communication on the subject with customers and the media – as demonstrated by the up-to-date security information posted on the Studiosus website, for example.

One key function of safety and security management is on-going analysis of the safety status in all countries visited by Studiosus tour groups. This includes constant evaluation of the recommendations on travel and safety issued by the German Foreign Office. The Studiosus regional experts scrutinise some 1500 official notices of this kind every year. In order to obtain a more detailed picture of the situation in individual countries, these experts also comb the international media for reports on these countries and compare these with their own analyses for each country. Information from local sources (tour leaders and business associates) helps produce a balanced and up-to-date picture of the local situation.

## Lasting Impressions

Studiosus is firmly committed to a sustainable travel model: “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 customers 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

The Studiosus Safety and Security Management System also covers safety and security in hotels and on tour transportation worldwide. Studiosus has, for example, devised its own flight security list, which is more comprehensive than the European Union’s “blacklist”. Studiosus also insists that all its bus and coach operators worldwide abide by the EU’s strict regulations on driving and rest periods. Another pillar of the safety and security system is the SMS Emergency Service. This is how it works: Amongst the travel documents supplied to every customer who books a Studiosus tour is a telephone number to which customers can send an SMS text message stating their name and mobile phone number. In the event of a crisis situation either immediately prior to their departure or in the tour country, Studiosus will be able to inform customers instantaneously either by phone or by SMS text message.

The German Travel Association DRV, whose members are travel agencies and tour operators, put together a crisis management committee in 2011. Studiosus plays an active role due to its many years of experience in this area.

also sponsors social, cultural and ecological projects in numerous countries throughout the world.

To facilitate achievement of its social and ecological goals, Studiosus introduced an Environmental Management System in 1998, which was eventually integrated into the certified Studiosus Quality Management System. In 2010, Studiosus was granted the German Sustainability Award in the category “Most Sustainable Future Strategies (Small and Medium-Sized Companies)”.



## Environmental commitment

When planning its tours, Studiosus uses various procedures 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 customers. 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 customers to calculate the size of the carbon footprint left by their flight and to compensate this by a donation to a climate protection project sponsored by the Studiosus Foundation e.V.
- extensive energy-saving policies in our offices.
- 2012: carbon neutral production of the Studiosus catalogue and other advertising material. The energy output and resulting carbon emissions were calculated and compensated by a donation to a Gold Standard certified climate protection project in India. The Gold Standard is the most exacting standard for carbon compensation projects in the world.
- investment in the aforementioned climate protection project since 2012 to compensate the carbon footprint left by transportation on all Studiosus tours, rail and boat tours.
- from 2013 season onwards: opportunity to compensate carbon footprint left by flights made by members of our groups, including any domestic and connecting flights, is now offered as a supplementary service for all tours and can be included by customers as an extra item in their reservations.

## 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. Almost all projects whose relief activities are financed by the Studiosus Foundation are available for inspection by members of Studiosus tours.

The Studiosus Foundation has held the DZI Seal of Approval from the German Central Institute for Social Issues since 2010. The seal attests the holder's proper use and publication of accurate information on application of funds received, and a 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.

## Socially responsible travel

Apart from financing projects, Studiosus is also committed to the needs of local people in other ways. Over the last fourteen years, Studiosus has held so-called forums in selected countries to which it invites stakeholders on the receiving end of its tours. These include hoteliers, representatives of tourism and nature conservation authorities, local politicians, clerics, teachers and merchants, who come together to review the opportunities offered and risks incurred by tourism in their region and yield valuable information for design of future tours. But it is the Studiosus tour leaders who play the main role in ensuring maximum social responsibility of our tours. Trained as intercultural mediators, they organise encounters and initiate the dialogues between our customers and the foreign cultures in which they are interested.

## Tourism and human rights

Human rights are by no means a new subject in the tourism industry. But, since publication of UN Special Representative John Ruggie's Report on Human Rights Issues in 2011, it has certainly created new challenges for that industry. The report is a first-ever template defining the mandatory human rights responsibilities of tourism firms. As a member of the UN Global Compact, Studiosus has given an undertaking to observe the principles of conscientious observance of human rights and work standards, and to ensure sustainability and control of corruption in its global business activities.

Studiosus has long recognised and pursued a clear commitment to responsible, environment-friendly tourism and this has helped prepare it for the new challenges facing it on human rights policy. These challenges are, in any case, not totally new for Studiosus. For many years now, it has insisted on due observance of human rights in contracts with its service companies, which include an ECPAT (End child prostitution, pornography and trafficking) clause for protection of children against sexual exploitation. Violation of the ECPAT rules results in immediate termination of the business relationship with Studiosus.

And yet another innovation: Studiosus has set up an committee responsible for handling matters relating to human rights. Its e-mail address [HumanRightsAlert@studiosus.com](mailto:HumanRightsAlert@studiosus.com) can be used to report any abuses of human rights or similar injustices occurring within the ambit of Studiosus tours. In 2013 Studiosus conducted an online survey of employee working conditions with the managements of hotels featured in its catalogues.

## Subsidiary Companies

*Studiosus is Europe's number one cultural 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.

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 groups. 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.

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



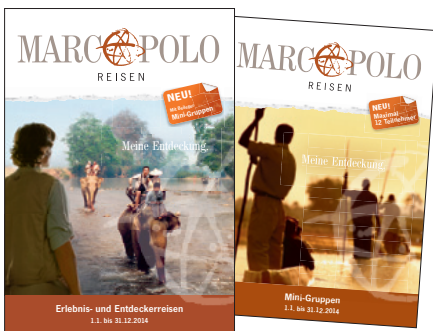
## Marco Polo Travel Ltd.

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 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 or even get a taste of the action themselves – catching fish, shooting darts with a blowgun, or harvesting coffee.

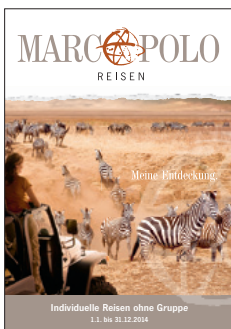
### Marco Polo presents its tours in three catalogues:



#### Adventure and Discovery Tours

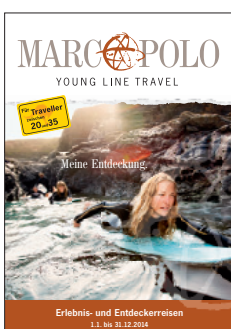
*Europe, Africa, America and Asia*

Affordable tours for small groups. The Marco Polo scout introduces customers to foreign cultures, and customers travel in groups of no more than 22, sometimes only 18. Details of adventure and discovery tours for mini-groups of 6 to a maximum of 12 people are featured in a separate brochure. Customers will get to know a country even better when exploring it as a mini-group!



#### Individual Tours

Carefully organised private tours for customers who prefer travelling with just their partner or family and are accompanied by a personal Marco Polo scout. Their mode of transport is car or jeep, with their own driver. Or our latest offer – Our clients get their own hired car and drive themselves on each successive leg of their tour to be met and accompanied by a Marco Polo Scout at each intermediate destination.



#### YOUNG LINE TRAVEL

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

# Studiosus

## Europe's No. 1 cultural tours operator

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

## Intensiverleben



## The expert for affordable discovery tours

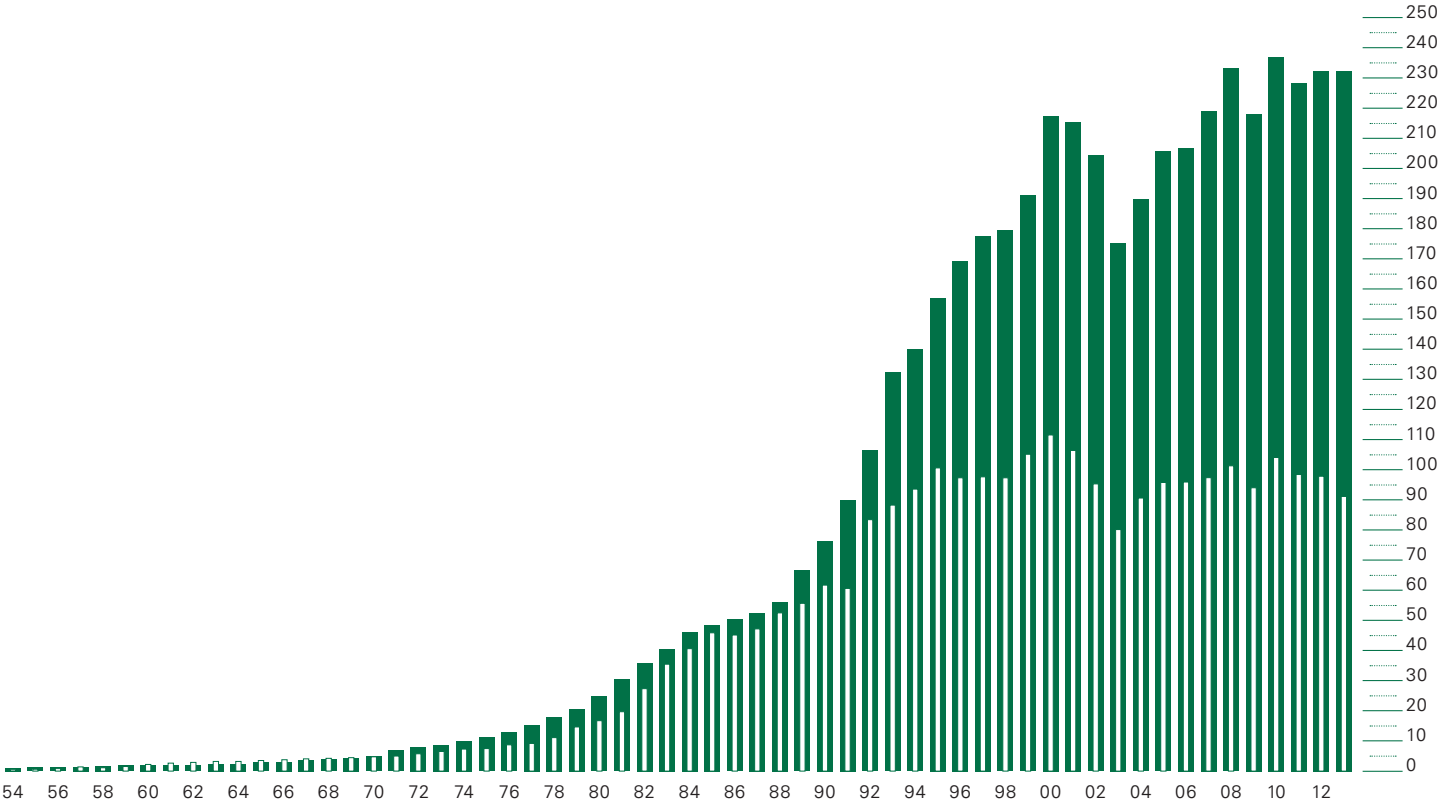
- Small groups of around 18 – OR our new Marco Polo mini-groups of not more than 12
- Excellent value for money
- The perfect way to acquire an overview of the most interesting sights
- "Marco Polo Live", a special highlight for explorers
- Local, well-informed Marco Polo scouts
- Basic travel package plus optional extras

## Meine Entdeckung.

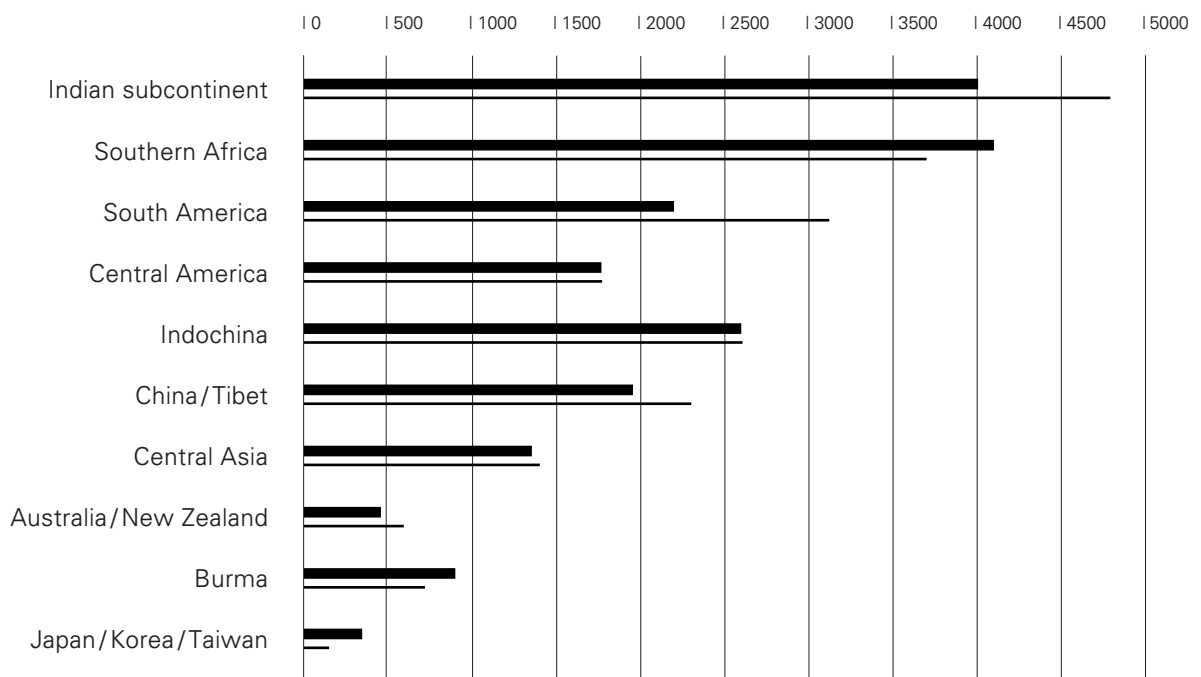
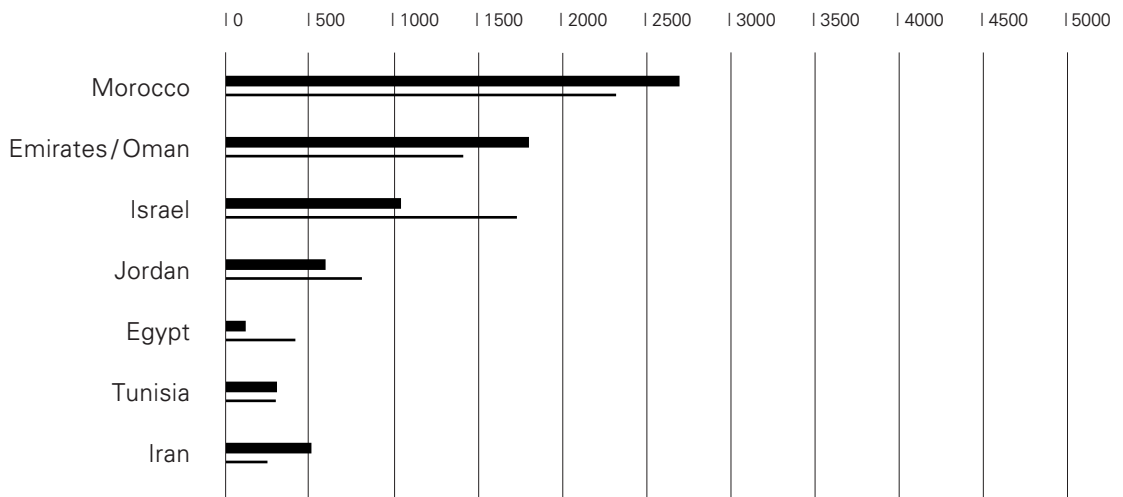
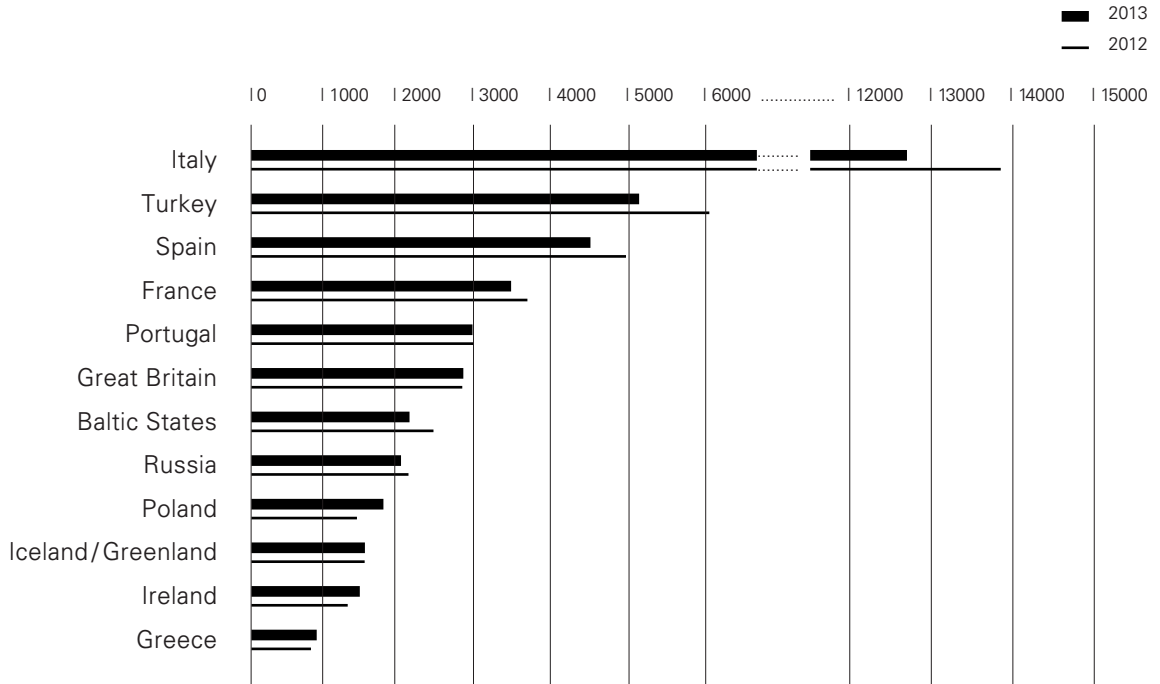
# Business Development in Figures

■ Sales in euro millions 2013:  
233.37  
**+0.2%**

□ Number of customers in thousands 2013:  
90.92  
**-6.7%**



# Number of customers in 2013



## 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>	310 in the entire group, including 26 trainees
<b>Tour leaders:</b>	570
<b>Subsidiaries:</b>	Studiosus Gruppenreisen GmbH; Marco Polo Reisen GmbH
<b>Sales:</b>	Around 6500 travel agencies in Germany, Austria and Switzerland
<b>Share capital:</b>	EUR 1.000.000

## Memberships

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

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

The Studiosus Sustainability Report has received the top mark (A+) from the Global Reporting Initiative GRI. Studiosus holds an "audit berufundfamilie" certificate for its family friendly staff policies.



## Studiosus group

### Studiosus Reisen München GmbH

#### Studiosus

##### Cultural tours

The no. 1 provider of cultural tours in Europe

#### Studiosus

##### Family 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

#### kultimer

##### Events and cultural trips

### Marco Polo Reisen GmbH

#### MARCO POLO REISEN

Discovery tours to far-flung destinations in small groups

#### MARCO POLO REISEN

Tailor-made discovery holidays for 2 or more individual travellers

#### MARCO POLO YOUNG LINE TRAVEL

YOUNG LINE TRAVEL  
Discovery tours for young travellers

### Studiosus Gruppenreisen GmbH

#### Studiosus Gruppenreisen

Customised holidays for special interest groups

#### GESELLSCHAFT FÜR MEDIENREISEN

Customised holidays for special interest groups