

**DERTOUR**  
GROUP

COMPANY PRESENTATION 2024

**TRUSTED  
TRAVEL  
TEAM**

## DERTOUR GROUP FIGURES



**No. 2**  
in Europe



**16**  
markets



**+100**  
years of  
experience



Over  
**130**  
companies



Around  
**2,000**  
travel agencies



Over  
**10,000**  
employees

**DERTOUR Group** is the  
travel and tourism division  
of **REWE Group**



# REWE GROUP FIGURES



**92.3**

billion euros  
total external revenue 2023



**15,718**

stores and travel agencies  
2023



**390,000**

employees 2023



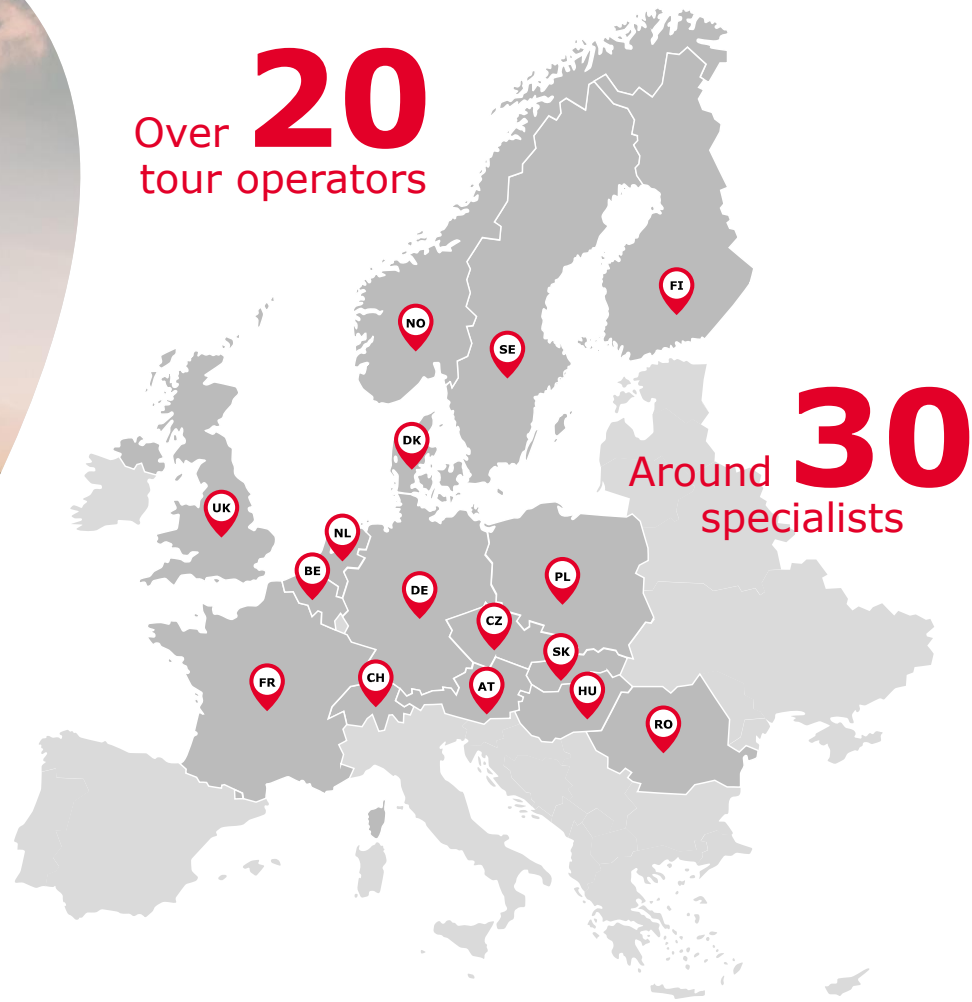
**Millions of guests**  
entrust DERTOUR Group  
with their travel plans  
every year



PRESENT AND UNITED  
IN 16 COUNTRIES



Over **20**  
tour operators





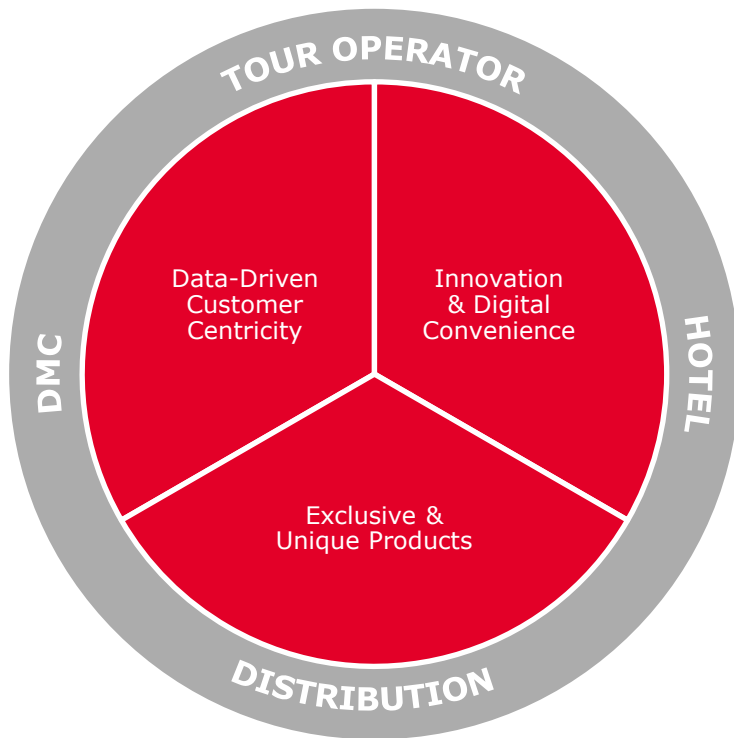
OUR INTERNATIONAL  
VISION & MISSION

# Unveiling the beauty of the world.

We are travellers and  
create the extraordinary,  
turning travel experiences  
into lasting memories.



## OUR STRATEGIC DNA: TRAVELLERS IN THE SPOTLIGHT





## POSITIONING DERTOUR GROUP

**DERTOUR**  
GROUP

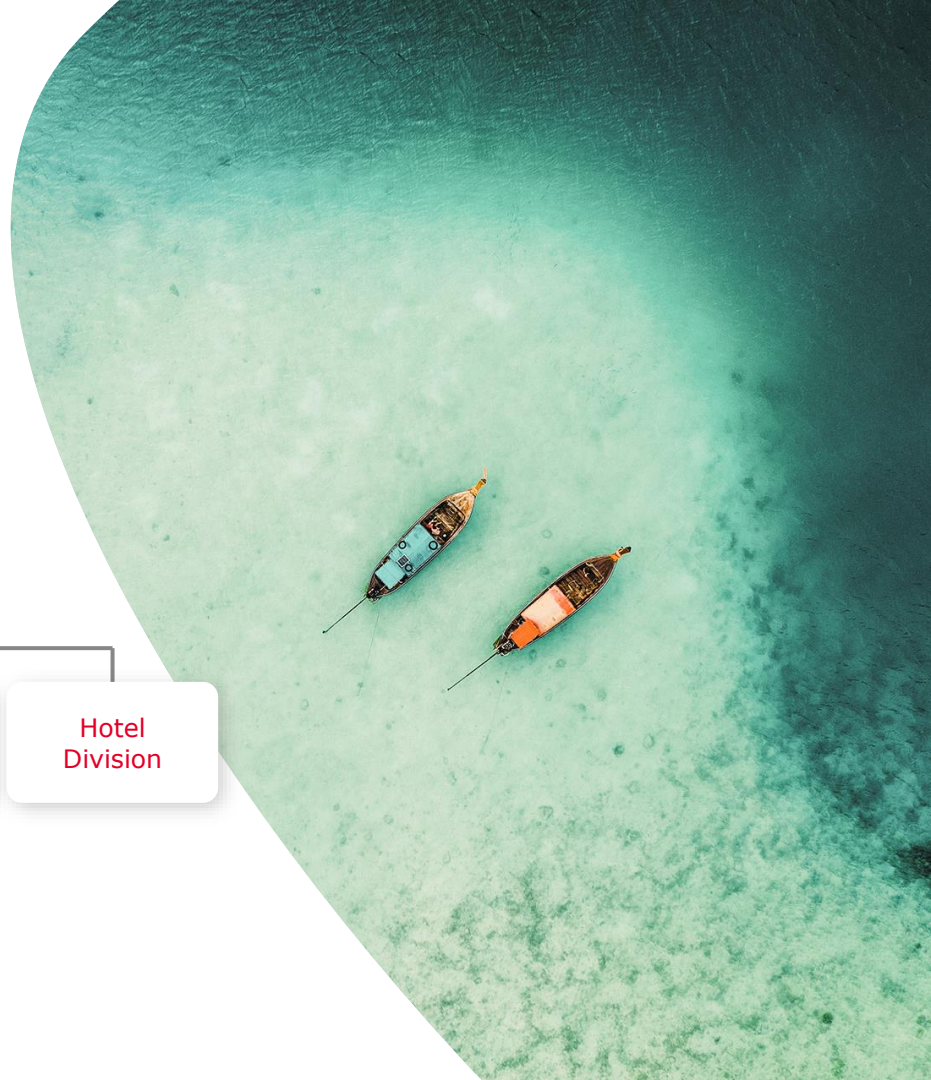
DERTOUR  
Northern  
Europe

DERTOUR  
Central  
Europe

DERTOUR  
Eastern  
Europe

Destination  
Management  
Companies

Hotel  
Division



# DERTOUR CENTRAL EUROPE

**Strong in Germany, Austria  
and Switzerland.**

DERTOUR Central Europe is  
the largest unit within the  
DERTOUR Group.

It bundles the entire business  
of tour operators, specialists and  
sales units in Germany, Austria  
and Switzerland.



## Brand examples



# DERTOUR NORTHERN EUROPE

## Strong footprint in Northern and Western Europe.

DERTOUR Northern Europe bundles the Group's activities in Scandinavia, Finland, Great Britain, the Benelux countries and France.

### Brand examples

**KUONI**

**PRUSVRU**  
vacancies

**apollo** 





# DERTOUR EASTERN EUROPE

## Growing presence in Central and Eastern Europe.

DERTOUR Eastern Europe comprises various market-leading tour operators in Central and Eastern Europe and all related activities in the Czech Republic, Slovakia, Hungary, Poland and Romania.



## Brand examples

**DER**TOUR

 **EXIM**tours

**FISCHER**

## SELECTION OF OUR LEADING TOUR OPERATOR BRANDS

**DÊR**TOUR

**KUONI**

**apollo** 

 **EXIM** *tours*

**FISCHER**



## SELECTION OF OUR SPECIALIST BRANDS

**From diving trips  
to golf holidays**



**From luxury travel  
to solo/single trips**

**CARRIER**



**From tours in Scandinavia  
to trips to Italy**





## DESTINATION MANAGEMENT COMPANIES OF DERTOUR GROUP



**31**  
countries



**71**  
offices



Around  
**1,700**  
employees

# OUR GROWING HOTEL BUSINESS

**10**

brands

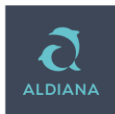
**14**

countries

**+110**

hotels

SENTIDO



**play  
itas**  
*Free your mind*

ananea



AROSA



TRAVEL CHARME  
Hotels & Resorts



HENRI  
EVERY DAY SHOULD BE  
A HENRI DAY



URBAN  
NATURE



# A TRUSTWORTHY & INSPIRING TRAVEL PARTNER



**Personal  
travel advice**



**Local assistance for guests  
at the destination**



**Professional  
safety management**



# OUR COMMITMENT TO SUSTAINABILITY



COMMITTED TO  
THE WORLD





### **More sustainable products and conscious travel**

Promotion of responsible tourism through a broader range of more sustainable travel.



### **Energy, climate and the environment**

Responsible use of resources, reduction of emissions in business operations



### **Employees**

Promoting employee satisfaction, performance and productivity for fair cooperation



### **Social commitment**

Taking responsibility beyond our own business area



# ANNIVERSARY CAMPAIGN

**DERTOUR**  
FOUNDATION

**10**  
YEARS

## 10 years – 10 faces

Success stories from around the world that have made a lasting impact on the lives of both people and animals



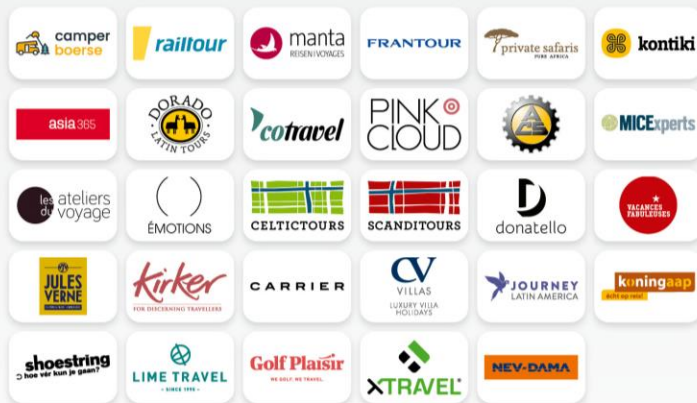


# VARIETY UNDER ONE ROOF

## Travel Agency & Online Sales



## Specialists



## Tour Operators



## Hotel Brands



## Destination Management Companies



## Business Travel



**DERTOUR**  
GROUP



**TRUSTED  
TRAVEL  
TEAM**

**THANK YOU FOR YOUR ATTENTION**