

# Compass

2020 Annual Report





Branchen-Beben wegen Corona-Krise  
**Weltweit 120 Millionen  
Tourismus-Jobs  
bedroht**

Blick, 25.08.2020

TRAVEL  
dw.com, 24.04.2020  
**Where are we heading? Tourism  
after the coronavirus crisis**

**Some of the world's airlines could go bankrupt because of  
the COVID-19 crisis, according to an aviation consultancy.  
See the carriers that have already collapsed because of the  
pandemic.**

businessinsider.com, 12.05.2020

Corona crisis: black year for  
Spain's tourism industry

newsrtd, 28.12.2020

**Coronavirus:  
UK quarantine list  
expanded, and how to wear  
a mask in the heat**

BBC News, 07.08.2020

CORONAVIRUS  
**This Is What a Coronavirus Lockdown Means in Each State**  
| PLEASE STAY HOME |

thedailybeast.com, 20.03.2020

**Tourismus-Expertin: „Die Corona-  
Krise ist beispiellos“**

rnd.de, 17.11.2020

TRAVEL  
**The Impact of Travel Restrictions  
on Global Economies**

Jing Daily, 20.02.2020

**Reisen in Zeiten von Corona: In welchen  
Ländern Sie jetzt Ferien machen können –  
und in welchen nicht**  
Wohin darf man überhaupt noch reisen? Gilt eine  
Maskenpflicht? Und muss man in Quarantäne? Die beliebtesten  
Länder im Reise-Check.

NZZ, 05.01.2021

# Foreword

The 2019/2020 financial year started off on a positive note for the entire Hotelplan Group. But in mid-March, this changed from one day to the next: the corona lockdown meant that aircraft remained on the ground and mobility was severely restricted in multiple ways. We had to organise the repatriation of tens of thousands of travellers, cancel trips and rebook flights.

Unfortunately, it quickly became clear that this crisis would last longer and be more global than any before. We therefore swiftly drew up a plan for restructuring and introduced short-time work or equivalent schemes at our business units in Switzerland and abroad. In comparable terms, the most challenging year in the history of Hotelplan Group saw a 57.7 % drop in turnover against the previous year.

We can nevertheless be proud of what we have achieved: we were able to prove that we are a reliable and fair partner to our customers and offer them superb service around the clock – even amidst constantly changing circumstances. Customer refunds were issued as quickly as possible, even though we were often not reimbursed by our service providers until a later date. This would not have been possible without the support of our shareholder, the Federation of Migros Cooperatives.

What pleases me especially is that we proved last year that we are flexible, adaptable and unbureaucratic and pull together as one team beyond the separate organisations – attributes which are vital in this crisis. We can be proud of this and on behalf of the group management, I would like to express my sincere thanks to all members of staff.

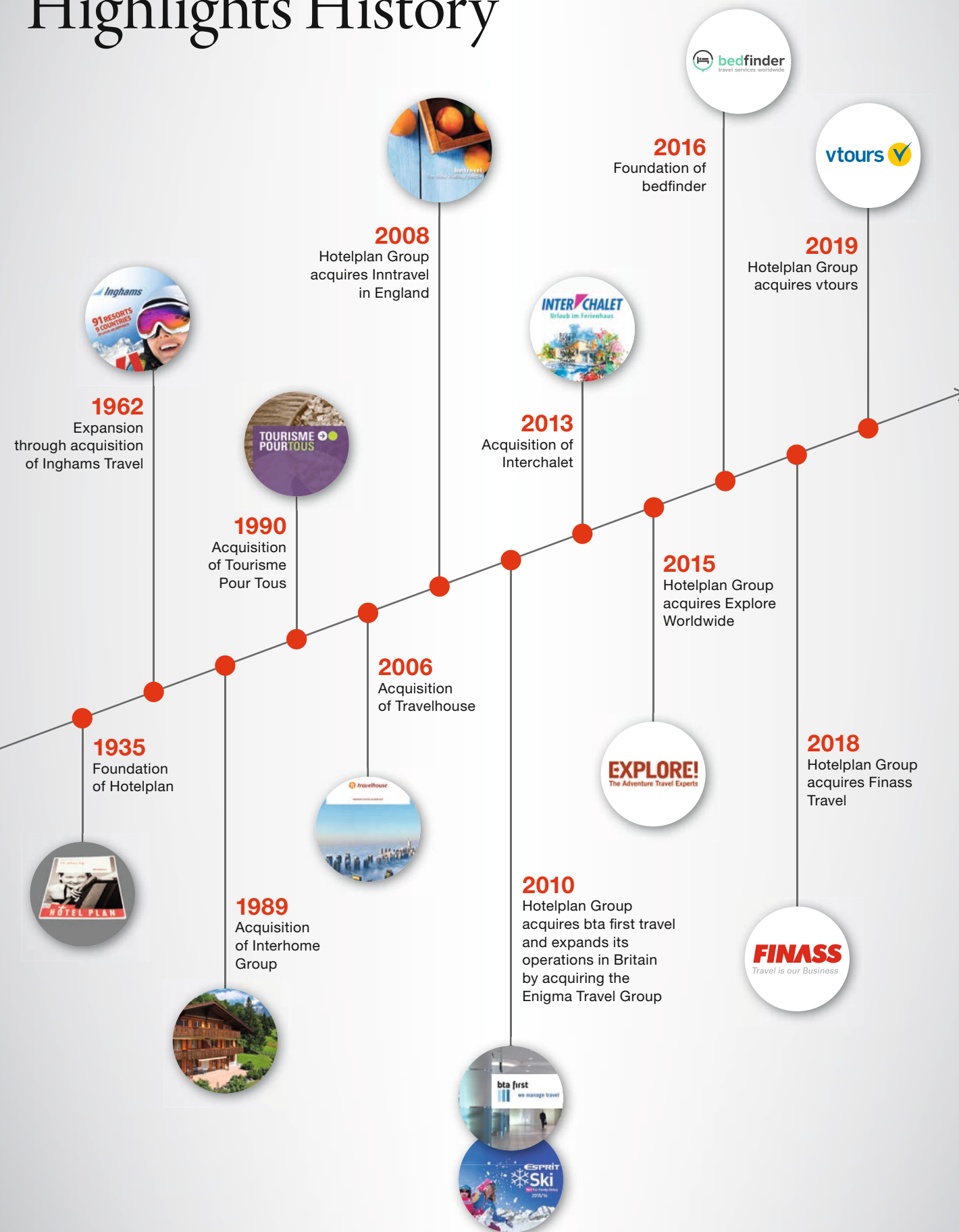
We have also used the past months to equip ourselves for the future – by simplifying processes and responsibilities, investing in expanding our technologies and making our organisation even more customer oriented. We are ready to resume doing what we love doing and do best – making our customers' travel dreams come true. The thirst for travel and longing to see distant places will be stronger than ever. We look forward to this and can't wait to really get going again.



**Laura Meyer**  
CEO Hotelplan Group



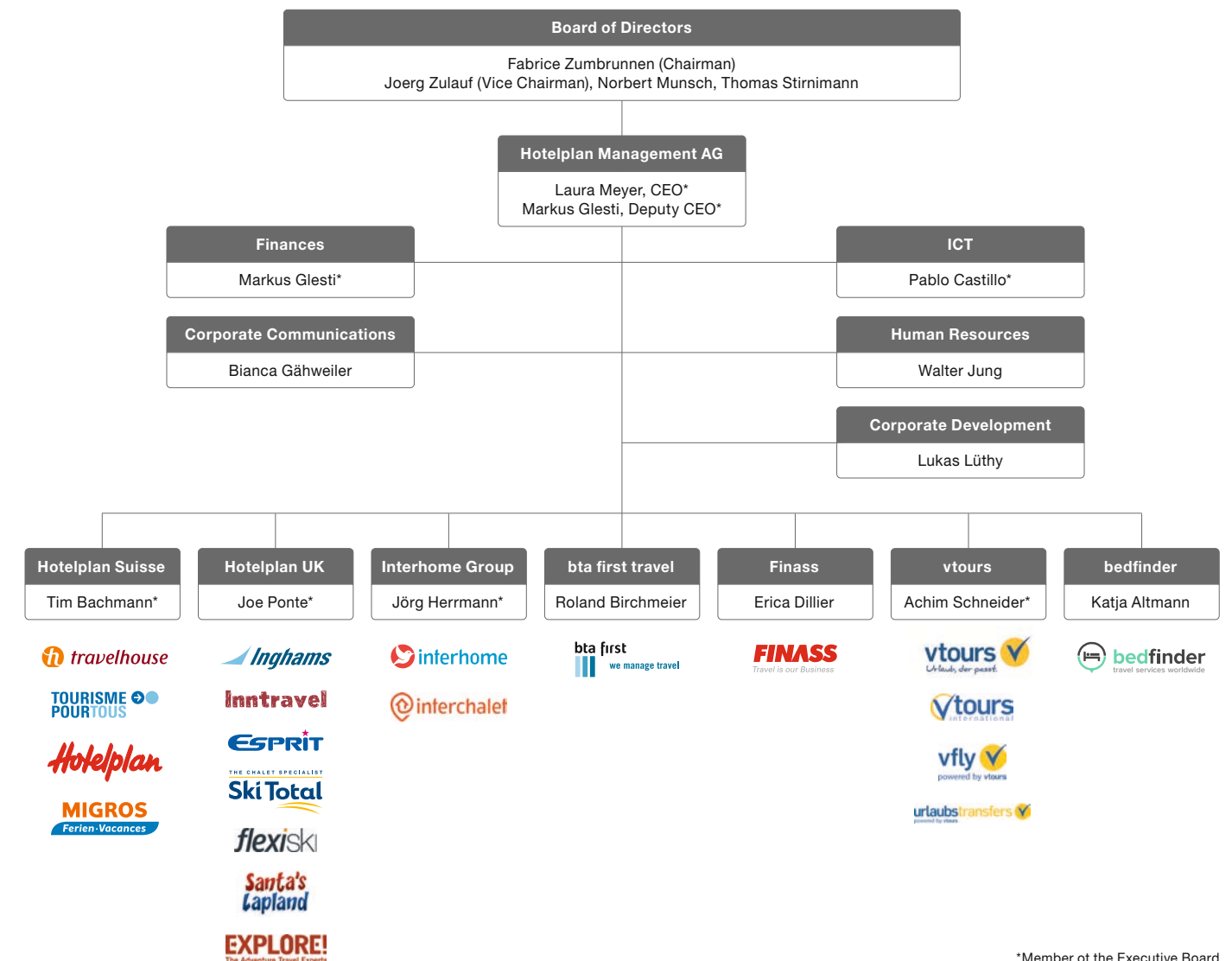
# Hotelplan Group Highlights History



## Hotelplan Group

Hotelplan Group is internationally active and diversified, comprising the tour operators Hotelplan Suisse and Hotelplan UK, the holiday home rental provider Interhome Group, the business travel specialists bta first travel and Finass Reisen, and the online tour operators vtours and bedfinder.

Hotelplan Group is fully owned by the Federation of Migros Cooperatives, Switzerland's largest retail organisation.



\*Member of the Executive Board

# The year in overview

At the end of February 2020, bookings at Hotelplan Group were considerably higher than prior-year levels. Then corona sent shockwaves rippling through the travel industry. The group reacted quickly: all customers were safely repatriated to their home countries before group-wide short-time working was introduced. However, the scale of the crisis proved to be so vast that painful restructuring measures became unavoidable. Despite several further cost-cutting efforts, the outcome was the worst annual financial result in the group's history. In comparable terms, the group counted 50.8% fewer passengers.

Including the first-time consolidation of vtours, Hotelplan Group achieved a turnover of CHF 808.9 million in the year under review, representing in comparable terms a 57.7 % decline against the previous year. The crisis had a varying impact on the strategic business units. Interhome Group generated a healthy turnover in summer in the wake of the first corona-virus wave, resulting in a comparatively low decline against the previous-year figures. bedfinder saw very strong growth until the end of February but suffered a downturn over the year as a whole. Hotelplan UK managed to contain the drop in sales thanks to the traditionally robust winter holiday business, while the other business units – Hotelplan Suisse, bta first travel, Finass Reisen and vtours – all reported a significantly higher slump in turnover.

The Federation of Migros Cooperatives injected sufficient liquidity during the travel lockdown, which allowed customers to be refunded as quickly as possible and invoices to be paid in a timely manner. At the same time, Hotelplan Group invested in the future and continued to pursue all our strategic projects.

«We used the crisis to further improve our organisation, processes and the supporting technology.»

Markus Glesti  
CFO Hotelplan Group



Passengers  
in thousands



\* including vtours: 2,656

\*\* including vtours in 2019: -50.8 %

Passenger development

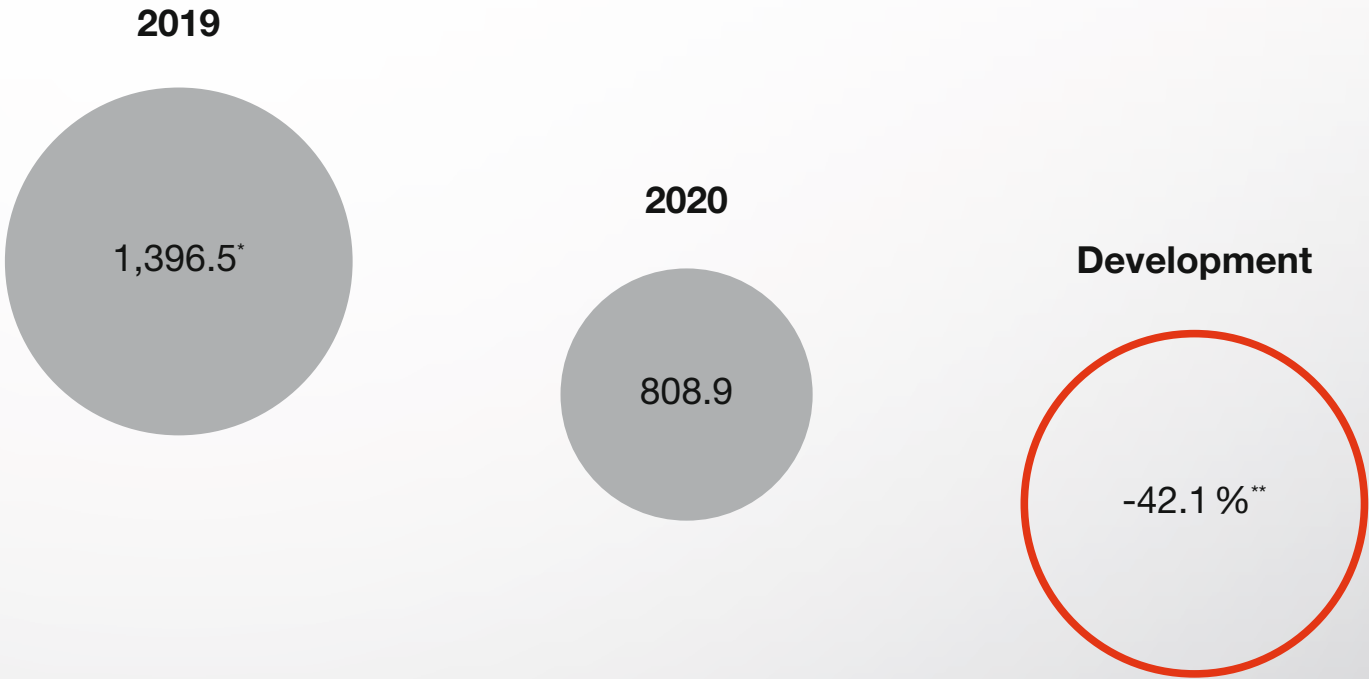
Share %  
in million CHF



Hotelplan Suisse	211.9	26.2 %
Hotelplan UK	139.6	17.3 %
Interhome Group	236.7	29.3 %
bta first travel	45.5	5.6 %
Finass Reisen	16.8	2.1 %
vtours	148.7	18.4 %
bedfinder	9.1	1.1 %

Turnover by strategic business units

Invoiced turnover in million CHF



\* including vtours: 1,912.3

\*\* including vtours in 2019: - 57.7 %

Turnover development



# Hotelplan Suisse

Hotelplan Suisse stands for 85 years of reliability. With the four brands Travelhouse, Tourisme Pour Tous, Hotelplan and Migros Ferien and an own branch network with 86 points of sale, all holiday and travel topics are covered. Hotelplan Suisse is proud to be the only 100 % Swiss-owned full-range tour operator. Powerful and advanced technology ensures efficient processes and accommodates the changing requirements of customers, who can benefit from the around 700 employees' wealth of experience and expertise in all areas of travel.

«Owing to a fantastic team effort, we navigated 2020 well despite the crisis and are prepared for the future.»

**Tim Bachmann**  
CEO Hotelplan Suisse



 **travelhouse**

**TOURISME  
POUR TOUS**

**Hotelplan**

**MIGROS**  
Ferien·Vacances

## The year in overview

2020 was dominated by the corona crisis. The experts at Hotelplan Suisse worked hard to assist and organise the quick repatriation of holidaymakers who were surprised abroad by the onset of the crisis. Refunds for cancelled package tours were issued swiftly and efficiently. The crisis hit the entire travel industry hard. Hotelplan Suisse too was forced to take restructuring measures, cut jobs and close retail shops.

The portfolio in Switzerland and the neighbouring countries was expanded during the crisis. There was a surge in bookings for destinations in Switzerland in particular. Furthermore, the Travelhouse brand launched its new Special Tours product line, featuring appealing theme-based travel in Europe, such as tours in an e-mobile vehicle or a motorhome.

## Key figures

### Passengers

Actual 2020 218,000

Actual 2019 486,000

Development vs. prev. year

-55 %

### Invoiced turnover in million CHF

Actual 2020 211.9

Actual 2019 572.9

Development vs. prev. year

-63 %



# Hotelplan UK

Hotelplan UK is active in the specialised niche travel business with a wide range of offers. The winter business includes four differentiated wintersports brands – Inghams, Esprit, Ski Total and Flexiski – plus family favourite Santa’s Lapland, which takes thousands of British families to meet the «real» Santa Claus above the Arctic Circle. Summer season balance is provided by Inghams Italy and Lakes & Mountains, and by Inntravel’s core self-guided walking and cycling holidays. Explore! operates all year round, bringing the group’s turnover mix to almost exactly half winter and half summer.



«I am immensely proud of how our entire staff delivered for our customers in a very challenging year.»

Joe Ponte  
CEO Hotelplan UK



THE CHALET SPECIALIST



## The year in overview

2020 was the most challenging in Hotelplan UK’s history. In addition to the corona crisis, Brexit also presented its own challenges and has prompted a reduction and review of Hotelplan UK’s Chalet offering in the ski businesses to ensure long-term profitability.

During the past year Hotelplan UK was there for its customers who in turn showed a strong loyalty across all brands: around half of all customers whose holidays had to be cancelled due to corona chose to retain their money with Hotelplan UK for a future booking rather than accept the offered refund. They tell that Hotelplan UK’s actions through the crisis ensure they will return when the market comes back.

Inntravel and Explore are both very proud to be «Which?» UK consumer magazine recommended operators and to be two of just four British holiday companies to be nominated for the «Which? Best Holiday Company award».

## Key figures

### Passengers



### Invoiced turnover in million GBP





# Interhome Group

The portfolio of Interhome Group – with the Interhome and Interchalet brands – comprises some 40,000 holiday homes and apartments in 28 countries. Its proximity to property owners and holiday guests is one of Interhome Group's core strengths. Around 200 local service offices (100 own and 100 partner offices) guarantee a full-service package ranging from personal customer reception to comprehensive holiday home management. Interhome Group can look back on over 55 years as a superb provider of individual holiday rentals. The wide range of accommodation reaches from simple chalets and apartments to luxurious villas – by the beach, in the countryside or in the mountains.



«The trend towards independent holidays in a holiday home will continue.»

Jörg Herrmann  
CEO Interhome Group



## The year in overview



Following a successful launch of the winter season, the start of the summer season in particular was severely affected by the pandemic, resulting in the cancellation of over 140,000 bookings. The biggest operational challenges were the daily changing travel restrictions – not just in terms of the 28 destinations with their regional, individually varying special regulations, but also in terms of the global source markets. Easing travel restrictions in summer led to an increased demand for travel without flying and independent holidays in a holiday home. More than 50 % of Interhome Group guests spent their holidays in their home country, doubling the corresponding figures for the previous years. This allowed the solid summer business to partially absorb the loss. Interhome Group continues to expand its local presence to satisfy the high quality demands of its customers and homeowners.

## Key figures

### Bookings



### Invoiced turnover in million CHF





# Business Travel

bta first travel specialises in business travel. With its tailor-made services, bta first travel is regarded as the number one for SMEs, providing one-to-one travel advice and innovative solutions for all customer needs from its seven business travel centers throughout Switzerland.

Finass Reisen specialises in business, incentive and event travel as well as premium segment holiday travel. Finass offers its customers around-the-clock, individualised and tailor-made services.

«bta first travel is equipped to give its customers optimal advice in the <new normal>.»

Roland Birchmeier  
CEO bta first travel



«Last year, both team spirit and staff motivation played an even more important role.»

Erica Dillier  
CEO Finass Reisen



## The year in overview

**bta first travel** delivered its usual high standards of service to all customers at all times – despite short-time work, remote working and challenging external circumstances – not least thanks to the mutual regional support of the business travel centers. In this crisis-ridden year, processes were harmonised and the service range was expanded in order to simplify the entire process chain for customers – from authorisations to expense reporting. With its own 24/7 service line, **Finass Reisen** provides around-the-clock advice to its travelling customers, which is all the more appreciated since the beginning of the corona crisis. In the incentives and event travel sector, several large bookings could be rebooked for summer/autumn 2021 thanks to long-established and loyal customer relationships. An expense tool and automatised visa procurement introduced in 2020 created added value for customers.

## Key figures

### bta first travel Invoiced turnover in million CHF

Actual 2020	45.5
Actual 2019	127.3
Development vs. prev. year	-64 %

### Finass Reisen Invoiced turnover in million CHF

Actual 2020	16.8
Actual 2019	43.5
Development vs. prev. year	-61 %



# vtours

vtours is a leading online tour operator in the German-speaking market which offers dynamically generated package tours and city breaks. The global portfolio in all holiday destinations is complemented by hotel-only, flight-only and local transfer-only offers. vtours' offers are sold through all major online portals and local travel agencies.

«Our customers are longing for carefree holidays. We are happy to help and ready to go.»

Achim Schneider  
CEO vtours



## The year in overview

The 2019/2020 financial year got off to a promising start, with January 2020 bookings significantly up on the previous year. From March onwards, however, the impact of the corona pandemic meant that almost all upcoming trips had to be cancelled. Thousands of holidaymakers who were stranded abroad had to be repatriated. vtours made a conscious decision to refund customers rather than issue vouchers for future travel. Constantly changing travel restrictions and regulations brought booking activity to a virtual standstill. vtours used this time to revise and optimise internal and external processes and services. With the support of its partners, vtours developed the FLEX-Tarif, a new type of offer which gives customers considerably more flexibility and planning security.

## Key figures

### Passengers



### Invoiced turnover in million EUR



\* not consolidated in Hotelplan Group



# bedfinder

With its white label product solutions, bedfinder offers worldwide technology and fulfilment services in the B2B sector. A comprehensive product range, an excellent IT infrastructure and 24/7 customer support provide the ideal basis for this endeavour.

«Our customers particularly appreciated our reliability during this year of crisis.»

Katja Altmann  
CEO bedfinder



## The year in overview

2020 was an extremely challenging year for bedfinder. The travel services provider was nevertheless able to further strengthen existing partnerships as it proved to be a strong and reliable operating partner during the corona crisis. bedfinder also succeeded in securing two new high-profile partners for the B2B tour operating business. In terms of new products, bedfinder launched rail package tours and will continue to expand this sector as a promising addition to flight package tours.

### Invoiced turnover in million CHF



# Technology

The Group ICT supports around 2,000 Hotelplan Group employees at over 300 locations worldwide. A team of 160 members of staff at headquarters and in the individual business units are responsible for operations and support, development and project management. Together with the business units and Hotelplan Group's partners, the Group ICT is driving forward digitalisation and strategically expanding the group's joint technological platform.

«The crisis has shown that Hotelplan Group can be proud of its IT.»

Pablo Castillo  
CIO Hotelplan Group



## The year in overview

The Hotelplan Group IT department did not escape the brunt of the pandemic – on the contrary: the March lockdown meant that all staff worldwide had to switch to remote working virtually overnight. This was accomplished within a very short time thanks to the existing technical infrastructure and employee flexibility. In order to drive forward innovation despite the corona crisis, the share for research and development expenditure was increased in relation to the IT budget. Alongside the previously defined strategic projects, the group management approved a new, groupwide programme, aimed at speeding up the harmonisation of the system and process environment in the different Hotelplan Group business units, thus laying the groundwork to exploit further synergies. Investing in this multi-year project will help accelerate innovation and streamline IT.



