



Compass

2019 Annual Report

Achievements we are proud of



UK «TRAVEL WEEKLY» GOLDEN GLOBE AWARD 2019

Inghams is for the fourth consecutive year «Best Activity Operator»



BRITISH TRAVEL AWARDS 2019

Gold for Inghams as «Best Chalet/Winter Sports Accommodation Provider»



SWISS TRAVEL AWARDS 2019

Bronze for Hotelplan in the category «Tour Operators Generalists Package Worldwide»



SWISS BUSINESS TRAVEL AWARD 2019

bta first travel is the Winner of the Swiss Business Travel Award



SWISS TRAVEL AWARDS 2019

Diploma for Travelhouse for USA/Canada in the categorie «Tour Operators Individual Long Distance Travel»



«WHICH?» UK CONSUMER MAGAZINE AWARD 2019

Inghams is Winner of the «WHICH?» Holiday Companies Recommended Provider Award



EUROPEAN HOLIDAY HOME AWARD 2019

Interhome is the Winner of the «Best Accessible Holiday Home» Award with the holiday home Le Petit Chevrier in Switzerland



UK FAMILY TRAVELLER EXCELLENCE AWARD 2019

Esprit Ski is Winner of the UK Family Traveller Excellence Award



SWISS TRAVEL AWARDS 2019

Diploma for Travelhouse for Oceania/South Pacific in the categorie «Tour Operators Individual Long Distance Travel»

«WHICH?» UK CONSUMER MAGAZINE AWARD 2019

Intravel is Winner of the «WHICH?» Holiday Companies Recommended Provider Award



BRITISH TRAVEL AWARDS 2019

Silver for Inghams as «Best Ski & Winter Sports Holiday Company»



SWISS TRAVEL AWARDS 2019

Bronze for Hotelplan Carxpress in the categorie «Car Rental Brokers»



EUROPEAN HOLIDAY HOME AWARD 2019

Interhome is the Winner of the «Best Health and Wellness Holiday Home» Award with the holiday home Palma in Croatia



UK FAMILY TRAVELLER EXCELLENCE AWARD 2019

Santa's Lapland is Winner of the UK Family Traveller Excellence Award

Foreword



Thomas Stirnimann
CEO Hotelplan Group

The year 2019 in travel could be described as a year of contrasts. While the ongoing climate debate had a significant impact on the tourism industry, the term «over-tourism» dominated the headlines in relation to numerous sought-after holiday destinations. For tour operators and travellers alike, striking a balance between considered, responsible travel and the desire to gain new experiences, broaden horizons or simply unwind from everyday stresses and strains during one's well-earned holidays is key.

At Hotelplan Suisse, booking behaviour proved to be volatile and short-term, not least due to the beautiful summer weather in Switzerland. The beach holiday business, which is fiercely contested in the domestic market, remains challenging.

Hotelplan UK had to deal with the issues surrounding Brexit for a further year – including the accompanying uncertainties and the weak British pound. At the end of May 2019, the ski and snowboard business was boosted by the acquisition of the British winter sports short-trip provider Flexiski. The collapse of Thomas Cook, Europe's oldest tour operator and one of Hotelplan UK's most important sales and flight partners, had a pronounced negative impact.

At the Holiday Home Division with the Interhome and Interchalet brands, merging the existing booking systems into a new joint system was accomplished with flying colours and the harmonisation of business processes driven further forward.

Both business travel specialists within the Hotelplan Group – bta first travel and Finass Reisen – continued to expand their customer portfolio and are enjoying a steady and positive development.

bedfinder had to adapt its originally planned business model, discontinuing hotel-only sales and now focusing on selling packages with white-label partners.

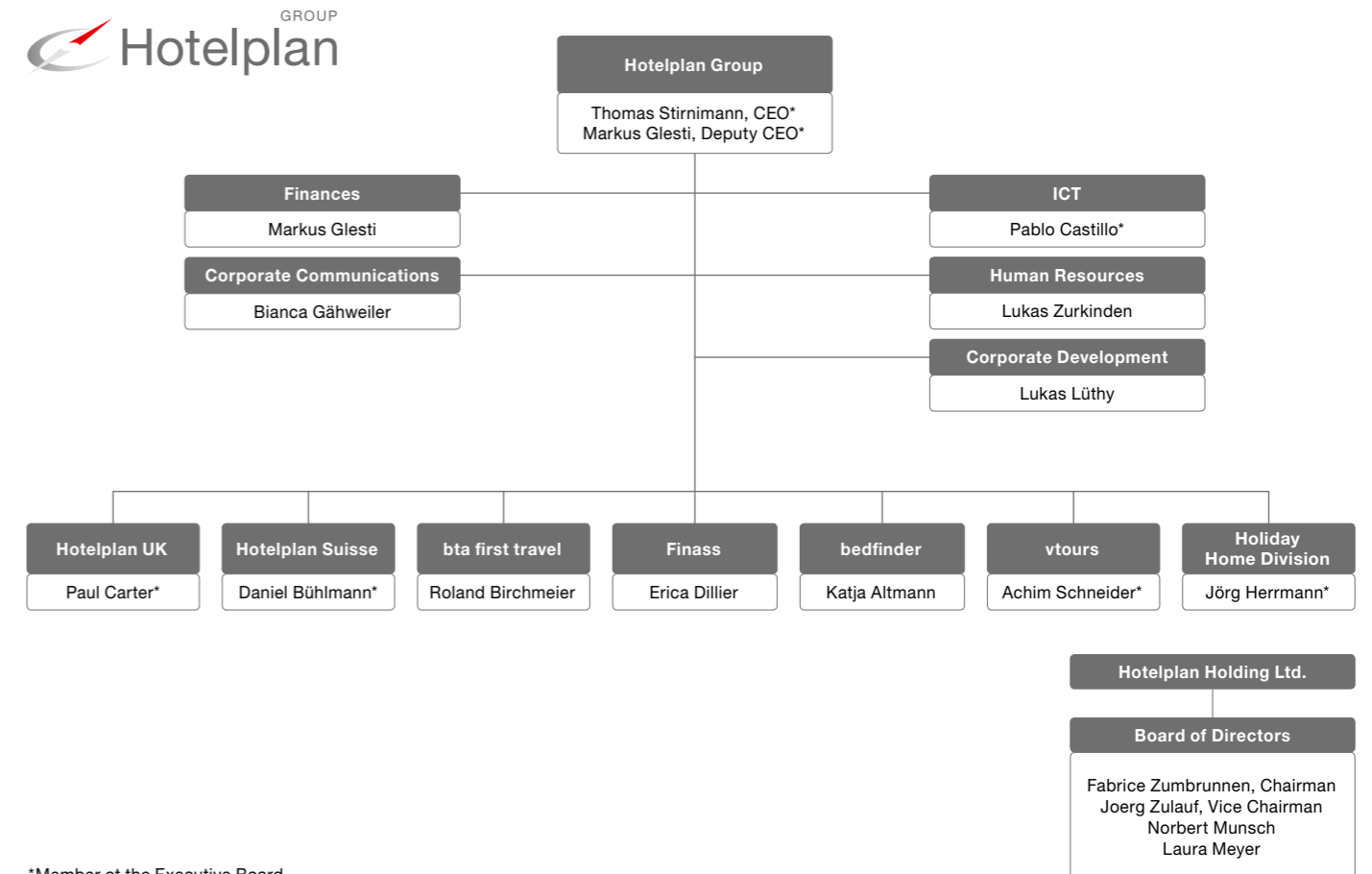
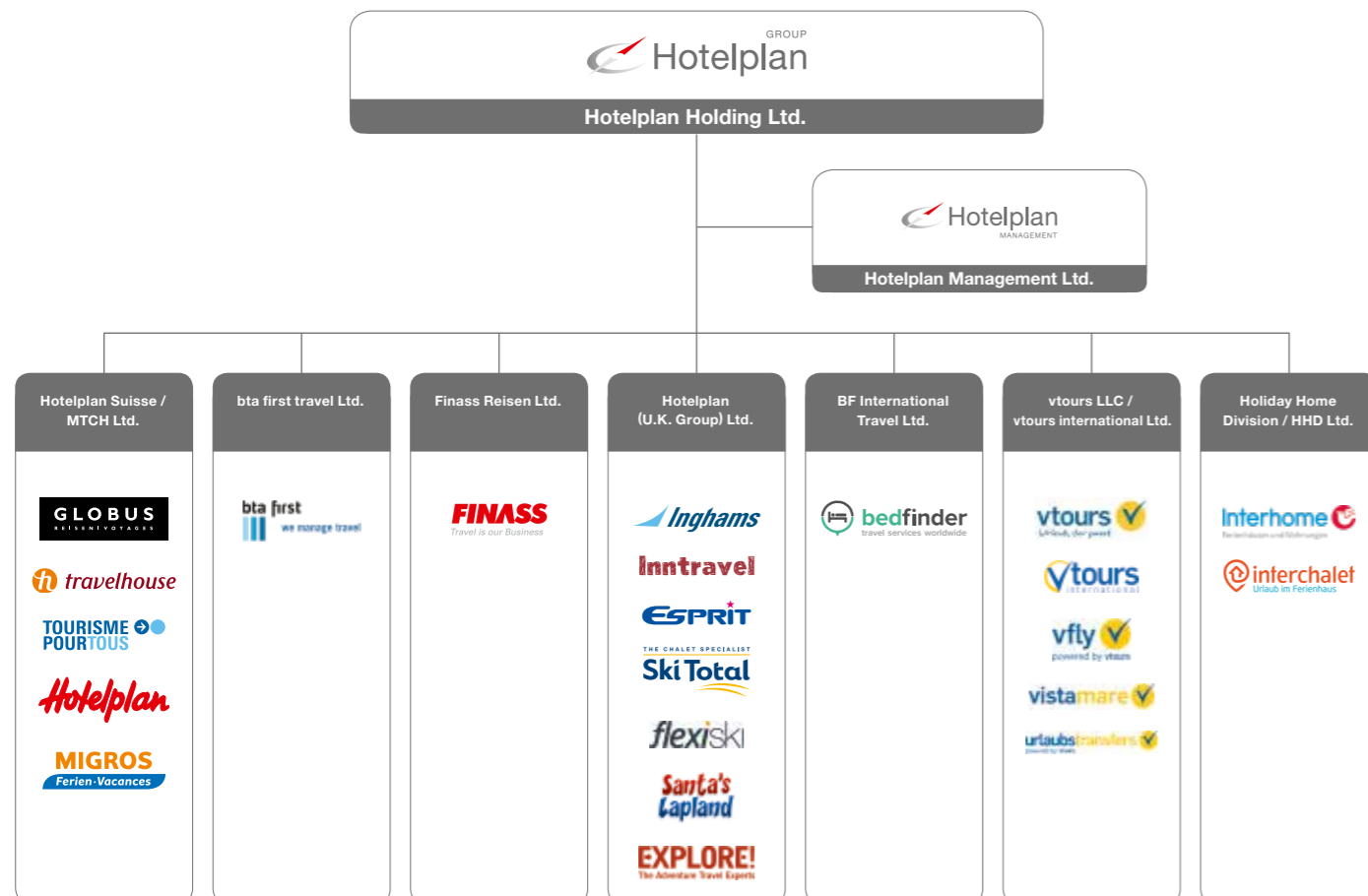
The online travel provider vtours was the latest acquisition to be welcomed to the Hotelplan Group. Thanks to the synergy potential in the areas of IT, purchasing and sales, vtours is an ideal addition to achieve growth in German-speaking Europe.

Our compass remains set for success this year with an optimistic outlook, and we thank all members of staff for their commitment and our longstanding business partners for their trust.

Hotelplan Group

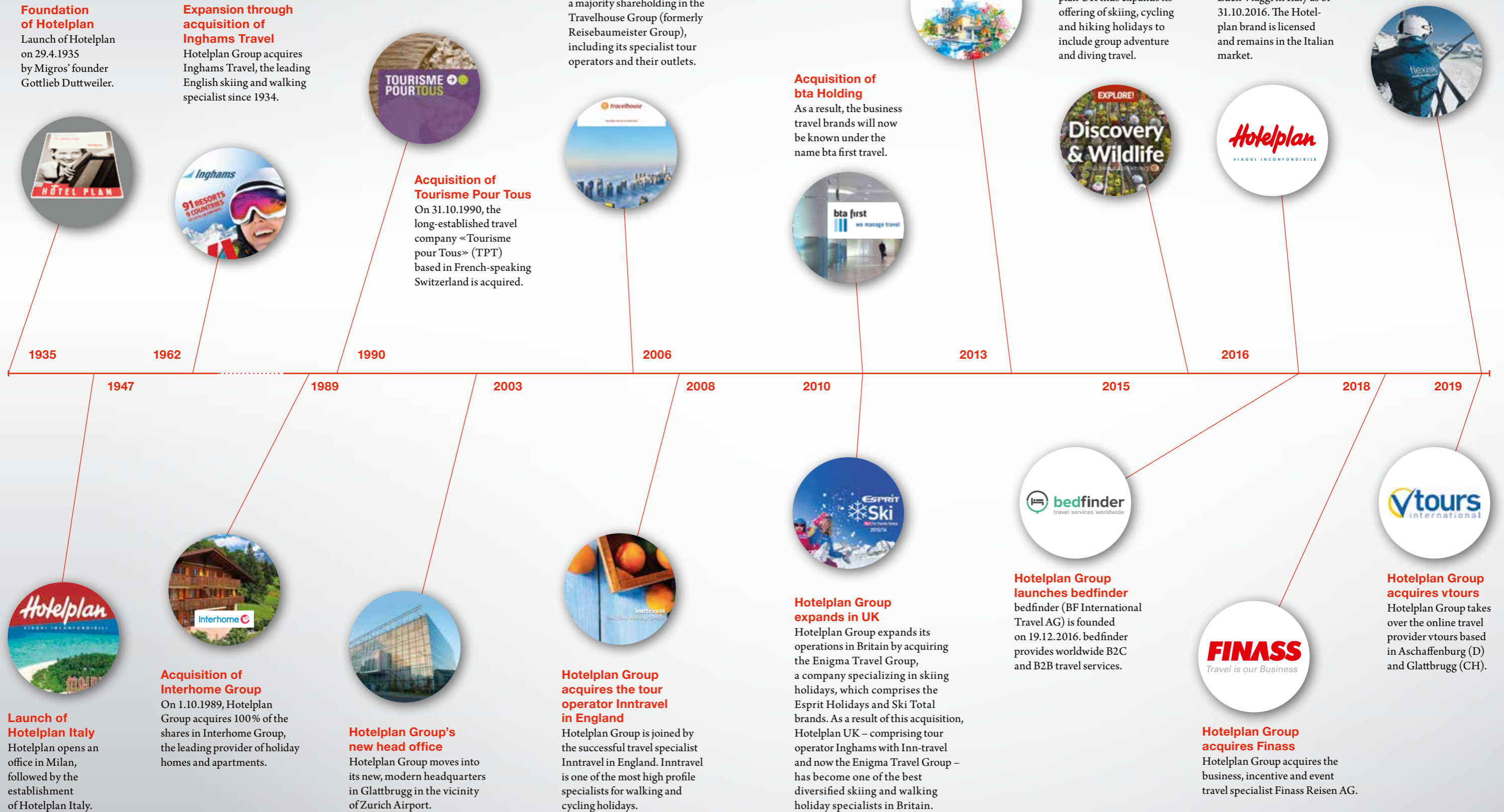
Hotelplan Holding Ltd. holds all strategic business units of the Hotelplan Group: Hotelplan Suisse (MTCH Ltd.), Hotelplan UK Group Ltd., Holiday Home Division (HHD Ltd.) with the brands Interhome and Interchalet, bta first travel ltd., Finass Reisen Ltd., vtours LLC (vtours international Ltd. in Switzerland) and bedfinder (BF International Travel Ltd.).

Hotelplan Management Ltd. is responsible for the main functions of the group, such as overall management and strategy, finance, IT and the direct management of individual companies.



*Member of the Executive Board

Highlights History



The year in overview

Hotelplan Group's main focus in this financial year was on high-value turnover, which resulted in a decline of 3.8%. Hotelplan Suisse nonetheless again succeeded in increasing turnover with its Migros Ferien brand. The other brands however recorded declining turnover. Finass Reisen AG performed very well in its first year under the Hotelplan Group roof, where the focus on high contribution margins was most apparent. The Holiday Home Division successfully completed a major project which brought the two brands Interhome and Interchalet closer together behind the scenes. This resulted in a substantial improvement in margins. The delay of the Brexit decision had a markedly dampening effect on British consumers' enthusiasm for travel.

Hotelplan UK also felt the decline in sales, although it was well prepared for this and had reduced its capacities accordingly. The loss suffered as a result of the Thomas Cook collapse was successfully absorbed.

At bedfinder, the focus shifted entirely to B2B, and revenues in this sector are showing strong growth. The dynamic tour operator vtours was acquired at the end of the financial year. This has significantly strengthened Hotelplan Group's beach holiday sector.

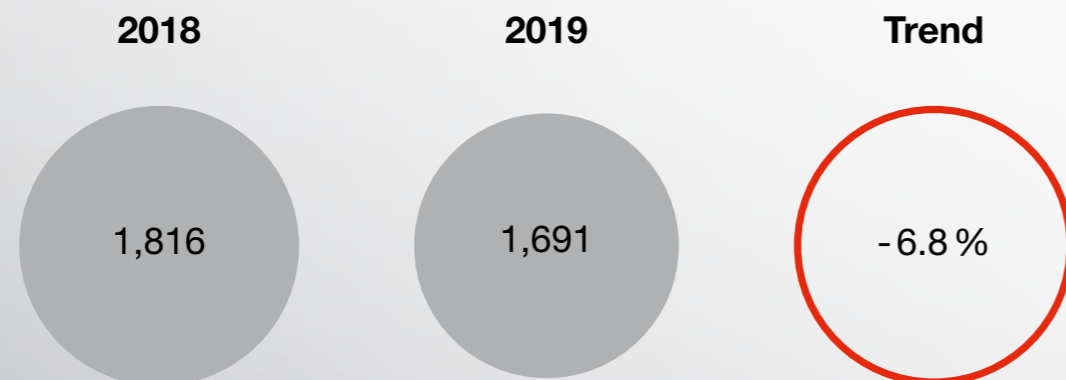
«The Hotelplan Group is on a very sound footing.»

Markus Glesti
CFO Hotelplan Group



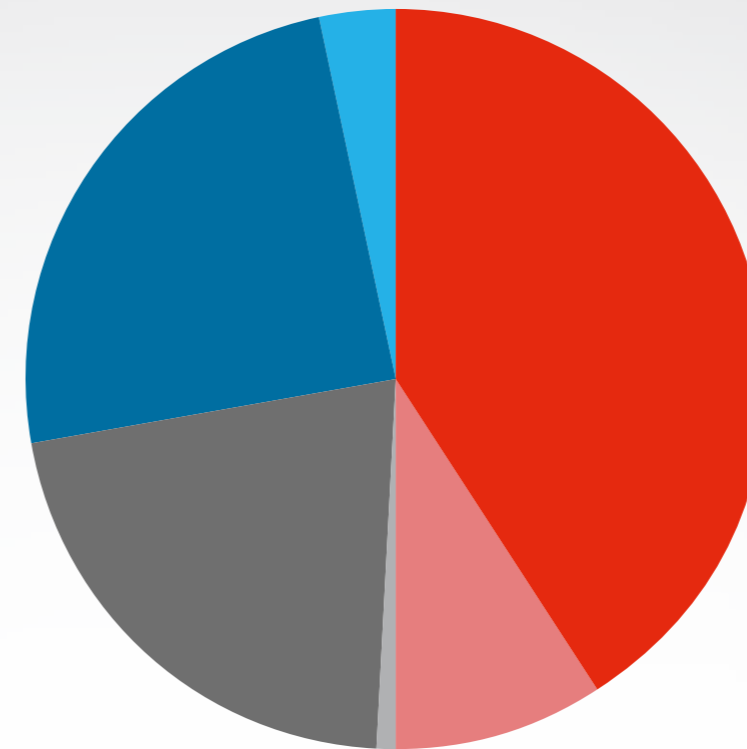
- Finass Reisen AG was integrated seamlessly.
- Acquiring vtours has significantly strengthened the Hotelplan Group.

Passengers in thousands



Passenger development

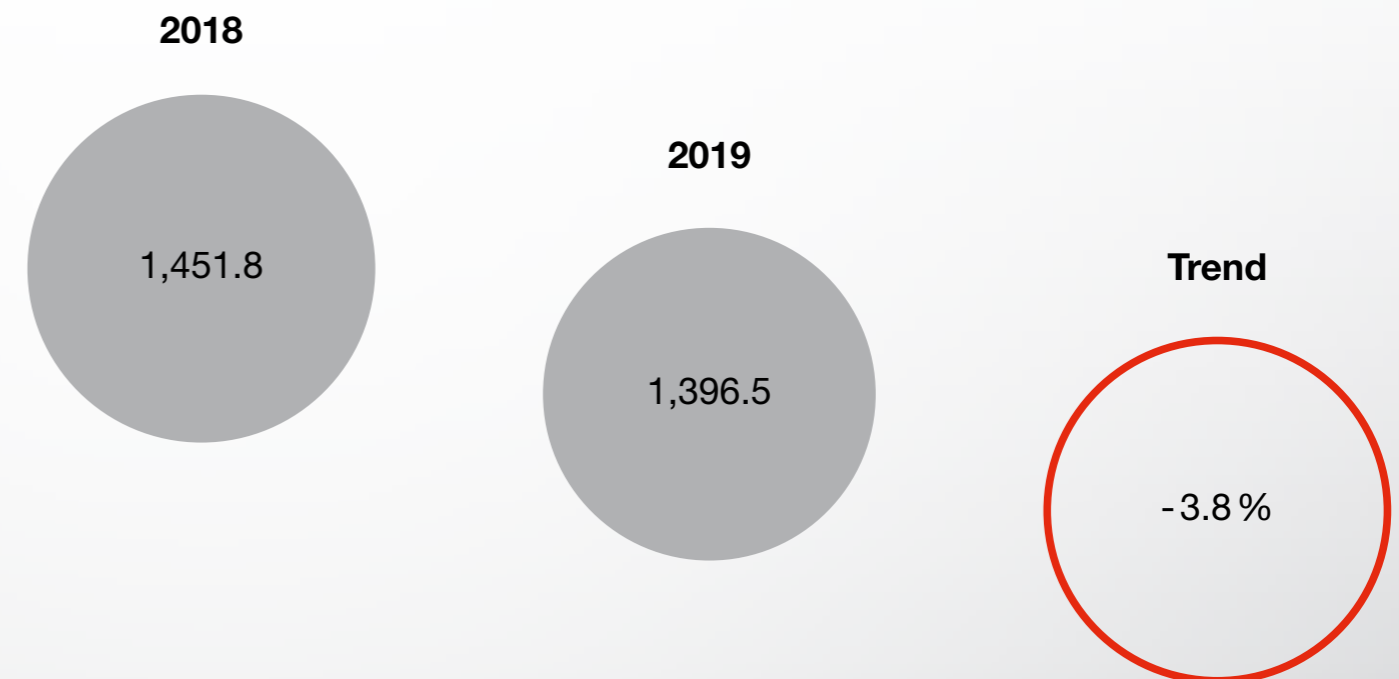
Share % in million CHF



Hotelplan Suisse	572.9	41.0%
bta first travel	127.3	9.1%
bedfinder	13.2	1.0%
Hotelplan UK	298.1	21.3%
Holiday Home Division	341.5	24.5%
Finass Reisen	43.5	3.1%

Turnover by strategic business units

Invoiced turnover in million CHF



Turnover development

Agile Environments

The travel industry is one of the most dynamic and fastest growing sectors in the global economy. This is reflected in the demands on IT and ever shorter turnaround times. New methods and processes are required in order to keep up with this pace and develop solutions within the tightest possible timescales. Both the operational business and IT are working in a very complex environment and must be in a position to react quickly to change.

By appointing application managers in all Hotelplan Group business units, who are responsible for system development and the introduction of new, agile IT processes in cooperation with the business units, we are well equipped to meet these challenges.

- **FOCUS**, the joint booking system for Interhome and Interchalet, launched successfully and on schedule in May 2019. This lays the groundwork for further growth within the Holiday Home Division.

- The acquisition of vtours will have a further positive impact on scalability and synergy potential in IT and allow us to export our technology to Germany for the first time.

«Agility affects all areas and levels of a company and must be practised by example.»

Pablo Castillo
CIO Hotelplan Group



3,343

users worldwide receive support from our IT department

279

locations worldwide are supported by our IT department

10%

of the IT budget goes into research & development

50%

of IT costs are staff costs

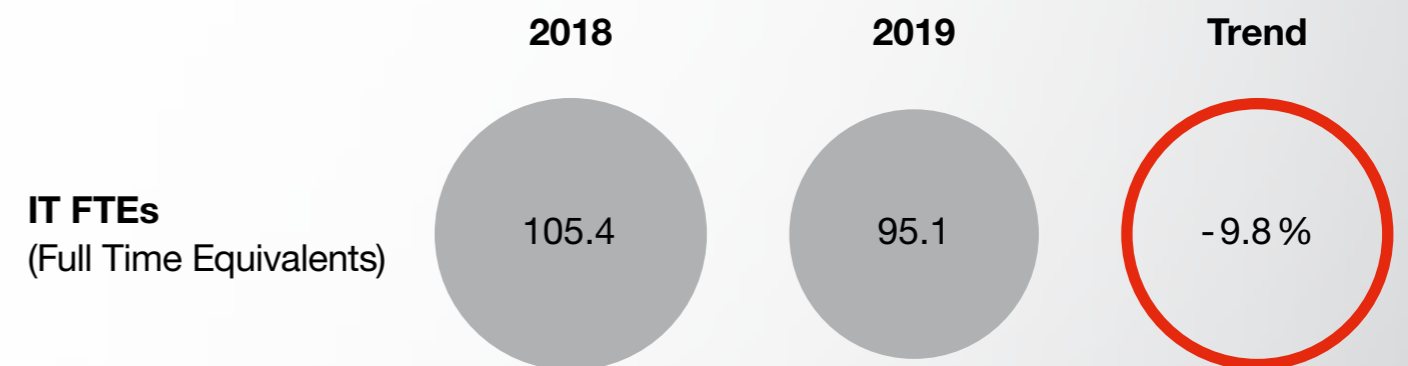
34,484

man-days were invested in IT projects

11

IT apprentices are in training within the Hotelplan Group

IT key figures



Trend FTEs

Hotelplan Suisse

Hotelplan Suisse stands for more than 80 years of reliability. With 5 brands, the same number of websites, 34 catalogues and our own branch network with 98 points of sale, we cover all holiday and travel topics. 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 our customers, who can benefit from our 875 employees' vast amount of experience and expertise in all areas of travel.

«Our staff saw the climate debate as an opportunity to offer specific advice on products with recognized sustainability labels.»

Daniel Bühlmann
COO Hotelplan Suisse



Brand portfolio



The year in overview

The financial year was marked by a heightened awareness of global warming and the sunny summer weather in Europe. This again encouraged some customers to spend their holidays in Switzerland or in the neighbouring countries. This year also saw tourists stranded as a result of the collapse of Germania Deutschland and the Thomas Cook Group. These bankruptcies demonstrate that it is extremely important to take care when selecting a tour operator, travel agency and airline. At Hotelplan Suisse, the focus in the year under review was on improving the gross margin, service quality, advisory expertise and more efficient risk management.

Key figures

Top 3 destinations in 2019

1. Spain 2. USA 3. Greece

Passengers

Actual 2019	486,000
Actual 2018	510,000
Development vs. prev. year	-4.7%

Invoiced turnover in million CHF

Actual 2019	572.9
Actual 2018	601.2
Development vs. prev. year	-4.7%

Business Travel

bta first travel specialises in business travel and has been a part of the Hotelplan Group since 2010. With its tailor-made services, bta first travel is regarded as the undisputed number one for SMEs, offering innovative technological solutions for all customer needs from its 10 business travel centers throughout Switzerland.

Finass Reisen specialises in business, incentive, event and holiday travel. Through individually designed concepts, Finass creates optimised travel solutions for all customers and provides round-the-clock service and assistance with its own staff.



«Being again voted Business Travel Provider of The Year is endorsement and incentive alike.»

Roland Birchmeier
CEO bta first travel



Brand portfolio



The year in overview

2019 was a high-momentum year in the business travel industry.

bta first travel is excellently placed with a local, high-quality range of services and succeeded in acquiring prestigious new customers. Newly established connections with service providers enable customers to benefit from the best prices in the market. **Finass Reisen** saw a decline in turnover, mainly due to lower airline ticket prices. The gross margin rose, however, given that transactions were only slightly lower than in the previous year. As an innovative travel company, Finass was able to establish a direct connection to the Lufthansa Group. Overall, 2019 was a gratifying year for Finass.

Key figures

bta first travel Invoiced turnover in million CHF

Actual 2019	127.3
Actual 2018	131.9
Development vs. prev. year	-3.5 %

Finass Reisen Invoiced turnover in million CHF

Actual 2019	43.5
Actual 2018	49.5
Development vs. prev. year	-12.2 %

«Our one-to-one services generate added value and long-term customer relationships.»

Erica Dillier
CEO Finass Reisen



Hotelplan UK

Hotelplan UK has grown into a well-balanced family of niche specialist travel companies, comprising several leading brand names across a range of sectors. The winter business includes four differentiated wintersports brands – Inghams, Esprit, Ski Total and now 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.



«Adding Flexiski and continued investment in our websites and digital capabilities will help future growth.»

Paul Carter
CEO Hotelplan UK



Brand portfolio



The year in overview

UK outbound travel continued to face headwinds over the last months, with Brexit uncertainty impacting demand for EU destinations, unfavourable currency movements and stiff competition. Overall, revenue fell due to planned capacity cuts in Hotelplan UK's own-managed properties in the Alps. The collapse of Thomas Cook hit profits, but otherwise Hotelplan UK kept a tight rein on controllable costs and continued to drive efficiency in their operations. Focus remains on developing the specialist portfolio and also investing in online and digital capabilities, enabling to offer even better products, services, and differentiated experiences. That includes more tailor-made travel, which will be boosted by the acquisition of the Flexiski brand in May 2019.

Key figures

Top 3 destinations in 2019

1. France 2. Austria 3. Finland

Passengers



Invoiced turnover in million GBP



Hotelplan UK

Inntravel is the UK market leader in self-guided walking and cycling holidays in Europe. Known for its excellent guest service and attention to detail, the company has pioneered the «Slow Holiday» concept, encouraging guests to slow down from the hectic pace of modern life, to experience more of the true spirit of their chosen region.

Explore runs over 500 different guided small-group adventure trips across 120 countries worldwide, with experienced local tour leaders adding richness and expertise to the journeys. Specialist Walking, Cycling and Families programmes and Polar Voyages complete their extensive product range.



«A new website, a major office extension, and high customer appreciation have been big accomplishments this year.»

Karl Watson
Managing Director Inntravel



Brand portfolio



Inntravel

ESPRIT

THE CHALET SPECIALIST

Ski Total

flexiski

**Santa's
Lapland**

EXPLORE!
The Adventure Travel Experts

The year in overview

Inntravel's 2019 trading fell short of prior year record, with Brexit concerns affecting demand, yet the EBIT performance was similar to recent years. But 2019 will be remembered especially for two major future-focused projects – launch of a fully responsive new website, and at the end of the year opening of an office extension to accommodate up to 50 new staff as Inntravel continues to grow.

At **Explore** trading was also softer due to UK consumer sentiment relating to Brexit, however EBIT delivered is in line with previous year. The new source market growth strategies have made good early progress with international sales up 17 % and the new website launched in January giving a best in class web presence.

Key figures

Top 3 destinations in 2019

Inntravel

1. Spain 2. Italy 3. Portugal

Explore

1. Italy 2. India 3. Vietnam

«A tough trading environment in the UK but so much achieved in evolving our sales, marketing and distribution strategies.»

Joe Ponte
Managing Director Explore



Holiday Homes

The Holiday Home Division (HHD) portfolio with the Interhome and Interchalet brands has some 50,000 holiday homes and apartments in 31 countries on its books. Its proximity to property owners and guests is one of **Interhome's** core strengths. 100 local service offices guarantee a full-service package ranging from personal customer reception to comprehensive holiday home management. **Interchalet** can look back on over 45 years as a superb provider of individual holiday homes. The wide range of accommodation on offer at the HHD guarantees that every preference – be it a chalet in the mountains, a seaside apartment or an exclusive countryside villa – can be satisfied.



«Holidays with complete freedom are only to be had in a holiday home.»

Jörg Herrmann
CEO HHD



Brand portfolio



The year in overview

A very strong winter period was followed by a subdued summer season. In Germany, currently the Holiday Home Division's strongest source market, some 30 % of Germans did not book a summer holiday in 2019. Standardising all systems and processes and the updated websites provide the cornerstones for long-term further development and placement in the European holiday home business. Alongside internationalisation, the digitisation of purchasing processes remains a key priority.

Booking figures and trends for the 2020 financial year are looking very promising.

Key figures

Top 3 destinations in 2019

1. France 2. Italy 3. Spain

Bookings

Actual 2019 323,000

Actual 2018 334,000

Development vs. prev. year

-3.2%

Invoiced turnover in million CHF

Actual 2019 341.5

Actual 2018 359.0

Development vs. prev. year

-4.9%

bedfinder

bedfinder offers worldwide B2B travel services and makes white label products, technology and fulfilment services available to interested partners. An excellent IT infrastructure, 24/7 customer support and solid, longstanding expertise in the travel business provide the ideal basis for this endeavour.

vtours

vtours is a leading dynamic tour operator in the German-speaking market, producing package tours, round trips, city breaks and hotel-only and flight-only offers to destinations worldwide under its own brands and for third parties. vtours' offers are sold via stationary travel agencies and various online portals.

«In the package business, the USA is now the market with the highest revenues.»

Katja Altmann
CEO bedfinder



«We are proud to now be a part of the Hotelplan Group and look forward to continuing the success story together.»

Achim Schneider
CEO vtours



Brand portfolio



The year in overview

bedfinder withdrew from the highly contested hotel-only B2C business in 2019 to focus entirely on strengthening and expanding its B2B partnerships. The product portfolio was further boosted with the integration of new service partners such as Condor, Eurowings and booking.com. Continuous efforts were made to optimise data quality, resulting in an enormous improvement in product availability and stability.

The year in overview

In Germany in particular, recent years have been dominated by numerous insolvencies in the airline and tour operating market. Despite the adverse market environment, vtours has grown steadily in the past 15 years and remained profitable from the outset – this underscores the stability of its dynamic business model. Together with the Hotelplan Group, this stability will see further strengthening. On the basis of its system technology, travel offers for customers and sales partners can be designed even more attractively and flexibly going forward.

Brand portfolio



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