

# **Tourism: The Next Day – Swiss Perspective –**

29.03.2022, Tim Bachmann, CEO Hotelplan Suisse

# Hotelplan Suisse in brief

- Biggest Swiss TO, founded in 1935
- Part of Hotelplan Group, owned by Migros (largest retailer in CH)
- Core values:
  - Reliable / financially stable
  - Honest, loyal and transparent to customers & partners
- Outgoing TO, offering the whole world (30% longhaul)
- 4 brands
  - Travelhouse & TPT: tailor made & special interest (=niche)
  - Hotelplan & Migros Ferien: beach & city (= volume)
- Beach operation
  - Hybrid business model: charter seats to main destinations, but we sell all flight options incl. low cost airlines (ZRH, GVA, BSL, BRN)
  - Cyprus Nr. 1 summer beach destination in 2019 (followed by Mallorca and Crete)

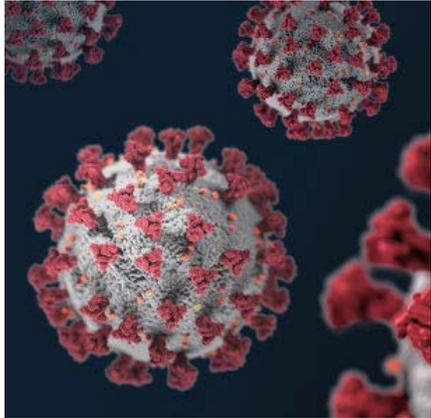


*Hotelplan*

**MIGROS**  
Ferien·Vacances

- Hybrid distribution
- 25% on- / 75% offline
- Travel agency partners
  - 89 own shops
  - ~ 600 partners

- Pure play B2C
- 90% online (own website)
- 10% call center
- large marketing spend
- very agile
  - > short time to market



- Strong recovery of Swiss demand since beginning of February (weakening Omicron wave / lifting of Covid restrictions)
- Hotelplan Suisse gaining market share in Switzerland due to our financial strenght and our investment in customer service during the pandemic
- Robust and strong Swiss economy fosters high consumer spendings
- Ukraine war with only very limited impact so far
  - 10% decrease of booking intake in first week after attack
  - Meanwhile overall almost no negative impact measurable as after Covid19 compensation stronger than potential Ukraine decline
  - BUT: Negative trend visible for destinations known for high Russian guest share (e.g. Cyprus & Turkey)
- Actual booking figures for Summer 2022
  - Booking status -45% compared to 2019
  - Actual weekly booking intake +20% compared to 2019

# Our expectations for summer 2022



- Overall we expect 70% of 2019 pax (worldwide)
- Med Sea will be outperforming other regions in the world (= 80% of 2019)
- For Cyprus we forecast 75% of 2019
- Charter planning Hotelplan Suisse
  - Fix charter allotments on Edelweiss starting 9<sup>th</sup> of April
  - Exclusive full charters with Helvetic from Zurich & Bern, starting beginning of July
  - Plan to add additional charter capacities to extend position as market leader for Cyprus
- Specialist brands Travelhouse & TPT launch special interest & sustainable trips to Cyprus
- German sister company vtours to extend portfolio in and to focus on Cyprus (new structure on Group level from April on)



## Risk

Other destinations will try to gain market share in Western Europe by heavily discounting / subsidising!

# Hotelplan strategy on one page



## Purpose

We improve the quality of life of our customers by creating exceptional travel experiences.

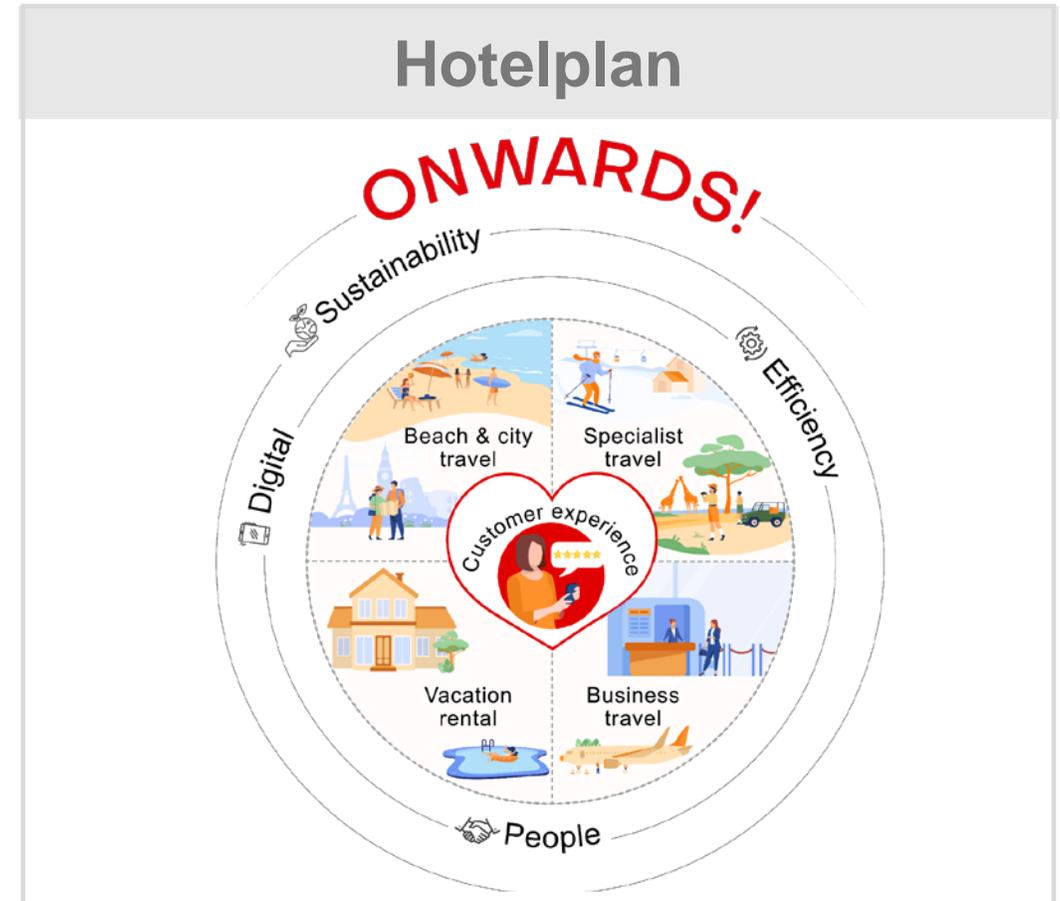


## Vision

To be the most loved travel company in our markets, famous for customer experience and sustainable travel.



# Strategy: Cyprus & Hotelplan are well aligned



**Big potential to grow together – not only in the Swiss source market!**



THANK YOU...



... lets grow again together!