

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)

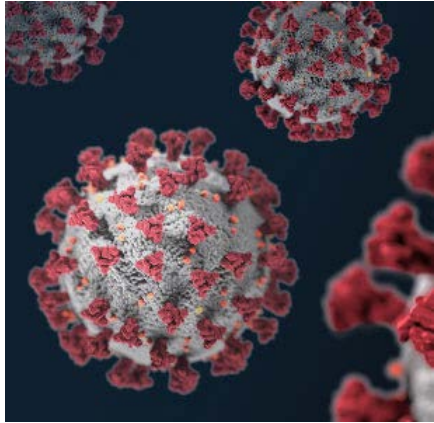


Hotelplan

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

MIGROS
Ferien-Vacances

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

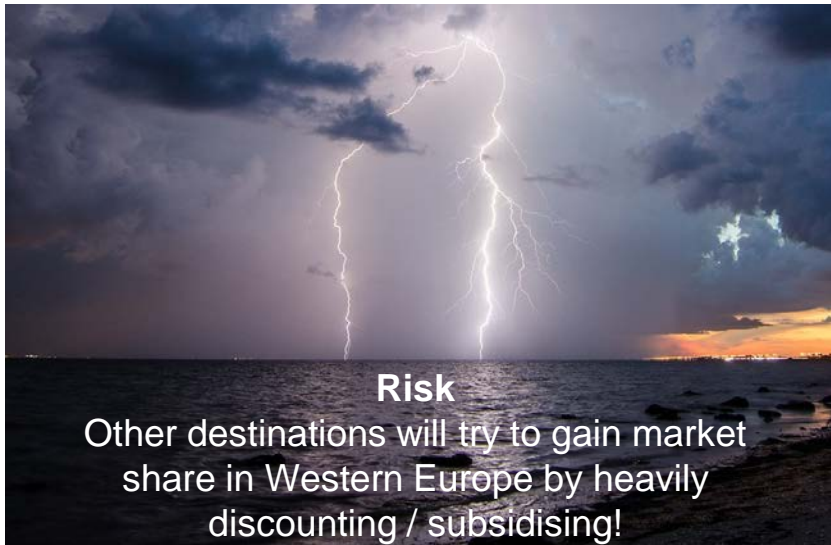


- ⦿ Strong recovery of Swiss demand since beginning of February (weakening Omicron wave / lifting of Covid restrictions)
- ⦿ Hotelplan Suisse gaining market share in Switzerland due to our financial strenght and our investment in customer service during the pandemic
- ⦿ Robust and strong Swiss economy 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 9th 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

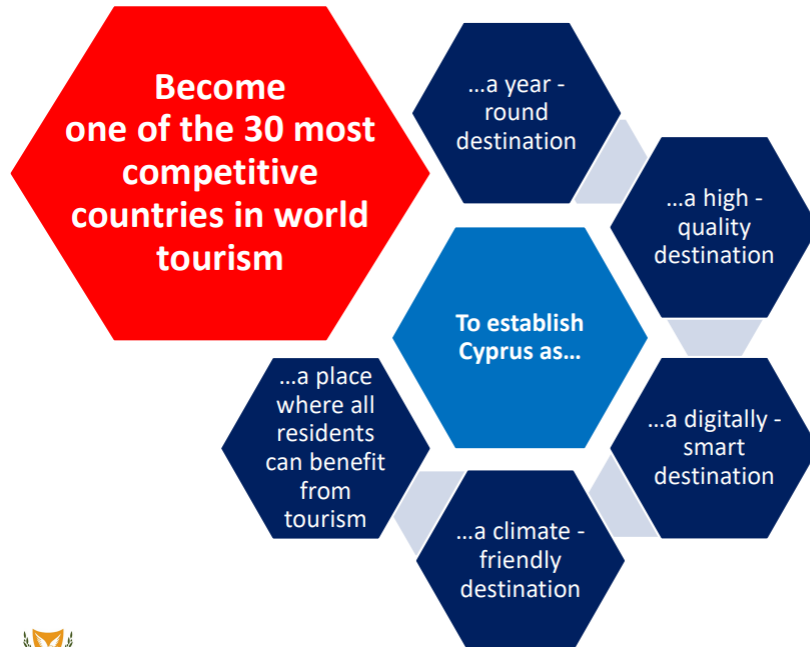
To be the most loved travel company in our markets, famous for customer experience and sustainable travel.



Strategy: Cyprus & Hotelplan are well aligned

Cyprus

Our strategic focus over the next decade



Hotelplan



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



THANK YOU...

Hotelplan
GROUP



... lets grow again together!