

ANNUAL
REPORT
2023



HOTELPLAN GROUP

Hotelplan Group, based in Glattbrugg, Switzerland, is a globally active Swiss travel group in the leisure and business travel sector.

The group's business units include Switzerland's largest tour operator, Hotelplan Suisse, with the brands travelhouse and tourisme pour tous, and the Volume Tour Operating division, which includes the beach holiday and city break business with the Hotelplan, Migros Ferien and vtours brands. In Great Britain the group is represented by Hotelplan UK, one of Britain's major skiing and walking holiday specialists, with the Inghams, Intravel, Esprit Holidays, Santa's Lapland and Explore Worldwide brands. Interhome Group, one of Europe's leading rental holiday home providers with the Interhome and Interchalet brands, and the business travel specialists bta first travel and Finass Reisen also belong to the Hotelplan Group portfolio. The IT, Finance, Digital & Strategy and Communications departments are managed centrally.

Hotelplan Group is represented with offices, branches, local service offices and business travel centers at 229 locations in 20 countries.

Hotelplan Group is a wholly owned subsidiary of the Federation of Migros Cooperatives, Switzerland's largest retail organisation with headquarters in Zurich.

BOARD OF DIRECTORS

as of January 2023



Michel Gruber

Chairman of the Board of Directors



Isabelle Zimmermann

Vice Chairwoman of the Board of Directors



Mario Irminger

Member of the Board of Directors



Anja Keckeisen

Member of the Board of Directors



Stefan Leser

Member of the Board of Directors

MANAGEMENT



Laura Meyer
CEO Hotelplan Group
Member of the Group Management



Markus Glesti
CFO & Deputy CEO Hotelplan Group
Member of the Group Management



Nicole Pfammatter
CEO Hotelplan Suisse
Member of the Group Management



Torge Petersen
COO Volume Tour Operating
Member of the Group Management



Joe Ponte
CEO Hotelplan UK
Member of the Group Management



Jörg Herrmann
Co-CEO Interhome Group
Member of the Group Management



Sylvia Epailard
Co-CEO Interhome Group
Member of the Group Management



Roland Birchmeier
CEO bta first travel



Claudine Furrer
CEO Finass Reisen



Roman Wetli
CIO Hotelplan Group
Member of the Group Management



Adrian Arnold
CDSO Hotelplan Group
Member of the Group Management



Walter Jung
CPO Hotelplan Group
Member of the Group Management

HOTELPLAN GROUP

OUR VALUES

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



PASSION

We love what we do

We are passionate about travel.
We love what we do and take pride
in serving our customers.

COURAGE

We are courageous

We are courageous
in our ambitions and
goals. We act fast, are
proactive and adapt
quickly. We innovate,
test continuously and
have a learning mindset.

COLLABORATION

We are strongest as a team

We achieve our goals together.
We help each other. We celebrate
together. We win together.

TRUST

We trust each other

We are reliable, fair and
transparent. We say what
we think and what we do.
We empower our people
to do the right thing.

RESPONSIBILITY

We do the right thing

We act responsibly towards our environment,
the planet, society and our business. We take
ownership of the impact of our actions.

HOTELPLAN GROUP OUR WORK- FORCE

as of 31 October 2023



Our staff have done an outstanding job: they have created exceptional travel moments for our customers while driving forward our strategic goals.

Laura Meyer
CEO Hotelplan Group

2,485*

people work for Hotelplan Group worldwide.

*New: including cleaning staff at Interhome Group



71 apprentices 18 interns

Hotelplan Group invests in young talent, offering youths and young adults an inspiring start to their careers.

8

Hotelplan Group employees stay with the company for 8 years on average.

40

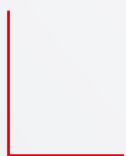
Hotelplan Group employees have an average age of 40.



56%

of management roles are held by women.

Generation mix



8%

Baby Boomer
1946–1964

36%

Generation X
1965–1980

42%

Generation Y
1981–1996

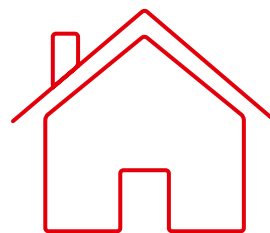
14%

Generation Z
1997–2010

MILESTONES 2023

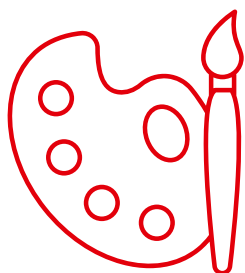
HOTELPLAN SUISSE

Following the rebrand in the previous business year, travelhouse and tourisme pour tous have continued to hone their profiles as individual holiday travel specialists while expanding their product portfolio. They also launched one of the biggest campaigns in company history under the tagline 'Travel That Writes Stories'.



INTERHOME GROUP

More than **6,000 new holiday homes and apartments** in Denmark – thanks to a strategic partnership with the Danish holiday rental provider Sol og Strand, Interhome Group grows its portfolio in this trending destination.



HOTELPLAN UK

Explore Worldwide and Inghams have a brilliant new look and feel, with both brands featuring a **fresh new visual identity**. Inghams is celebrating nature in its new brand identity, in tandem with a realignment of the summer offering. Explore Worldwide has evolved its brand to even stronger reflect the vibrant personality, fun and spirit of excitement for which its adventures are renowned.

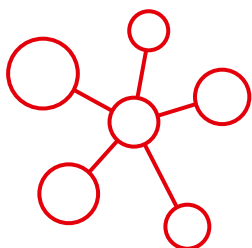


VOLUME TOUR OPERATING

Boosting efficiency, harnessing synergies – Volume Tour Operating is significantly strengthened by the IT migration of the German and Swiss teams to a **joint booking system**.

BUSINESS TRAVEL

Developing sustainable business travel: There is a growing desire for sustainable business trips. bta first travel and Finass Reisen are responding to this customer demand, have widened their portfolio and are focusing on **sales of Sustainable Aviation Fuel (SAF)**.



SUSTAINABILITY

Iberostar Sustainability Award 2023 – Hotelplan Group wins this award for the 'Sustainable Türkiye' project, which provides pioneering support for sustainability initiatives in Turkey.



HOTELPLAN GROUP

Hotelplan was launched in 1935 by Migros founder Gottlieb Duttweiler with the aim of making holidays in Switzerland accessible to families of modest means. In the intervening decades, Hotelplan has evolved into a global travel concern: Hotelplan Group. Today, Hotelplan Group employs around 2,500 employees in five business units in Europe and worldwide. The travel group is active in the areas of beach vacations and city breaks, independent travel and tours, holiday home and holiday apartment rentals as well as the business travel segment.

1,730.7



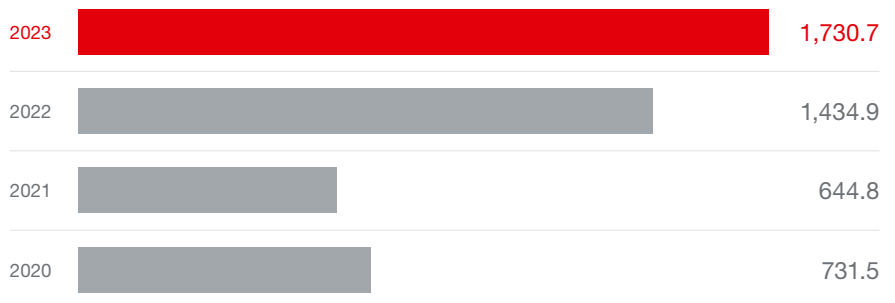
Turnover 2023, in million CHF

+ 20.6%

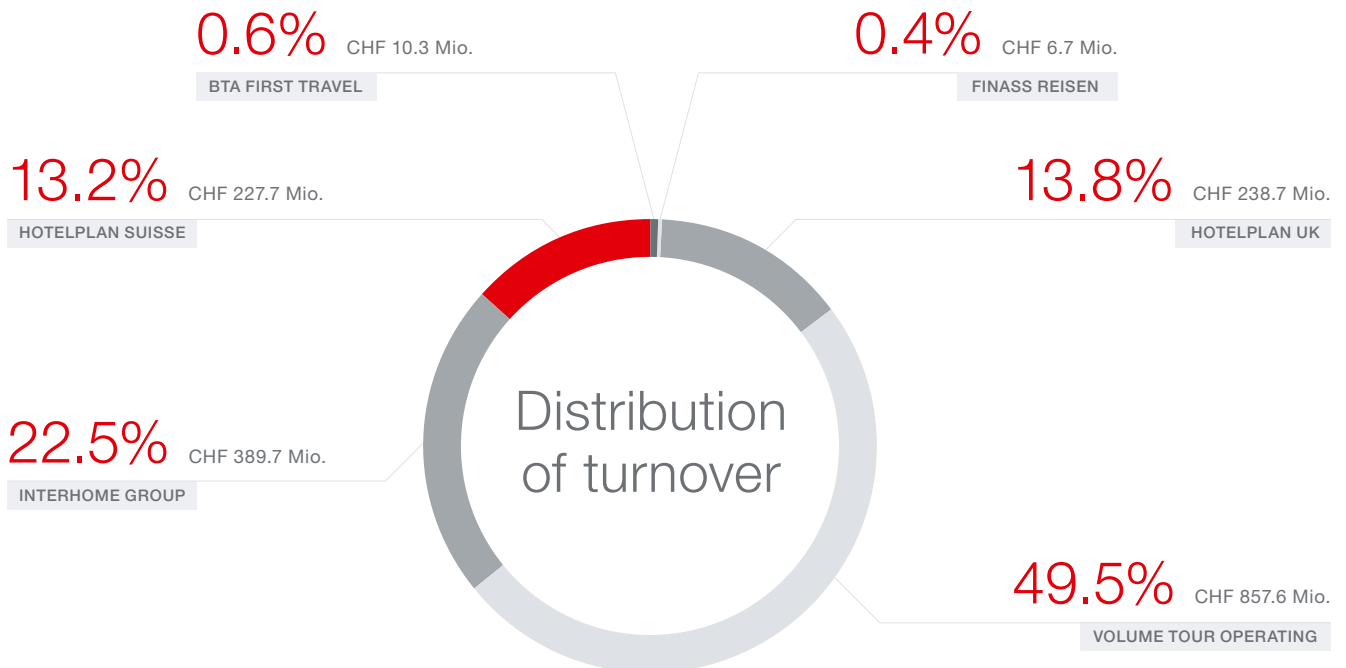


Development vs. previous year

Turnover in million CHF*



*Reported turnover according to Swiss GAAP FER



HOTELPLAN SUISSE

Hotelplan Suisse is responsible for the tour operating of the two specialist brands travelhouse and tourisme pour tous. Hotelplan Suisse also handles the distribution of all products through all channels, including its 82 own travel agencies throughout Switzerland, as well as the marketing activities for the Hotelplan and Migros Ferien brands.

227.7



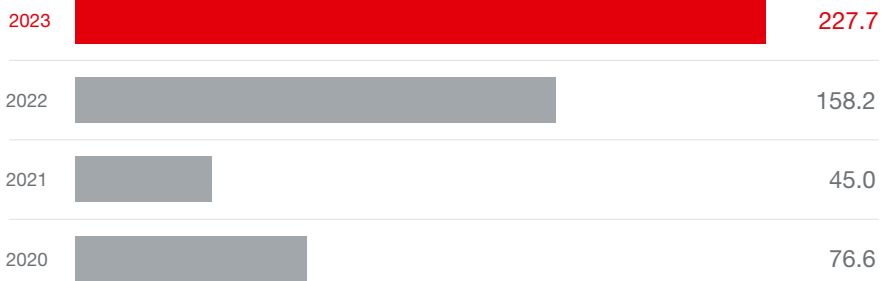
Turnover 2023, in million CHF

+ 44%



Development vs. previous year

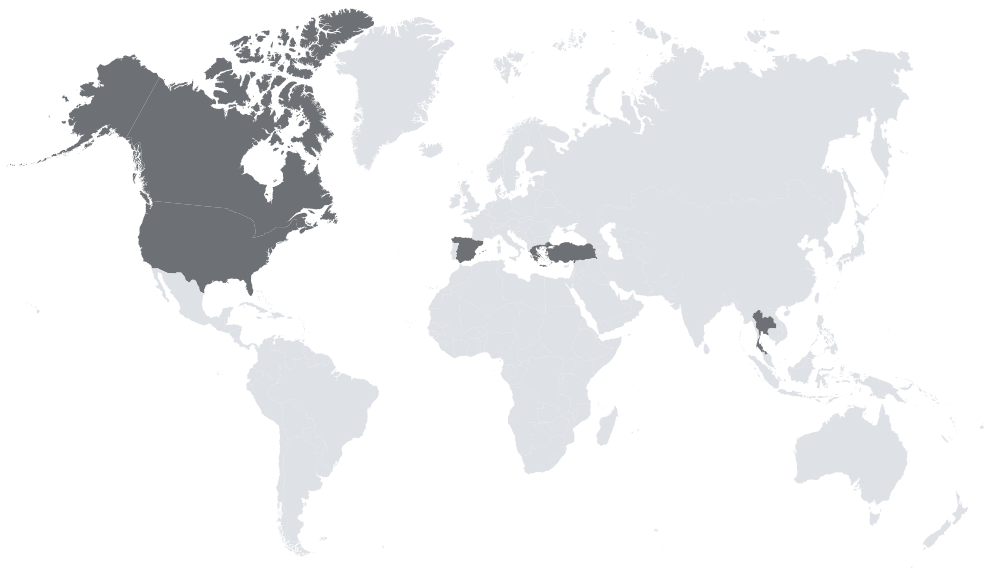
Turnover in million CHF*



* Reported turnover according to Swiss GAAP FER
Excluding tour operator turnover for the Hotelplan and Migros Ferien brands

Top 3 destinations

by the number of passengers



Specialist brands travelhouse and tourisme pour tous

- ① **USA**
prior year: USA
- ② **Canada**
prior year: Canada
- ③ **Thailand**
prior year: Great Britain

Own retail

- ① **Spain**
prior year: Spain
- ② **Greece**
prior year: Greece
- ③ **Turkey**
prior year: Turkey

VOLUME TOUR OPERATING

Volume Tour Operating includes the beach holiday and city break business with the Hotelplan, Migros Ferien and vtours brands. The flight brokerage activities in Switzerland and Germany are also part of this division. Thanks to cross-border cooperation between the tour operator brands in Switzerland and Germany, Hotelplan Group is well positioned for the future in a highly competitive environment, and the resulting synergies allow customers to benefit from superb quality and excellent service at attractive prices.

857.6



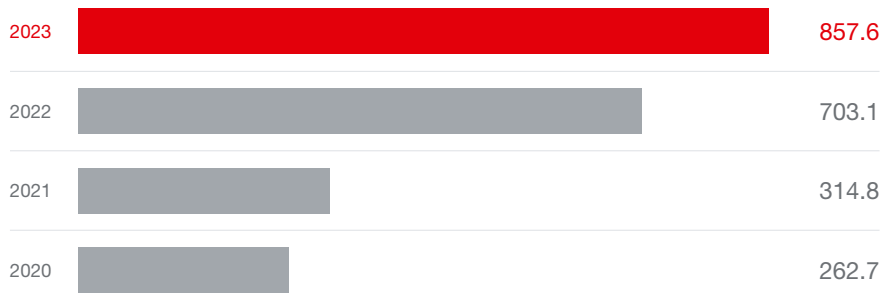
Turnover 2023, in million CHF

+ 22%



Development vs. previous year

Turnover in million CHF*



*Reported turnover according to Swiss GAAP FER

Top 3 destinations

by the number of passengers



- ① **Turkey**
prior year: Turkey
- ② **Spain**
prior year: Spain
- ③ **Greece**
prior year: Greece

HOTELPLAN UK

Based in Farnborough (GB), Hotelplan UK is the English subsidiary of Hotelplan Group, managing five different travel brands: Inghams, Inntavel, Esprit Holidays, Santa's Lapland and Explore Worldwide. This makes the company one of Britain's major skiing and walking holiday specialists.

212.4



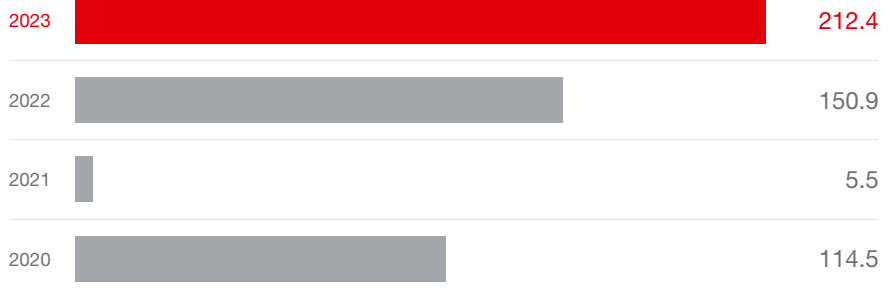
Turnover 2023, in million GBP

+ 40.7%



Development vs. previous year

Turnover in million GBP*



* Reported turnover according to Swiss GAAP FER

Top 3 destinations

by the number of passengers



- ① **Finland**
prior year: Finland
- ② **France**
prior year: Italy
- ③ **Austria**
prior year: Austria

INTERHOME GROUP

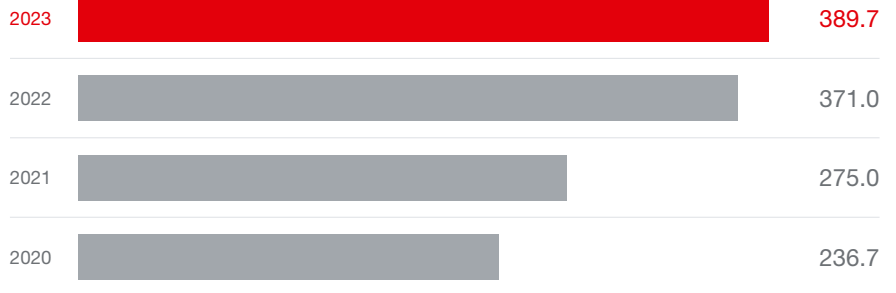
For almost 60 years, Interhome Group has been renting out holiday homes and apartments worldwide through its two brands Interhome and Interchalet. The portfolio consists of some 40,000 properties in 26 countries. Around 110 local service offices in the various countries guarantee a full-service package, from personal customer reception to complete holiday home management. The wide range of accommodation reaches from simple chalets and apartments to luxurious villas – by the beach, in the countryside or in the mountains.

389.7



Turnover 2023, in million CHF

Turnover in million CHF*



+ 5.1%



Development vs. previous year

*Reported turnover according to Swiss GAAP FER

Top 3 destinations

by the number of passengers





- ① **France**
prior year: France
- ② **Italy**
prior year: Italy
- ③ **Switzerland**
prior year: Switzerland

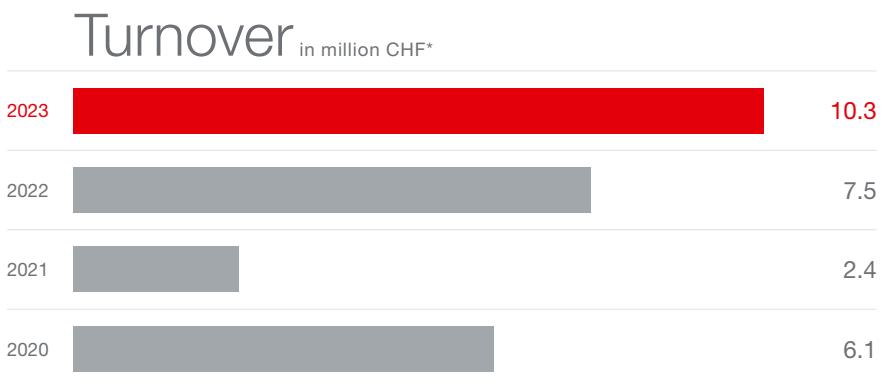
BUSINESS TRAVEL

The business travel segment comprises the two specialist brands bta first travel and Finass Reisen, which offer tailor-made corporate travel concepts. Innovative solutions ensure that customers receive the highest standards of personalised service.

BTA FIRST TRAVEL

10.3 
 Turnover 2023, in million CHF


+ 37.6% 
 Development vs. previous year

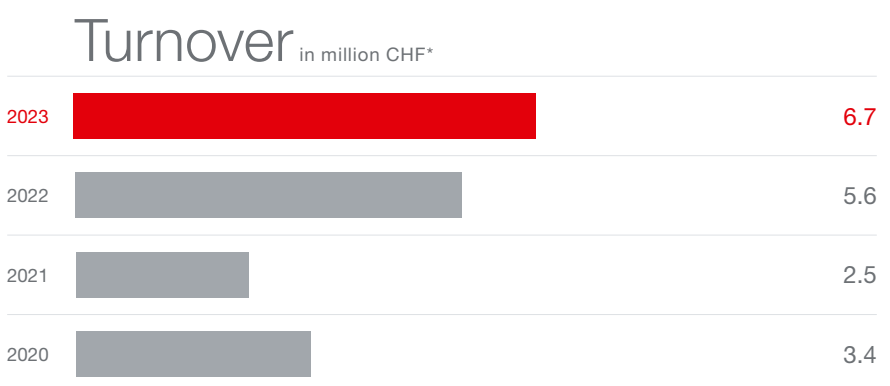


* Reported turnover according to Swiss GAAP FER

FINASS REISEN

6.7 
 Turnover 2023, in million CHF

+ 19.0% 
 Development vs. previous year



* Reported turnover according to Swiss GAAP FER

COMMITTED TO SUSTAINABILITY

Travel has both an environmental and a social impact, which is why Hotelplan Group is adopting a holistic approach to the accompanying challenges: As part of ‘One Planet’, Hotelplan Group is actively committed to protecting the environment and conserving biodiversity. ‘People & Places’ focuses on working together with partners, supporting destinations and, just as importantly, offering customers sustainable alternatives and making them aware of these opportunities. ‘Responsible Business’ implements targeted measures that promote sustainability at all levels of the organisation while actively involving the workforce.





ONE PLANET

Hotelplan Group aims to halve total greenhouse gas emissions* by 2030 and reach net zero by 2050. This year, the travel group established the process to achieve year-on-year reductions. Hotelplan Group's climate contributions include sales of Sustainable Aviation Fuel (SAF) and support for a wide range of climate protection and biodiversity projects run by partner organisations, which include myclimate, Klimate.co or BEESark.

Key initiatives



Sustainable fuel:

With its pioneering pilot project in 10 branches, Hotelplan Suisse is setting standards in advising and selling Sustainable Aviation Fuel. SAF will be available in all Hotelplan Suisse branches from 2024.

Transparency through CO₂e footprint:

Hotelplan UK, travelhouse and tourisme pour tous are disclosing the actual CO₂e footprint of individual travel suggestions. This enables Hotelplan Group to create transparency and raise customer awareness of the impact of travel on the environment.

1 million tonnes CO₂e

2019: 1.3 million tonnes CO₂e, 99% in Scope 3, 89% flight share

CHF 2.2 million in climate protection contributions

were achieved jointly with customers.

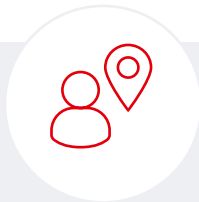
PEOPLE & PLACES

Hotelplan Group is providing a total of CHF 10 million to fund sustainability projects by partner businesses such as hotels. In addition, optimised sustainability filters and climate contribution options on our online booking platforms (interhome.com, hotelplan.ch, migros-ferien.ch and vtours.com) were introduced.

RESPONSIBLE BUSINESS

The ‘Green Office’ initiative to promote the sustainable design of workplaces and business locations continues to progress. In 2023, Hotelplan Group also put a focus on employee development and further training. Furthermore, numerous members of staff volunteered in various local projects to make a contribution to society.

Key initiatives



Labelling sustainable accommodation:

At the end of 2023, 8,029 accommodations at Interhome carried the ‘Green Tree’ label. This means they meet at least 7 out of 12 sustainability criteria, such as 100% renewable electricity or environmentally friendly heating. Since 2023, customers have been able to use the ‘sustainable accommodation’ filter to search specifically for compliant holiday homes and apartments.

‘Sustainable Türkiye’:

Since 2023, Hotelplan Group has been actively supporting its partner hotels in Turkey on their journey to sustainability certification with this initiative. 150 sustainability & quality managers were trained in conjunction with Futouris e.V., and Hotelplan Group has also trained 10 sustainability champions to provide long-term content-related guidance.

Key initiatives



Green Office initiative makes progress:

Hotelplan Suisse, Interhome Group and bta first travel have switched to electric vehicles. The share of green electricity across all locations is 68%, and 82 Hotelplan Suisse branches reached Swisstainable Level I.

Accessibility & Inclusion at Hotelplan UK:

Inghams, Santa’s Lapland and Esprit Ski introduced a departure point guide for up-to-date advice on accessibility at airports and train stations when booking. 41 team members also underwent training in accessibility and inclusion from consultants ‘Celebrating Disability’.

19% booking share of sustainable accommodation

at Hotelplan Suisse & Volume Tour Operating (GSTC-recognised certification) and at Interhome Group (‘Green Tree’)

Over 1,100 colleagues

received training on a range of sustainability topics in specifically developed programmes.



GROUP