

# Studiosus

Intensiverleben

## Company Profile 2025/2026

Figures, facts and data



# Studiosus

## Company Profile 2025/2026

*Studiosus is Europe's market leader in the cultural tours segment. The superb quality of our programmes, our excellent tour leaders, our socially responsible and environmentally sound tour planning, and our ongoing innovation and quality management are the basis for our success.*

## The 2025 Season

The Studiosus Group remains on course for growth. In the fiscal year 2025, Studiosus increased its turnover by nine percent to 278.8 million euros (compared with 255.9 million euros in 2024). During the same period, the number of tour participants rose by two percent to a total of 75,500 (compared with 73,850 in 2024). In addition to the figures for Studiosus and Marco Polo, the results for the fiscal year 2025 (1.1. to 31.12 2025) for the first time include the turnover and participant numbers for Hauser Exkursionen. Studiosus acquired a 100-percent stake in the tour operator one year ago.

### **Demand shifted from Europe to long-distance destinations**

A significant contributor to our success in 2025 was the increase in demand for tours to North Africa, where Egypt and Morocco saw double-digit growth. On the Arabian Peninsula, Oman and Saudi Arabia were the destinations of choice. In Europe, France, Croatia and Turkey enjoyed double-digit growth as the most popular holiday destinations, whereas Portugal, Spain, Italy and Greece were not as much in demand.

Asian countries were the main drivers of growth among long-distance destinations. Japan remained

a popular choice alongside China. Tours to India continued to gain in popularity. In North America, by contrast, the picture was mixed. Whereas Studiosus customers showed a marked drop in enthusiasm for the USA, where demand dropped by one third, Canada enjoyed an increase in customer numbers.

### **A strong commitment to people and the environment**

Studiosus has stayed on the ball with its commitment to people and the environment, and maintains a world-friendly approach. Forums for dialogue and sustainability workshops recently took place in Cambodia, Laos, Jordan, Tanzania and Albania, for instance. The purpose of the discussion groups was to connect tourism with the interests and basic rights of people living in the countries hosting Studiosus tours. In the area of climate protection, Studiosus has tracked the greenhouse gas emissions produced by air travel, transportation at tour destinations, overnight stays and meals for many years. To account for these emissions, it contributes to climate protection by financing the construction of biogas plants for smallholder families in the Global South. Last but not least: wherever it makes sense, Studiosus offers climate-friendly rail travel within Europe as an alternative to flying. Alternative rail travel is currently offered for over 100 tours.

# The Studiosus Vision

## *Extract from the company's mission statement:*

“Studiosus is an independent business entity committed to improving awareness and understanding of foreign countries, peoples and cultures.

We see it as our duty to build bridges across internal and external borders in terms of understanding foreign countries and their cultures. This can only be achieved together with our customers, who we see as our partners. It is our wish that they should appreciate ever-changing cultural diversity and the natural beauty of our Earth as something valuable and worth preserving for all people and their descendants. We want our tours to reduce reservations, prejudice and rejection with regard to alien cultures. We strive to promote integration in our role as ambassadors of tolerance and openness, dismantling xenophobia and discrimination at home and abroad.

Our aim is to further enhance our status as market leader through innovation and quality, and by setting benchmarks both in matters of safety as well as long-term sustainable growth.

Every Studiosus travel package that we offer has to meet the high expectations of our customers.

We seek to foster recognition of human rights in the countries we visit. The tours we offer create opportunities for personal encounters, exchange of views and information and therefore public awareness. This is why we believe that responsible, sustainable tourism makes a positive, long-term contribution to improvement of the global human rights situation.”

# What we offer

## *The Studiosus tour*

### **Right where life is being lived**

One of the great advantages about travelling with Studiosus is the opportunity it gives you to meet people. You might attend a barbecue with Australian lifeguards, have a chat with Greek nuns, take part in a wine-tasting at a local vineyard or even visit the kitchens of a maharajah's palace to pick up culinary tips from the chef. The Studiosus tour leader will always be there – to make sure you get to know the country as it really is, with its history enlivened by local lore, some of it exciting and thrilling, some of it calm and peaceful, but always full of surprises and unforgettable moments.

### **From the Mona Lisa to the Grand Canyon**

Machu Picchu, the pyramids in Egypt, the Mona Lisa – it goes without saying that Studiosus will take you to see all the classic sights. But that's not all. Your tour leader will introduce you to present-day culture too – things like the local street art scene, the in restaurants or modern buildings designed by star architects. And you'll get interesting background on local politics, the economic situation or perhaps what the country is doing in the field of renewable energy. Also on the programme: natural wonders like the Grand Canyon or South Africa's Kruger National Park.

### **Extratours – a Studiosus exclusive**

Had a late night and feel like sleeping in, maybe spend the day relaxing on the beach? Or want to go on a nice long bike ride instead of visiting a museum with the group? That sort of option is available on a regular basis. We call them Extratours.

Studiosus regularly offers pre-arranged alternatives to the group programme that enable customers to plan in activities that suit their personal taste. The Studiosus tour leader helps you decide how to spend your day.

### **Enter a stress-free area**

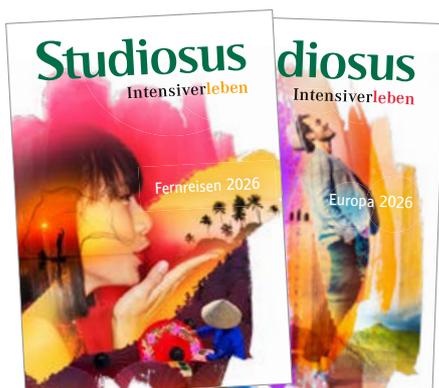
Leave the everyday behind and prepare to enjoy a proper holiday where everything goes like clockwork and nothing is left to chance. You are met at the airport and driven to the hotel. You meet your tour leader and toast to a successful tour. The programme has been arranged – including the Extratours for those who want to take them. Tickets for visits to museums and events have been reserved and you walk straight in past queues of waiting people. Just relax and enjoy the total absence of stress.

### **Respecting local customs**

Studiosus tour leaders brief customers on important aspects of local etiquette – whether that be sharing the bill for a meal in Italy rather than paying separately, only using your right hand for eating in India, or never drinking alcohol on the street in the USA. Tour leaders also explain the background to these local customs. For Studiosus, operating socially responsible tours also means supporting cultural, social and environmental projects in the countries we operate in, avoiding conflict with the interests of the local population and minimising pollution – for instance by making climate contributions to account for greenhouse gas emissions produced by air, coach, rail and boat travel, overnight stays and meals on our tours.

### **A broad variety of tours**

Cultural tours come in many varieties, depending on the target group and individual customer preferences. These include low-price cultural tours, classic cultural tours, hiking tours, expeditions, nature tours and cruises, as well as cultural tours with extra time to relax built into the schedule.



Studiosus also offers other attractive packages modelled on its current cultural tours.

# Studiosus

## Product lines



### Studiosus CityLights – City tours

For customers who want to explore a particular city in a group with a first-rate Studiosus tour leader and take part in a carefully arranged sightseeing programme. Small groups of no more than 15.



### Studiosus me & more – Singles tours

Holidays for singles or anyone travelling alone who would like to enjoy their vacation in the company of other cosmopolitan travellers. With first-class Studiosus tour leaders.



### Studiosus smart & small – Holidays with a dash of culture

For people who find beach holidays too boring but aren't looking for a full-scale cultural tour: Studiosus smart & small – small groups of no more than 15, charming hotels, a leisurely programme. Accompanied by a first-rate Studiosus tour leader.



### Studiosus family

A family holiday with a cultural and adventure programme – interesting sightseeing for young and old organised by a first-class Studiosus tour leader.

### Studiosus Incoming

In addition to offering tours for customers from German-speaking countries, Studiosus has always offered tours for incoming international customers, mostly students from North America in the early days, but now for interested travellers from all around Asia. From customised trips for small groups to Meetings, Incentives, Conferences and Events (MICE) for more than 1000 people, Studiosus Incoming organises tours regardless of size.



### Event tours

kultimer offers tours to events such as festivals, exhibitions or musical performances, as well as tours with a culinary or botanical theme or that visit natural wonders of the earth. The eye-catching, narrow-format catalogue is published six times a year and is sent automatically to all Studiosus customers. The kultimer concept features an attractive supporting programme. A first-rate Studiosus tour leader might take you to a museum connected thematically to the event, accompany you on a stroll through an interesting part of the city or introduce you to the most important sights wherever the event is being held.

# Studiosus Tour Leaders

*Studiosus tour leaders regularly receive top marks from customers and travel agencies. This is because they are carefully selected and receive in-depth basic-level and ongoing training. We give it to you under hand and seal that our quality standards are superb: The selection, basic training and ongoing training of our tour leaders is DIN EN ISO 9001 certified. Studiosus is the only cultural tours operator in Europe that can produce such certification.*

## Applicant profile, job description

Studiosus customers want to experience their place of destination with all their senses and expect their Studiosus tour leaders to be not only personally competent, but also very well informed on all matters relating to “their country”. They must radiate enthusiasm on the sights seen and the subjects discussed and act as an intermediary between the cultures. The wide range of knowledge and personal skills required from Studiosus tour leaders is defined in the applicant profile and the job description.

## Selection process

Every year, Studiosus receives numerous enquiries from applicants who are interested in becoming a Studiosus tour leader. Those who fit the applicant profile and are deemed suitable in a subsequent interview are invited to take part in a selection process. In practical exercises, candidates have a chance to convince us by performing as tour leaders, demonstrating their ability to impart information in an interesting way, exhibiting their knowledge of the trade and of a particular country, and showing us how they hold up under stress.

## Training

Successful candidates subsequently attend an in-depth, several-day seminar entitled “Becoming a Studiosus Tour Leader”, at which they acquaint themselves with the requirements of a Studiosus tour. The subject matter they are taught, in combination with practical exercises, reflects the actual conditions on a Studiosus tour and prepares future tour leaders for what to expect. Methodology and teaching techniques, along with service orientation skills, are just as much part of the programme as learning things about the tourist trade, safety and security management and travel law.

Additional subject matter that doesn't require in-person attendance is provided to candidates in the form of online modules.

The next step is for trainee tour leaders to accompany an experienced tour leader on a suitable tour in the part of the world that they have prepared for. During the tour, they will be responsible for the design and organisation of an exemplary day. Afterwards, they will document the valuable experience and factual knowledge they have gained in a comprehensive report. This will be their personal logbook for future tours.

While on their “maiden tour”, new tour leaders are in contact with experienced colleagues who act as coaches and if necessary, are prepared to help out “from afar”. On their return, the freshly-baked “Studiosi” meet their trainers for a feedback session to analyse the tour and jointly review possibilities for improvement.

After completing their first season successfully, new Studiosus tour leaders finish their training by participating in another seminar in which they compare notes with each other and seek further guidance and clarification pertaining to their new job.

## Ongoing training

Studiosus tour leaders act as a kind of “flagship” for the company and are responsible to a great extent for the quality of the tours. To support them in this important role, Studiosus offers regular seminars on specific subjects, such as the use of media on a tour, natural history or society and sustainability. Every year, Studiosus holds numerous webinars and in-person events both in Germany and elsewhere.

This kind of broad-based, ongoing training is unique in Europe.

For more about the basic-level and ongoing training of Studiosus tour leaders, take a look at our German-language film: [www.studiosus.com/ausbildung](http://www.studiosus.com/ausbildung)



The film “Dream Job: Studiosus Tour Leader – From Training to Very Own Tour” accompanies Tim B. Boroewitsch en route to becoming a Studiosus tour leader: [www.studiosus.com/traumjob](http://www.studiosus.com/traumjob)



## Studiosus Quality Management

Studiosus operates superbly organised, first-class tours. In order to maintain the high standards of its offerings, Studiosus developed a quality management system for the entire Group, which received DIN EN ISO 9001 certification for the first time in 2004. The previously developed environmental management system, which had held DIN EN ISO 9001 certification since 1998, was subsequently integrated into the quality management system.

The integrated Studiosus quality management system is put to the test each year by an external auditor. Most recently, in March 2024, it was recertified according to current DIN 9001 and DIN 14001 standards for three years and validated by EMAS. In March 2025 it underwent a surveillance audit.

Customers’ high level of satisfaction with tours is convincing proof that the quality management system works.

### Satisfaction with Studiosus tours

Would recommend a specific tour	90.5 %	Satisfied with the last tour	96.3 %
Would recommend Studiosus	94.3 %	Satisfied with the last tour leader	96.3 %

Figures reflect the percentage rate of responses to post-tour surveys (“Fulfilled expectations”, “Totally fulfilled expectations”, “Exceeded expectations” and “yes”) in 2025. Form return rate: approx. 63%.

# Innovation

Studiosus is, and strives to remain, market leader in the field of cultural tours. After quality, its most important corporate strategy is innovation. In the words of the company's mission statement: We seek to fulfil our customers' wishes and are always ready to try out new ideas. As Studiosus continues to develop, innovation and the introduction of new products and services are essential. Studiosus has been a trendsetter in the industry since its founding in 1954.

A few examples:

- 1961: For the first time, Studiosus introduces a cultural tour that includes time for beach stays.
- 1966: Studiosus establishes a product advisory committee to systematically develop new cultural tours.
- 1979: Studiosus creates the first cultural hiking tours.
- 1990: Studiosus is the first company to introduce a catalogue of cultural tours for citizens of the GDR as it was then.
- 1995: Studiosus introduces YOUNG LINE TRAVEL for customers aged 20 to 35.
- 1996: Studiosus launches Studiosus me & more for singles and people travelling on their own.
- 1996: Studiosus is the first German tour operator to include a "Rail-&-Fly" ticket in the package.
- 1998: Studiosus is the first cultural tour operator in Europe to establish a certified quality management system for the selection and training of its tour leaders and a certified environmental management system.
- 2003: The integration of budget flights into package tours is unprecedented in the field.
- 2004: Studiosus introduces family cultural tours for the first time.
- 2005: Studiosus introduces the kultimer, a catalogue of exciting musical and other events.
- 2010: Studiosus introduces "Extratours" for greater flexibility and freedom.
- 2012: Studiosus becomes the first cultural tours operator to take climate action and contribute to climate protection. It accounts for the greenhouse gas emissions generated by the production of all its catalogues as well as worldwide coach, rail and boat transportation connected with its tours by investing in corresponding climate protection projects.
- 2015: Studiosus launches Studiosus smart & small for small groups who find beach holidays too boring and cultural tours too intense, but are interested in getting to know a country and its inhabitants.
- 2016: Studiosus introduces Studiosus Incoming, a service offering customised travel for international customers. This opens up new markets in Asia.
- 2017: Studiosus introduces a brand-new service to travel agencies and their customers in the German speaking market: individualized catalogues that combine the advantages of a print catalogue with the topicality of online media.
- 2017: Studiosus sends out a new catalogue to customers in the German-speaking market. It features 25 tours that incorporate special moments with high emotional appeal.
- 2021: Studiosus takes further climate action. It now makes climate contributions corresponding to the greenhouse gas emissions produced by all air, coach, rail and boat transportation as well as overnight stays and meals on its tours.
- 2022: In every tour description, Studiosus discloses the CO<sub>2</sub>e emissions generated by each tour participant in kilograms or tonnes.

# Studiosus Safety and Security Management

More than 20 years ago, Studiosus developed its own safety and security management system as part of the Studiosus quality management system. It is DIN EN ISO 9001 certified and encompasses all levels of planning and execution of tours. A top priority for Studiosus is the clear, straightforward communication of all security-related developments in destination countries – for instance by posting the latest security information on the Studiosus website.

A key aspect of the safety and security management system is the ongoing analysis of the safety situation in all of the countries visited by Studiosus tour groups. This includes the continuous evaluation of data from a variety of sources, first and foremost the recommendations on travel and safety issued by the German Foreign Office. To obtain a detailed picture of the situation in individual countries, our experts comb national and international media for reports on these countries and take into account evaluations made by international security specialists when creating our forecasts. We also obtain daily information from our local contacts, tour leaders and business associates.

Safety assessments increasingly take into account extreme weather events such as heat waves, hurricanes or tornados, and heavy rainfall. Here too, the Studiosus safety and security management team keep a close watch on developments. Tours may have to be rerouted or itineraries changed at short notice in the event of forest fires or flooding. Studiosus tour leaders are instructed to seek shade

more frequently and plan more water breaks on sightseeing trips in extremely hot weather, and may shorten a trip or even cancel it if necessary.

In addition to focusing on safety in individual countries, the Studiosus safety and security management system covers safety and security in hotels and on tour transportation worldwide. Studiosus has drawn up its own flight security list, for example, which is far more comprehensive than the European Union's "blacklist" of airlines whose safety and security standards are deemed unsatisfactory by the European aviation authorities. Studiosus also plans its tours in such a way that all bus and coach operators worldwide are able to comply with the EU's strict regulations on driving and rest periods – and makes sure they are observed. Another important element of the safety and security system is the SMS emergency service for customers.

An important principle of the Studiosus safety and security management system is prevention. In addition to responding to security-related incidents that could impact Studiosus groups – and those on Marco Polo tours for individual travellers or on tours with Hauser Exkursionen – Studiosus takes precautions to prevent such incidents from occurring in the first place. Certain aircraft types are automatically excluded, unsafe ferries, for instance in Indonesia, are not used, and tours are never offered at times of the year when extreme weather events in a given destination are known to create dangerous conditions.

# Sustainable Tourism

Studiosus takes responsibility for people and the environment. This also means ensuring fair business dealings with associates and service providers.

To help achieve these ecological goals effectively, Studiosus introduced an environmental management system in 1998. In 2010, Studiosus was awarded the German Sustainability Prize for “most sustainable strategy for the future (KMU)”. This was followed in 2013 by the German government’s CSR (corporate social responsibility) prize for responsible corporate management and the European Corporate Responsibility Award. In 2016, Studiosus CEO Peter-Mario Kubsch received a B.A.U.M. environmental award for his commitment to environmental protection and sustainable development. In 2022, Studiosus won the EcoTrophea, a sustainability award granted by the German Travel Association (DRV) in recognition of Studiosus’ dedication to climate protection on its tours. This was followed in 2023 by a Gold certificate of approval from Umwelt-pakt Bayern, an environmental partnership between government and industry in Bavaria.

## **Socially responsible tourism**

In 2007, Studiosus became a member of the UN Global Compact, which requires a business to follow and conscientiously observe their principles with regard to human rights, labour standards, environmental sustainability and combating corruption in business activities around the globe.

At the time, Studiosus was already actively committed to creating socially responsible tours. Twenty years ago, the company began organising what it calls forums for dialogue, at which representatives from Studiosus, hotels, nature conservation authorities, tourism offices, municipalities and other local stakeholders get together to jointly discuss ways of making tourism sustainable. After hosting a forum for dialogue in Sri Lanka with the aim of improving relations between hotels, fishers and a local tourism school, Studiosus was awarded a Goldene Palme for Social and Ecological Responsibility in Tourism from the magazine GEO Saison. In 2024 and 2025,

forums for dialogue and sustainability workshops were held in Cambodia, Laos, Jordan and Tanzania to discuss value creation, water management and the human rights of the Maasai. In 2024, the focus was also on dialogue when Studiosus carried out human rights and environmental impact assessments in Saudi Arabia. The aim was to determine whether the inclusion of a planned round-trip tour was in keeping with Studiosus’ values and commitments. When local service providers confirmed that this was so, we included Saudi Arabia in our programme once again. In January 2025, together with the Roundtable Human Rights in Tourism, Studiosus also carried out a sectoral impact assessment in South Africa.

For many years, Studiosus has contractually required its service providers to respect human rights in their business practices and comply with The Code (the code of conduct for the protection of children against sexual exploitation) worldwide. Customers are encouraged to report any behaviour that contradicts these guidelines by using the red button on the Studiosus homepage. The “Don’t Look Away” flyer that is sent out to all customers provides information on the need to protect children from exploitation. The video spot “Don’t Look Away” and further information on the Studiosus homepage also helps to raise awareness of the issue.

Fixed clauses pertaining to labour conditions and the human rights of hotel staff, ships’ crews and bus drivers are a standard part of Studiosus contracts with its service partners. These clauses apply to working hours, leisure time and fair wage payment; they protect workers from unfair discrimination practices and oblige service partners to agree to other core working standards set by the International Labour Organisation ILO. Compliance is monitored and evaluated, among other ways, by online surveys that service partners fill in once a year. Anyone concerned about possible human rights abuses within the ambit of a Studiosus tour can address those concerns to [HumanRightsAlert@studiosus.com](mailto:HumanRightsAlert@studiosus.com).

By signing the Commitment to Human Rights in Tourism declaration along with other tour operators and players from the tourism sector and civil society in 2013, Studiosus pledges to exercise due diligence in the tourism business. Studiosus is continuously working to carry out its social responsibilities and improve its processes. By using due diligence in the planning and execution of its programmes and aiming always for fair, transparent dialogue with its business and service partners, Studiosus makes every effort to create socially sustainable tours.

### **Environmental commitment**

Conscientious tour planning and a range of other precautions enable Studiosus to keep environmental pollution resulting from the company's business activities to a minimum. For many years, Studiosus has been optimising tours so as to use as little energy for transportation as possible, thus producing as few climate-impacting emissions as possible. We make comprehensive climate contributions to account for the emissions produced on our tours, but the principle still applies: avoiding and reducing greenhouse gas emissions is our absolute priority.

### **How we contribute to protecting the climate**

Since 2012, we have accounted for the CO<sub>2</sub>e emissions produced by all land and water transportation connected with our tours by financing biogas plants in India and Nepal. In 2021, we took another big step forward and began tracking all of the CO<sub>2</sub>e emissions produced in connection with our tours. In addition to those generated by coach, rail and boat transportation, we now include in our calculation greenhouse gas emissions produced by flights to and within a given tour destination as well as overnight stays and all meals included in the tour price – and make a corresponding climate contribution.

In addition to carbon dioxide emissions, our calculations take into account greenhouse gases such

as methane and nitrous oxide, whose harmful effects, along with those of contrails, are converted into their CO<sub>2</sub> equivalent. This unit of measurement is called CO<sub>2</sub>e.

Our climate contributions finance the construction of biogas plants for smallholder families. The projects are verified according to the quality criteria set out in the Clean Development Mechanism Gold Standard and meet its highest requirements. This ensures that the biogas plants not only reduce greenhouse gas emissions to the specified extent, but also promote sustainable development where the projects are implemented. There are many advantages to biogas plants apart from reduced CO<sub>2</sub> emissions: fewer trees are cut down, because firewood is no longer needed for cooking. Women, who traditionally gather the firewood, are freed from this task. Cooking with biogas makes open fires unnecessary, which in turn reduces the risk of accidents, creates less smoke and fewer associated eye irritations and respiratory illnesses. The high quality organic waste produced by the plants replaces chemical fertilisers and results in higher crop yields. In addition, the planning, construction and maintenance of the plants creates jobs in the region. We have plenty of experience in financing biogas plants, by the way: since 2012, Studiosus' climate contributions as well as voluntary donations from Studiosus customers have enabled us to build thousands of such plants – most of them in southern India. If you are interested in learning more about these biogas plants, have a look at our website, where you'll find a (German language) film on the subject: [www.studiosus.com/nachhaltig-reisen/klimaschonend-reisen](http://www.studiosus.com/nachhaltig-reisen/klimaschonend-reisen)

To find out how we calculate our CO<sub>2</sub>e footprint on Studiosus tours, take a look at this video:

**[www.studiosus.com/CO2](http://www.studiosus.com/CO2)**



## **Other environment-conscious initiatives include:**

- Rail-and-Fly tickets enabling eco-friendly rail transport to the airport (included in the tour price since 1996)
- Eco-friendly rail transport to the starting point of selected tours within Europe
- Implementation of extensive energy-saving and other environmental measures at our head office (winner of a "Büro & Umwelt 2019" distinction from the German Environmental Management Association B.A.U.M)
- Climate contributions: Since 2007, Studiosus had been offering customers the option of contributing to climate protection by calculating the CO<sub>2</sub>e emissions caused by their flights and making a corresponding donation to a climate protection project financed by the Studiosus Foundation e.V.
- Since 2012, Studiosus has been making climate contributions to account for all the CO<sub>2</sub>e emissions produced by coach, rail and boat transportation on Studiosus tours – primarily by investing in the construction of biogas plants in India
- The greenhouse gas emissions produced by the printing and distribution of Studiosus catalogues and other advertising materials have also been accounted for by way of climate contributions since 2012
- The emissions produced by employee business travel and, since 2017, air travel by Studiosus tour leaders are additionally accounted for by way of climate contributions

- From the 2021 season onwards, Studiosus accounts for greenhouse gas emissions produced by air, rail, coach and boat transportation as well as overnight stays and meals on all Studiosus tours by making a corresponding climate contribution
- In every tour description since 2023, Studiosus discloses the CO<sub>2</sub>e emissions generated by each tour participant in kilograms or tonnes

### **Studiosus Foundation e. V.**

Studiosus has been sponsoring global projects for improvement of quality of life, nature conservation and preservation of cultural heritage in its tour destinations since 1993. After its founding in 2005, the Studiosus Foundation took over these sponsorship activities. In the 20 years since its founding, the charitable institution has sponsored more than 130 projects. Currently, it supports some 25 social, cultural and ecological projects worldwide. Many of these projects are visited by customers on Studiosus tours. The Studiosus Foundation is constantly expanding its activities and adding new projects and specific support programmes. It also offers fast, unbureaucratic emergency aid in acute crisis situations, like after earthquakes.

The Studiosus Foundation has held the DZI Seal of Approval from the German Central Institute for Social Issues since 2010.

[www.studiosus-foundation.org](http://www.studiosus-foundation.org)

## Subsidiary Companies

*A Studiosus tour is a uniquely high quality and sustainable travel experience. Through its subsidiary companies, Studiosus implements other, related travel concepts.*

### Studiosus Gruppenreisen GmbH (Studiosus Group Travel)

A Studiosus subsidiary for more than 45 years, Studiosus Group Travel offers travel options for closed groups of all kinds. Its broad network of reliable service partners, reputable airlines and carefully selected hotels and tour leaders guarantees professionally planned and safely implemented tours.

**Tailored group tours** are planned and implemented in close consultation with the customer. Where would they like to go? For how long? What is the emphasis: architecture, nature, yoga? Tailored group tours are exclusively designed to suit each customer's wishes. Depending on the price category and what they should include, the tours are developed either under the Studiosus Group Travel or the Marco Polo brand.

In a separate **Online Catalogue for Special Groups**, Studiosus Group Travel offers preferred travel destinations for discerning groups. The tour programme can be booked as is or supplemented with additional highlights.

[www.studiosus-gruppenreisen.com/produkte/katalog-sondergruppen](http://www.studiosus-gruppenreisen.com/produkte/katalog-sondergruppen)

**Individually booked tours** have long been a fixed component of Studiosus Group Tours. Throughout the year, new tours to attractive destinations are put together, each with a large number of departure dates. This way, the company can react to the latest trends and developments and always offer competitive prices. Offers include a tall ship cruise off Costa Rica, a coach tour through southern Poland and a New Year's Eve trip to Riga or Lisbon. All current tours can be found at:

[www.studiosus-gruppenreisen.com/produkte/zubucherreisen](http://www.studiosus-gruppenreisen.com/produkte/zubucherreisen)

Partners and clients include media houses e.g. Der Spiegel, Gruner & Jahr, Deutscher Ärzteverlag; radio producers, commercial businesses, organisations and associations of various kinds, Rotary and Lions Clubs, adult education centres, private clients and travel agencies in the German-speaking market (Germany, Switzerland, Austria, Luxemburg).

For details go to:

[www.studiosus-gruppenreisen.com](http://www.studiosus-gruppenreisen.com)

# Marco Polo Reisen GmbH

Marco Polo products are reasonably priced tours. They are aimed at those wishing to explore the most important highlights of a country, as well as meet people and learn about their living circumstances – without the level of content expected of a Studiosus tour.

Marco Polo is priced considerably lower than Studiosus, its competitors being round-trip operators and Specialists for particular destinations. In spite of being relatively inexpensive, the tours still offer a genuine opportunity to get to know a country and its people.

A Marco Polo scout, usually a resident of the country with excellent first-hand knowledge of the region, will guarantee an authentic travel experience. Typical local hotels ensure that customers can immerse themselves in the flair and culture of the country visited, and “Marco Polo Live”, the discovery highlight of each tour, promises a unique experience: customers can come right up close to or even get a taste of the action themselves – whether harvesting rice in Thailand or building a yurt in Kyrgyzstan.

## Marco Polo presents its tours in three catalogues:



### Team Adventure and Discovery tours – also for mini-groups

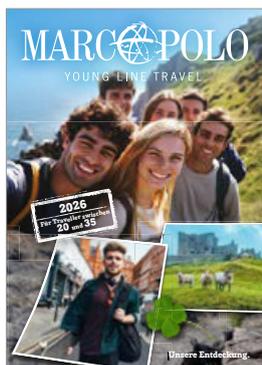
*Europe, Africa, the Americas and Asia*

Small-group travel and great value for money. The Marco Polo scout introduces customers to foreign cultures and they travel in groups of no more than 25, often only 18. Mini-group tours are limited to 12 participants. New since 2024: Mini-group tours are guaranteed to take place as long as a group consists of at least four people.



### Individual tours

These are expertly organised non-group tours for customers travelling with a companion, friends or family and accompanied by a personal Marco Polo scout. They travel by car or all-terrain vehicle with a personal driver or sometimes even drive themselves in a hired car. A Marco Polo scout will be waiting at the sight-seeing destination.



### YOUNG LINE TRAVEL

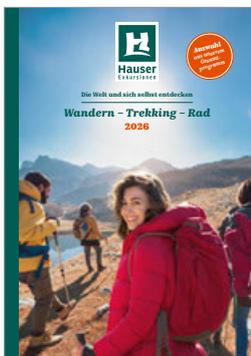
Affordable discovery tours for travellers between the ages of 20 and 35. Whether customers are interested in the beach, a club or sightseeing, the Marco Polo Scout knows exactly where to go. You will get to know the people and the culture you are visiting – and perhaps even make some new friends. And for anyone over 35 who wishes to experience the world in YOUNG LINE style, we offer YOUNG LINE TRAVEL for travellers over 35 – online and, from 2024, in the catalogue, too.

# Hauser Exkursionen international GmbH

Hauser Exkursionen is one of Germany's leading organisers of hiking and trekking tours. The tour operator, based in Munich-Pasing, has been exploring landscapes and cultures around the globe since 1973. Each of the more than 350 tours to over 80 countries focuses on respectful interaction with people and nature. Hauser Exkursionen embodies the slow trekking philosophy like few other providers and is considered a pioneer in the industry for the ecological and social compatibility of its tours. Long-standing local partnerships, family-run accommodation with regional, healthy cuisine and a com-

mitment to training local guides to become Hauser tour leaders form the basis for a travel experience that is truly a cut above industrialised tourism.

The annual magalogue provides information about the portfolio and editorial features that examine the future of sustainable travel. After a long pause, a catalogue has once again been published featuring a selection of trekking and cycling trips for the 2026 season. In 2022, Hauser Exkursionen won the fairwärts Award from TourCert for its Climate Treks concept in Nepal.



For details go to:

[www.hauser-exkursionen.de](http://www.hauser-exkursionen.de)

## **Studiosus – the no. 1 provider of cultural tours in Europe**

- in-depth experience of cultural treasures and natural wonders
- opportunities to meet local people
- highly qualified tour leaders
- extensive selection of Extratours
- world-friendly travel with an award-winning tour operator committed to people and the environment

## **Marco Polo – the expert for reasonably priced team discovery tours**

- explore a country's highlights
- special discoveries with Marco Polo Live
- local Marco Polo Scouts
- great value for money
- ecologically sensitive and socially responsible programmes

## **Hauser Exkursionen – the German market leader for slow trekking**

- active approach to seeing the world
- walking, trekking and cycling tours with an extensive cultural focus
- various levels of difficulty
- specially trained tour leaders
- responsible travel

# Business Developments in Figures

## Turnover in euro millions

2025: 278.8

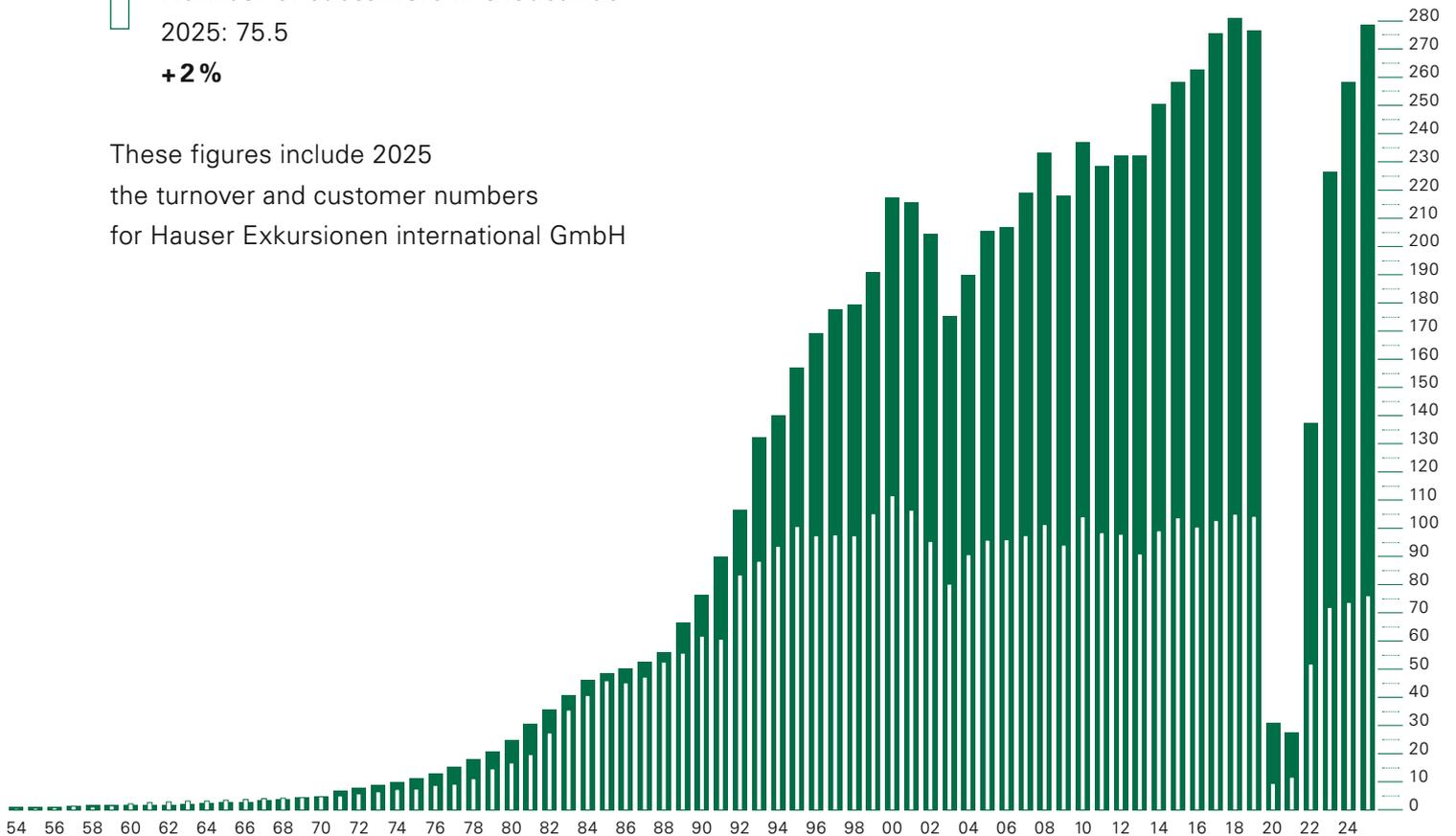
+9%

## Number of customers in thousands

2025: 75.5

+2%

These figures include 2025  
the turnover and customer numbers  
for Hauser Exkursionen international GmbH



## Corporate Data

<b>Founded:</b>	1954
<b>Purpose of Business:</b>	Operating intelligent holiday tours all over the world: the sophisticated way to travel
<b>Board of Directors:</b>	Philip Edel, Peter-Mario Kubsch
<b>Authorised signatories:</b>	Isabeau-Jutta Kubsch, Guido Wiegand
<b>Shareholders:</b>	Peter-Mario Kubsch, Melanie Kubsch, Florian Kubsch, Sebastian Kubsch, Tatjana Kubsch
<b>Employees:</b>	about 395 throughout the Group, including 24 trainees
<b>Tour leaders:</b>	about 600
<b>Subsidiaries:</b>	Studiosus Gruppenreisen GmbH; Marco Polo Reisen GmbH; Hauser Exkursionen International GmbH
<b>Sales:</b>	Around 5,500 travel agencies in Germany, Austria and Switzerland
<b>Share capital:</b>	EUR 1,000,000

## Studiosus Memberships

<b>DRV</b>	German Travel Association
<b>F. U. R.</b>	F.U.R. is the largest non-commercial organiser and commissioner of tourism research in Germany
<b>IATA</b>	International Air Transport Association
<b>StfT&amp;E</b>	Institute for Tourism and Development
<b>UN Global Compact</b>	United Nations Global Compact for Responsibility
<b>Roundtable Human Rights in Tourism e. V.</b>	Multi-stakeholder initiative that works to implement human rights due diligence in the tourism industry
<b>The Code</b>	Code of conduct for the protection of children in tourism
<b>KlimaLink e. V.</b>	Development and implementation of a uniform CO <sub>2</sub> e calculation standard for the tourism industry

## Hauser Exkursionen Memberships

<b>Forum anders Reisen</b>	Business association of sustainable tour operators that promote socially and ecologically responsible tourism projects
<b>Roundtable Human Rights in Tourism e. V.</b>	Multi-stakeholder initiative that works to implement human rights due diligence in the tourism industry
<b>The Code</b>	Code of conduct for the protection of children in tourism
<b>TourCert</b>	Awards the TourCert seal of approval for sustainability and corporate responsibility in tourism
<b>IATA</b>	International Air Transport Association

The Studiosus management system is certified according to DIN EN ISO 9001, DIN EN ISO 14001 and EMASIII (The European Union's Eco-Management and Audit Scheme).

The Studiosus Sustainability Report is based on the Global Reporting Initiative (GRI).

# Studiosus Group

## Studiosus Reisen München GmbH

### Studiosus

#### Cultural tours

The no. 1 provider of cultural tours in Europe

### Studiosus me&more

#### Group tours for single people and single travellers

### Studiosus smart & small

#### Holidays with a dash of culture

### Studiosus CityLights

#### City tours in groups

### Studiosus family

#### Family cultural tours

with adventure programme for adults with children aged 6–14

### Studiosus Incoming

#### Destination Management Europe

### kultimer

#### Events and cultural trips

## Marco Polo Reisen GmbH



#### Team Adventure and Discovery tours

- Discovery tours in groups of no more than 25 persons
- Mini-group tours with a maximum of 12 persons



#### Individual tours

Perfectly organised non-group tours



#### YOUNG LINE TRAVEL

Discovery tours for travellers between the ages of 20 and 35



#### YOUNG LINE TRAVEL for those over 35

With a bit of added comfort for adventure seekers over 35

## Studiosus Gruppenreisen GmbH

### Studiosus Gruppenreisen

Tailor-made tours for clubs, companies and groups of friends

## Hauser Exkursionen International GmbH



German market leader for slow trekking