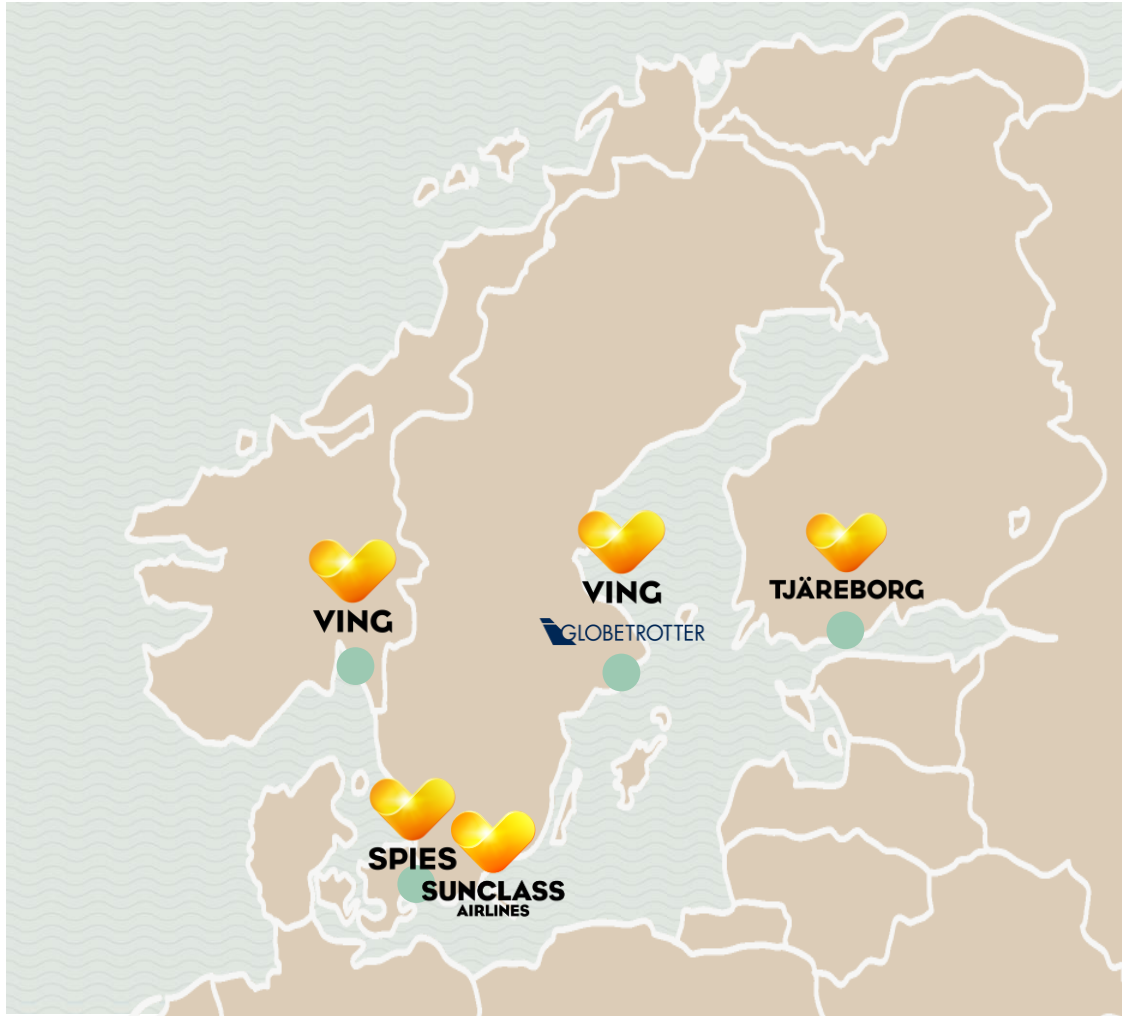




PACKAGE TOUR WITH TRAIN WILL THIS BECOME A BESTSELLER?

[By Lisbeth Nedergaard, head of communications spies & sunclass airlines]

Nordic Leisure Travel Group



Key facts

- More than 50 years in the travel industry.
- 4 markets with same business model, common flight/hotel purchasing, and destination management
- The company arranges package holidays with its own flights and hotels, sells flexible travel packages with regular flights, cruise packages, fitness trips as well as individual air tickets and hotel nights.

Key facts Nordic Leisure Travel Group 18/19

50+

Years in the industry

HOTELS PER CONCEPT

Sunprime 14

Sunwing 10

O.B.C. 3

SALES
94% direct sales
(86% web)
6% resellers



2 300

Employees

HOTELS
62% Apartments
84% Nordic Exclusivity
49% Guaranteed
47% Concept customers



1.5M

Sold holiday trips

14.2B

Turnover



LOLLO & BERNIE
Lollo was born 1976 and
Bernie 1994



60 000



20 000



850 00



135 000



45 000

379

Destinations

59

Countries

22

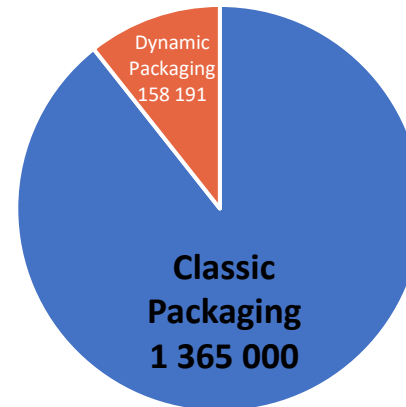
Football/F1/Round Tours

40

Departure airports

TOP 5 DESTINATIONS

1. Canaries
2. Greece
3. Mediterranean West
4. Turkey
5. Cyprus



NO. OF CUSTOMERS



SUNCLASS AIRLINES
11 aircrafts
ISO certified 14001
~92% cabin load factor

KEY FACTS & FIGURES 2019



Headlines 2019

Thomas Cook collapses into liquidation on 23 September.

30 October: **Stordalen, Aitor and TDR** presented as new owners of the Spies Group.

TCAS changes name to **Sunclass Airlines**.

PR Share of Voice: **52%**

Company information

63 years in the market NPS tour operator **54.2**

DKK **1.7** billion revenue Number of guests: **273.000**

Employees: **80** **28** charter destinations
Male: 30% Female: 70%

Top 5 destinations

GRAN CANARIA: 51.031

PALMA DE MALLORCA: 33.101

TENERIFE: 26.883

CRETE: 22.846

CYPRUS: 16.768



Pax per concept

Family Garden: 36.360

Sunwing Family Resorts: 32.556

Sunprime Hotels: 14.077

Ocean Beach Club: 5.798

Signature: 5.536

SunConnect: 3.040

29%

Number of guests buying All Inclusive

Pax per airport (departure)



Copenhagen: 162.965

Billund: 75.998

Aalborg: 26.165

Roenne: 2.303

Hamburg: 859

Odense: 2.303

Aarhus: 191

Load factor
99.1

Guests per country

Spain: 120.291

Greece: 57.438

Turkey: 20.334

Cyprus: 16.768

Portugal: 9.368

Thailand: 6.143

Egypt: 4.983

Italy: 4.234

Cap Verde: 3.378

The Gambia: 3.265

United Kingdom: 2.803

Bulgaria: 2.617

United Arab Emirates: 2.213

France: 2.044

United States: 1.790

Croatia: 1.406

Our guests

Male: **40%** Female: **48%**
Child: **11%** Infant: **1%**

Average age: **43**

Average booking days before depart.: **100**

Average staying days: **9**

Average price per person: DKK **6.146**

Average hotel rating: **4**

66%
buy
flight meal

76%
buy
transfer

3%
rent
AVIS car

Spies distribution

85%
online
booking

15%
telephone
booking

0%
buying
in store

0%
buying
via agent

Hotel accommodation

18%
Studio

39%
1 bedroom
apartment

5%
2 bedroom
apartment

33%
double
room

Communication platform

Spies.dk: 1.32 million visits per month

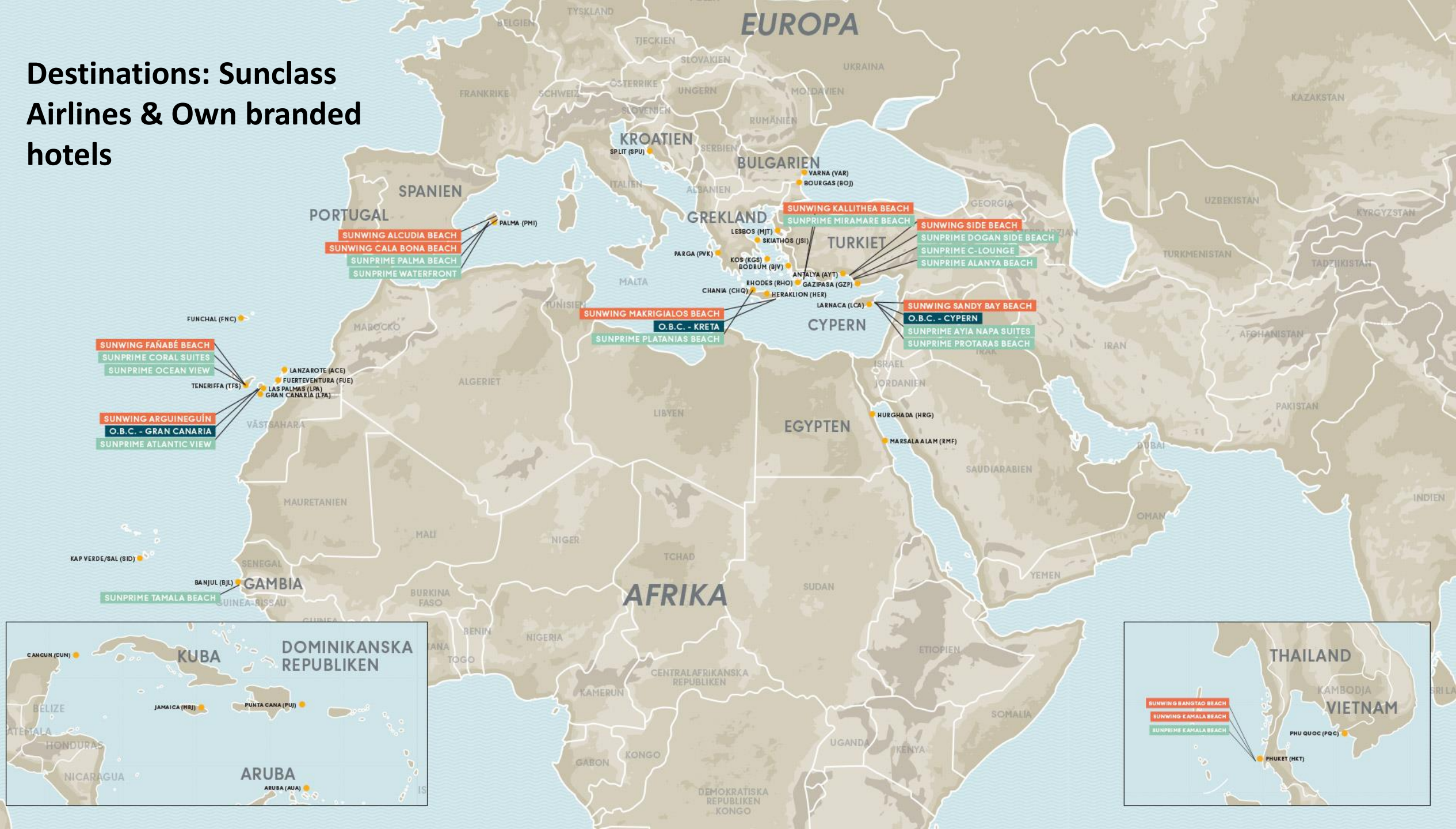
Spies app: 50.000 downloads (2019)

Spies newsletter: 200.000 members

Social media: 180.000 followers



Destinations: Sunclass Airlines & Own branded hotels



Dynamic packaging

THE BIG FIVES



CITY

1. London
2. Barcelona
3. Rome
4. Paris
5. New York



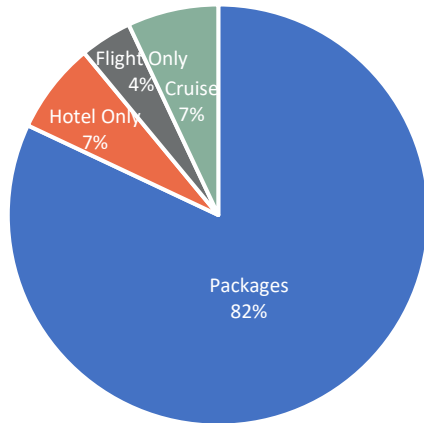
LONGHAUL

1. Maldives
2. Florida
3. Thailand
4. Bali
5. Mauritius

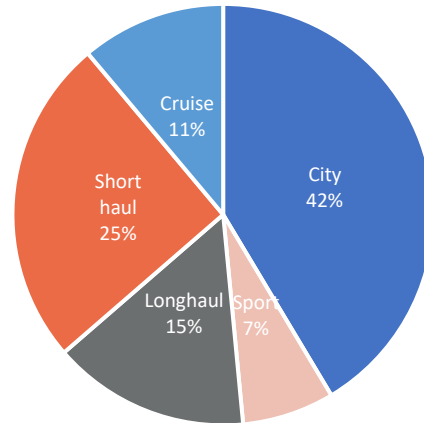


SHORT HAUL

1. Costa del Sol
2. Dubai
3. Mallorca
4. Malta
5. Gran Canaria



TRAVEL TYPE



BUSINESS AREAS (pax)

FLIGHT CARRIER SHARE PAX

Norwegian 53 259

Other 35 694

SAS 20 602

Finnair 11 051

Emirates 7 314

Qatar Airways 7 226

Lufthansa 7 184

TOP SIX (pax)

1. London
2. Costa del Sol
3. Dubai
4. Rom
5. Barcelona
6. Maldives



95k

DP pax at "Big Five"

160k

DP pax yearly

62

Countries

170

Destinations

6 000

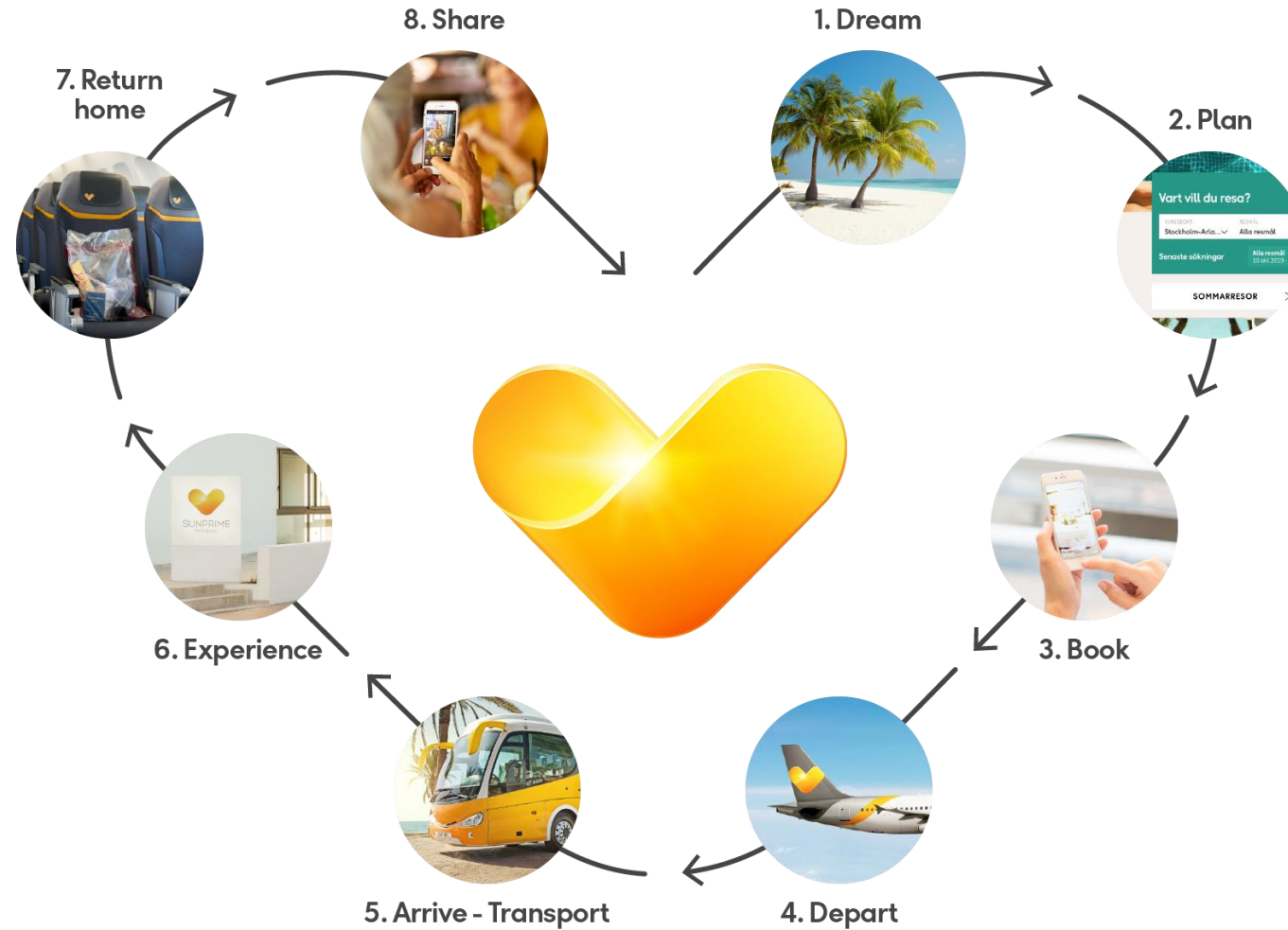
Hotels

Vision & philosophy



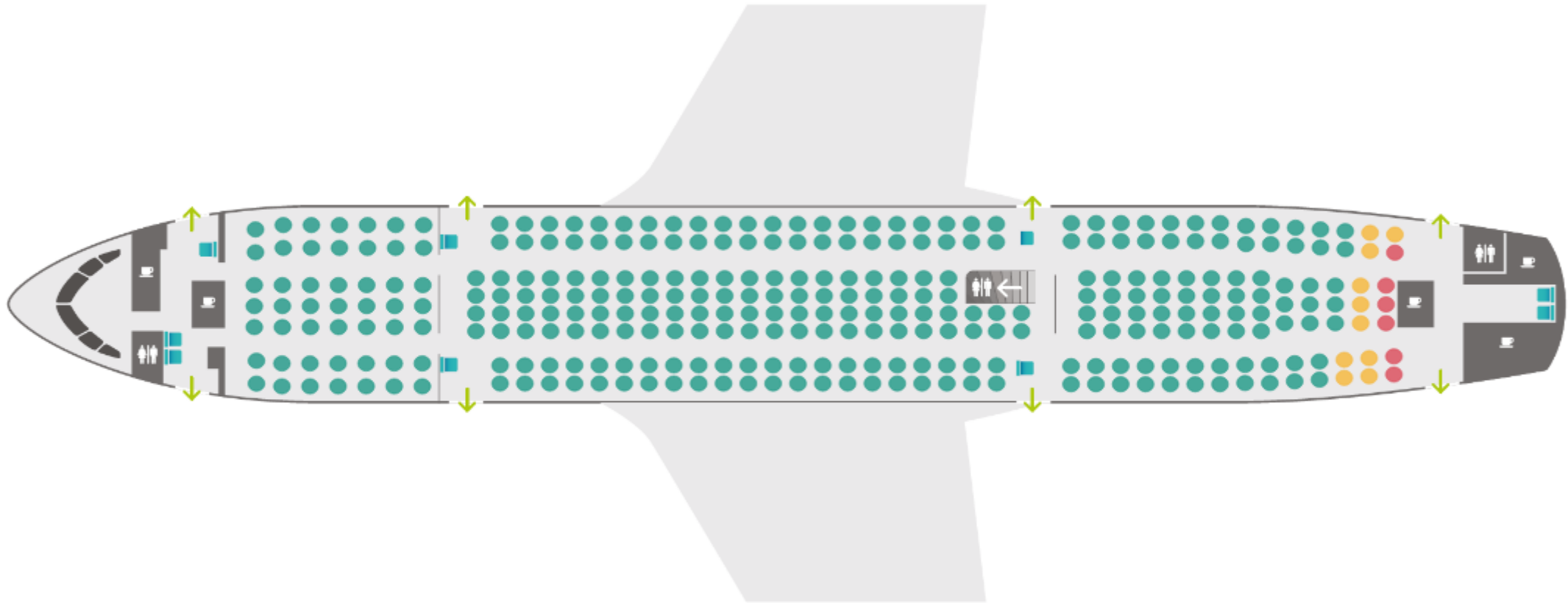
- **Vision**
To be the world's best-loved holiday company, delighting our customers, staff and shareholders.
- **Philosophy**
We are not selling trips, we are selling expectations, experiences and memories, and our aim is that our guests should have the best weeks of the year.
- **Customers first choice**
We shall be first in mind and first in choice when Nordic people are planning for a holiday abroad.
- **The Travel Industry's best Profitability**
We shall have the best profit margin compared to our competitors.

Moments of truth through the customer journey



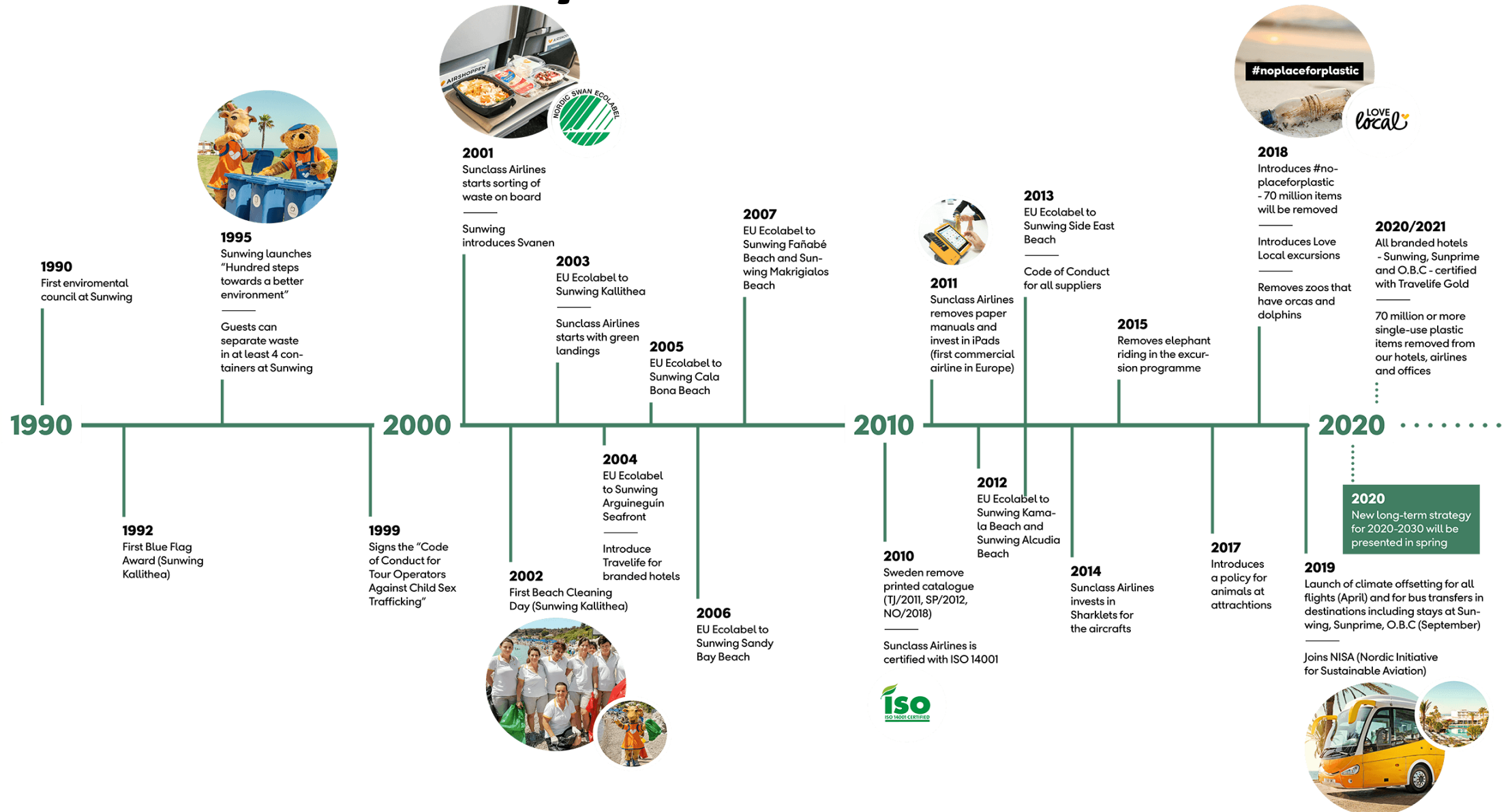
How satisfied were you with the holiday overall (1-5)

95% Satisfied , 3% Neutral , 2% Dissatisfied



TCNE FY 2019 Holiday Overall @ **95.3%**

Sustainability part of our business for many decades



Best climate offsetting program in the industry



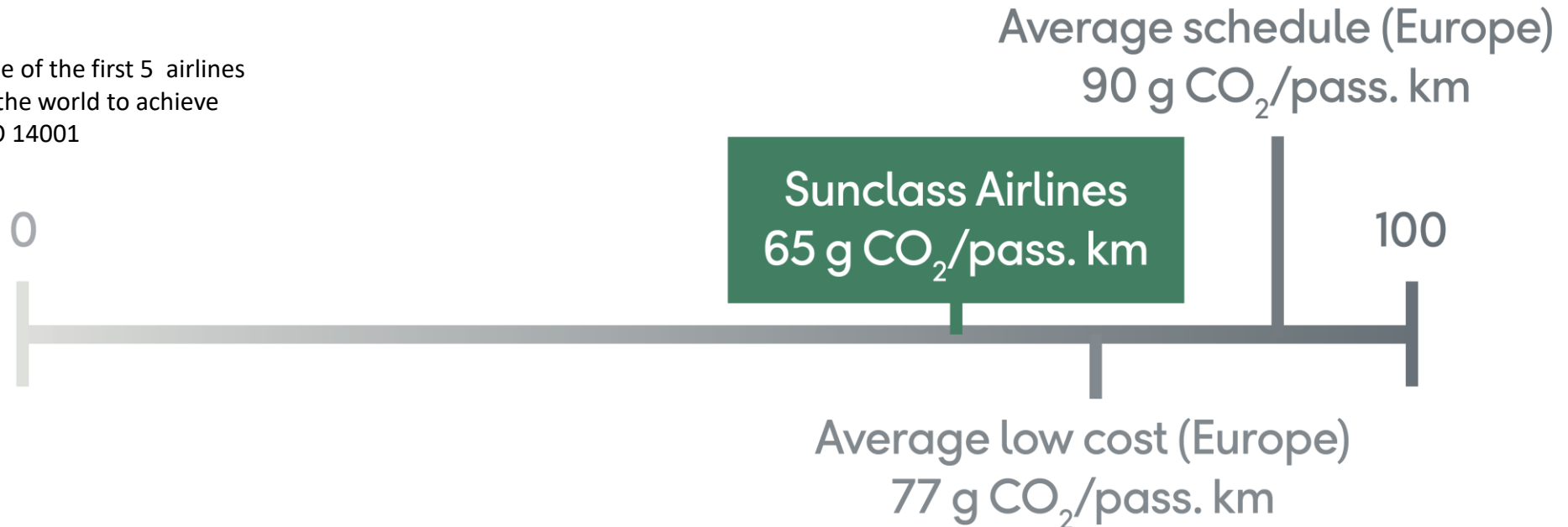
- **1.6 million** flying guests
- **500 000** guests at own branded hotels
- **1.1 million** guests bus transfer in destinations (CP)
- **125 000** people – positive impact



Sunclass Airlines best in class (emissions in comparison to others)



One of the first 5 airlines
in the world to achieve
ISO 14001





DEPARTMENT

SPIES INTRODUCED TRAIN TRAVELLING LAST YEAR

[Press, Insert - Header/Footer for insert text on all slides] NAME OF AUTHOR, TITLE

TOGREJSE

- Advertising in major daily newspaper Politiken d. 14. juli 2019:



 **når ferien kører på skinner**

Med Spies kan du nu også tage på ferie med tog. Du rejser gennem fantastisk natur og nyder, at landskaberne glider roligt forbi, og når du er fremme, venter en enestående vandrerejse i de schweiziske alper.

Vandrerejse med tog fra Københavns Hovedbanegård til Davos

Afrejse 8/9, 1 uge fra **11.995,-**

Læs mere og bestil ferien på spies.dk


SPIES

The result was not impressive

REJSEPLAN		
Fra - Til		
SØ 08/09	14:52	København H
SØ 08/09	16:38	Fredericia st
SØ 08/09	16:46	Fredericia st
SØ 08/09	18:07	Flensburg
SØ 08/09	18:15	Flensburg
SØ 08/09	20:11	Hamburg Dammtor
SØ 08/09	20:55	Hamburg Dammtor
MA 09/09	07:55	Basel SBB
MA 09/09	08:33	Basel SBB
MA 09/09	10:41	Landquart
MA 09/09	10:47	Landquart
MA 09/09	11:57	Davos Platz

- Despite lots of marketing

- Only 2 pax bookings

Our travel panel said:

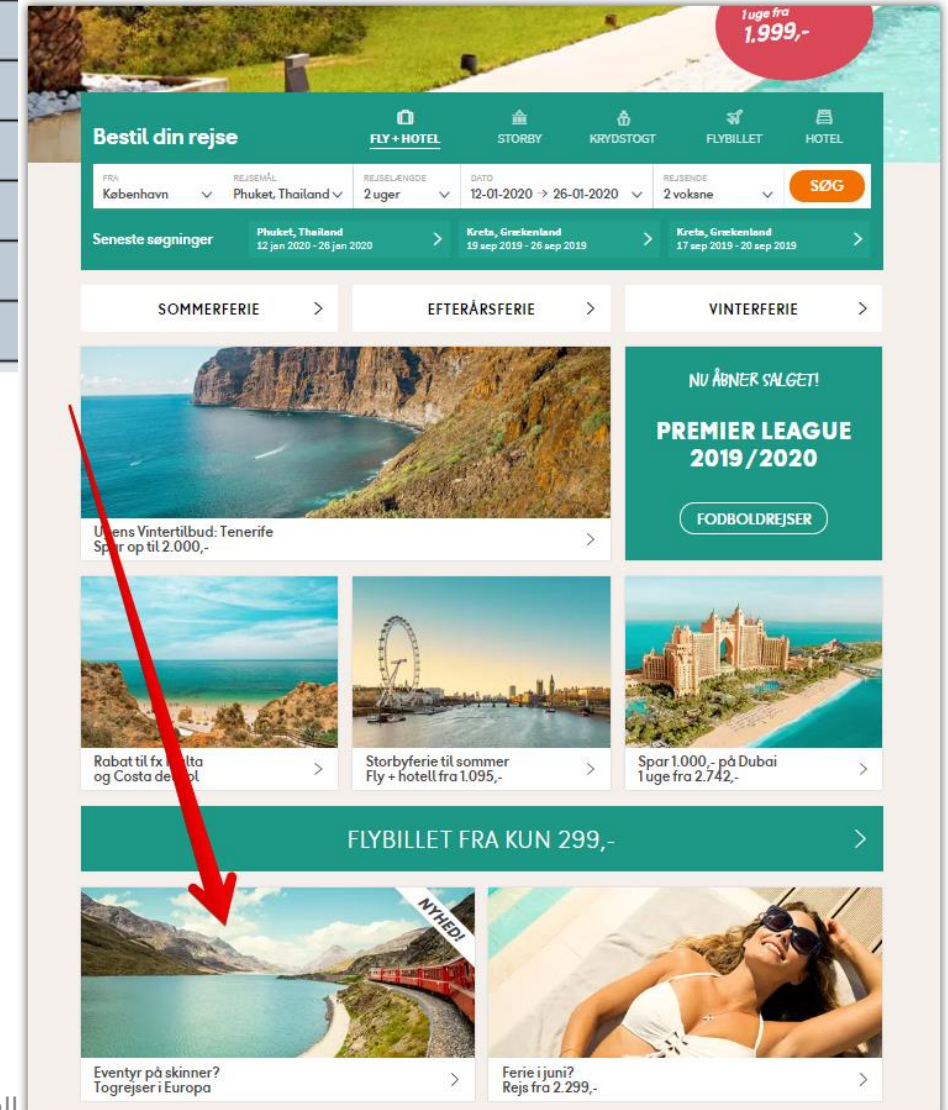
- Expensive
- Long and complicated journey (21 hours)
- No sun & beach

- We asked our panel**

- What is the most important for a holiday without kids: **59.8 % answered DIRECT FLIGHT**

- What is the most important for a holiday with kids: **52 % answered DIRECT FLIGHT**

- What is the most important for a citybreak: **57.8 % answered DIRECT FLIGHT**



So what do we need to re-introduce packagetours with train?

- Direct and fast connections
- Competitive prices
- The right destinations
- Being part of packatour