
Press kit

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INTRODUCTION

This division specialises in marketing leisure travel, holidays and business travel for **the Barceló Group**, sharing the prestige and solidity of Spain's leading organisation in the tourism and travel industry.

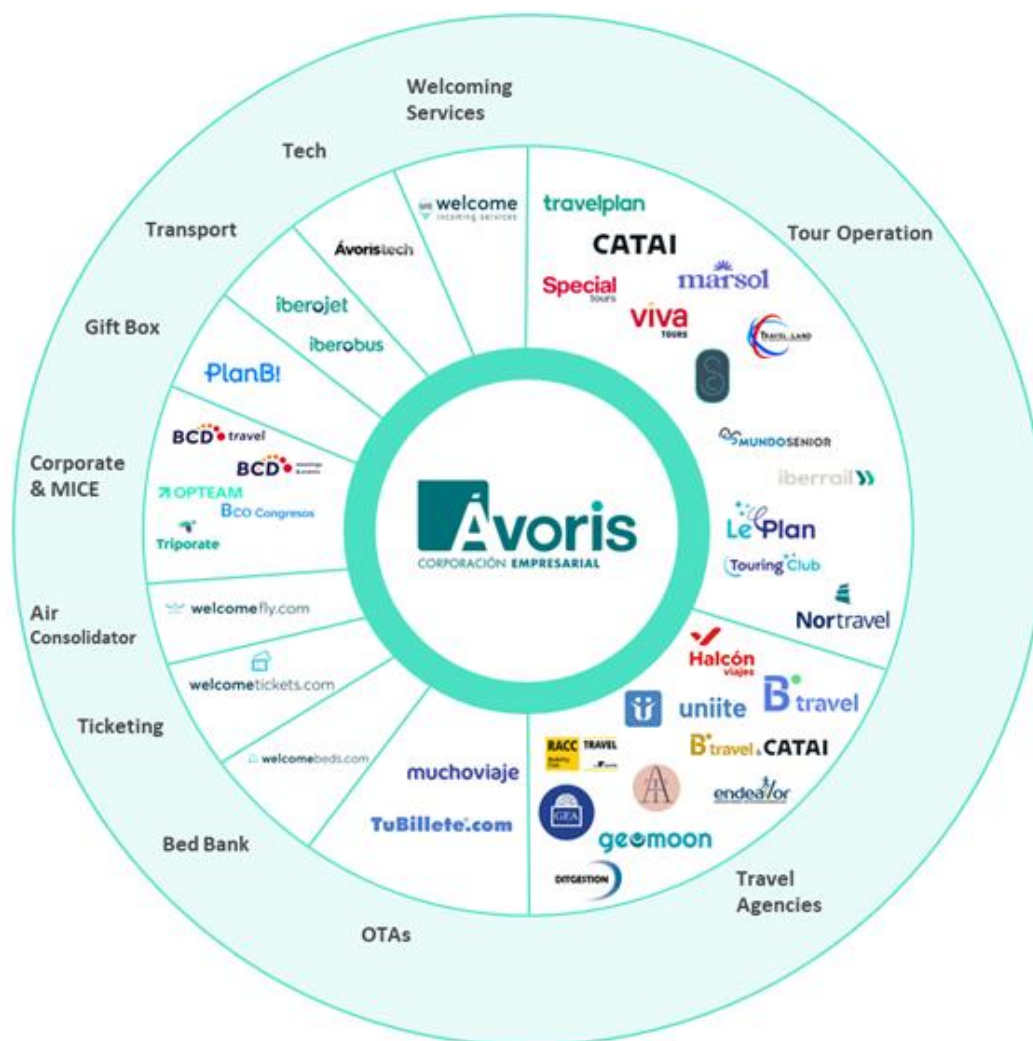
Focused on the travel agency business for more than 70 years, it has evolved from a multi-channel retail network to a global tour operator, entering the wholesale, retail, inbound and air markets. All its divisions have a clear focus on total customer satisfaction and profitability, sharing the company's values: commitment to the customer, personal growth, teamwork, passion, responsibility and innovation. **Ávoris** is particularly committed to the latter in its services and products, adapting to market developments with the aim of being pioneers in the sector.

Ávoris is not merely an integrated group of tourism companies, but a travel ecosystem specialising in the design, marketing and provision of leisure, holiday and business travel services. Since its inception, **Ávoris** has demonstrated a unique ability to adapt and grow in a constantly evolving market. Its portfolio includes more than 30 recognised brands that work in an orchestrated manner to offer travellers a wide range of services and destinations. This diversity not only ensures a varied and high-quality offering, but also allows **Ávoris** to serve different market segments, from accessible travel for all to catering to those seeking the utmost sophistication and luxury in their travels.

Ávoris' business model is divided into six main areas: distribution, product, transport, destination services, experiences and technology.

Following the incorporation in December 2020 of Globalia Corporación's travel businesses, a company was consolidated that is a clear leader in the travel and tourism sector in the Iberian Peninsula.

BRAND TABLE



DISTRIBUTION

Ávoris' distribution division is divided into four main areas of specialisation: leisure, corporate, conferences and online. Below is a summary of the activity and target audience of each of these business areas:

HOLIDAYS

Ávoris' holiday division includes **Halcón Viajes**, **B travel**, **Viajes Ecuador** and **RACC Travel by Ávoris**, brands that together comprise an extensive network of over 1,000 travel agencies in Spain and Portugal. These **Ávoris** brands have a long tradition in the holiday segment, serving more than three million travellers. It is undoubtedly the leading network of retail travel agencies in Spain and Portugal, offering its services through multiple channels via its online portals and telephone customer service centres for travellers who prefer these sales channels.

B travel has the sub-brand **B travel & CATAI**, which forms a network of spaces with a presence in the main cities of Spain and Portugal, where travellers seeking more exclusive trips are attended to by highly specialised advisors.

In 2021, **Ávoris** reached a strategic agreement with RACC, taking over the management of the **RACC Travel by Ávoris** travel agency network, offering services to all RACC members and regular customers in the areas covered by these agencies.

Recently, in August 2025, **Ávoris** announced the incorporation of the **Atlantida Travel** agency, which has redefined the concept of a travel agency, acting as a true workshop of tailor-made experiences for customers looking for more than just an itinerary. Its approach as "Travel Curators", its membership of the Virtuoso network and its close collaboration with the world's leading hotel chains have been key to positioning it as a benchmark in the tourism sector.

Ávoris also has **Geomoon**, **GEA** and **DIT Gestión**, travel agency management groups that offer independent agencies all the advantages of belonging to a large vertical group, while maintaining their own identity, thus extending the reach of

the distribution division to more than 2,000 independent travel agencies throughout Spain.

CORPORATE AREA

This is the B2B business branch that encompasses five brands specialising in different areas of activity:

- **BCD Travel**, a division specialising in business travel with global management capabilities. It operates in Spain and Portugal.
- **BCD Meetings & Events**, an events agency focused on creating unique experiences. Like the previous one, it also operates in Spain and Portugal.
- **BCD Sports**, a travel agency specialising in the management of sports organisations, clubs and federations.
- **Opteam**, an agency committed to designing tailor-made corporate experiences. It has a Special Employment Centre to respond to the LGD needs of companies;
- **Triporate** offers the best solution for business travel, thanks to the use of artificial intelligence, marking the difference between a traditional travel agency and the agency of the future.

CONFERENCE AREA

For the organisation and management of conferences, **Ávoris** has **Bco Congresos**, a professional conference operator that in 2019 organised the United Nations Climate Change Conference held in Madrid (COP25), having received recognition from the United Nations as an "outstanding" supplier.

In short, the strength of global management with a presence in more than 170 countries and local action with more than 100 offices nationwide to offer a B2B service that achieves excellence.

Overall, the corporate area has more than 1,450 professionals, more than 5,000 clients under management and a turnover of more than €900 million in Spain and Portugal.

ONLINE AREA

For the online area, **Ávoris** has the brands **Muchoviaje** and **TuBillete.com**, its OTAs or online travel agencies, reinforcing **Ávoris'** commitment to e-commerce and where customers can find a varied and unrivalled range of trips to the Caribbean, tours and long-distance travel.

In addition to **Muchoviaje** and **TuBillete.com**, **Ávoris** markets its travel offerings through the following portals:

- www.btravel.com
- www.halconviajes.com
- www.viajesecuador.com
- www.racctravel.com
- www.iberojet.com

PRODUCT

TOUR OPERATOR

Ávoris' product area brings together twelve tour operators that put together holiday packages (transport, accommodation, activities, etc.) for sale through travel agencies and **Ávoris'** own network, with the aim of offering travellers values such as knowledge, safety, style, flexibility, experience and responsiveness in all its products and services.

The tour operators within the product area include seven generalist brands: **Travelplan**, **CATAI** (leading operator of long-distance travel), **Iberrail**, **Viva Tours**, **Marsol**, **Southern Cross**, **Nortravel** (Portugal); and five specialist brands: **Mundosenior**, **Special Tours**, **LePlan Ilusiones**, **Touring Club** and **Travel.Land**.

Tour operators put together holiday packages (transport, accommodation, activities, etc.) for sale through all travel agencies in Spain and Portugal, including agencies in the **Ávoris**, **Halcón Viajes**, **B travel**, **Viajes Ecuador** and **RACC Travel by Ávoris** networks and associated agency management groups. The aim is to offer travellers all their products and values, such as knowledge, safety, style, flexibility, experience and responsiveness.

Below is a summary of the activities and target audience of each of these tour operators:

Travelplan: since it was established as a wholesale travel agency in 1986, Travelplan has been operating in Spain and Portugal and has become the leading tour operator in the Spanish market in terms of both number of destinations and number of passengers. Its programme covers all types of products and destinations, with a wide range of trips to the Caribbean, where travellers can enjoy the experiences they have always dreamed of. From Portugal, it operates charter flights from Lisbon and Porto.

CATAI: with more than 40 years in the market, it is one of Spain's leading tour operators for tailor-made long- and medium-haul trips to destinations around the

world, offering more than 600 tailor-made and standardised itineraries covering 5 continents and more than 100 countries.

Viva Tours: a tour operator specialising in long, medium and short-haul trips (Europe and islands), the result of a partnership between **Ávoris** and Iberia Líneas Aéreas, aimed at a universal target market, offering a wide variety of exclusive destinations.

Marsol: founded in 1993, it focuses its activity as a generalist tour operator with a wide variety of products and guaranteed departures, specialising in hotels and its own products, with personalised service, marketing tours in Spain, France and Portugal to the retail network.

Southern Cross: a tour operator specialising in tailor-made trips to destinations around the world, with offices in Barcelona and Madrid, **Southern Cross** designs the most luxurious and comprehensive travel catalogue every year, which is distributed to travel agencies throughout Spain and Andorra. With a special emphasis on experiential travel, a highly qualified team of designers creates elaborate à la carte programmes for couples, families and small groups.

Nortravel: the meticulous design of its trips, the careful selection of its suppliers and a programme that stands out for its tours of Europe, great trips around the world, as well as stays and tours in Brazil, the Azores and Madeira have made **Nortravel** the leading tour operator in the Portuguese market. Sold in all travel agencies in Portugal, they are synonymous with quality, high added value, good service and exquisite customer care.

For its part, **Ávoris'** specialist tour operators have the best specialists dedicated to various tourism segments:

Special Tours: specialising in tours with more than 40 years of experience, this tour operator has become the benchmark brand for Spanish-speaking travellers to destinations on all 5 continents.

For the Spanish market, the tour operator markets Europe, and for the Latin American market, it markets Europe, the Middle and Far East, Central Asia, Africa, Australia and exotic destinations. The quality of its tour guides, the care taken in planning its itineraries and its state-of-the-art coaches make it a benchmark for this type of travel.

Iberrail: This is **Ávoris'** brand specialising in train+hotel. In partnership with Renfe and the leading companies in the railway sector, it offers a simple, comfortable and environmentally friendly high-speed transport model. In addition, it markets luxury travel products, with trains such as the Transcantábrico Gran Lujo, Al Andalus, etc.

LePlan & Touring Club: These are, respectively, the tour operator and official distributor specialising in trips to Disneyland Paris, Walt Disney World in Orlando and Disney Cruises. They enjoy a strong position among travel agencies thanks to quality products at very competitive prices and the added value of their year-round promotions that allow customers to experience the magic of Disney through tailor-made programmes: flights, accommodation, tickets, etc. They have a professional team highly specialised in the product, which brings the added value of more than 25 years of experience.

Mundosenior: This is **Ávoris'** specialist operator for senior tourism. It has the best professionals dedicated to this tourism segment and has been managing IMSERSO trips for more than 25 years. It also designs and markets trips and experiences aimed at people over 55.

BED BANK

Under the **Welcomebeds** brand, **Ávoris** offers advanced solutions that optimise connectivity between hotels and sales channels. Its technology platform facilitates efficient inventory and rate management, automating processes and

reducing operational friction. It also provides *revenue management* tools to optimise the occupancy and profitability of partner hotels.

With more than 350,000 hotels in 200 countries, **Welcomebeds** offers travel agencies, tour operators and OTAs access to a diversified hotel offering with real-time availability. The platform supports multiple distribution models, including direct integration via API/XML, web bookings and connection to inventory aggregation platforms.

As a strategic part of **Ávoris**, **Welcomebeds** helps reduce dependence on external bed banks, optimise costs and improve operating margins, strengthening competitiveness in tourism distribution. In line with **Ávoris'** global strategy, **Welcomebeds** focuses on consolidating the domestic and Caribbean market, as well as international expansion and product optimisation.

Welcomebeds supplies inventory to key **Ávoris** brands and their agencies associated with management groups, allowing greater control over supply and customer experience, ensuring availability, competitive prices and better hotel *yield* management.

Operating on a *cloud-native* infrastructure, **Welcomebeds** ensures scalability and high availability, optimising performance even during periods of high demand. Its connectivity allows integration with multiple hotel suppliers and *channel managers*, optimising inventory distribution in real time. The platform includes *pricing intelligence* and *business intelligence* solutions, dynamically adjusting rates according to demand and customer segmentation, and integrates *machine learning* algorithms to improve occupancy trend prediction and optimise sales conversion.

Welcomebeds faces competition in hotel distribution by specialising in margin optimisation through automation and reduction of intermediaries, strengthening its digital ecosystem to offer an optimised offering tailored to the needs of the hotel sector and its distributors.

AIR CONSOLIDATOR

Welcomefly is the platform designed by **Ávoris** to improve profitability and simplify airline operations for travel agencies. This tool offers exclusive fares,

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Press contact:
Carlos Garrido de la Cierva
carlos.garrido@avoristravel.com
+34 629 85 28 83

multi-channel technology and specialised customer service, providing more business opportunities and agile support. Operating in Spain and Portugal, **Welcomefly** forecasts a turnover of €100 million by 2025.

Welcomefly combines multigds technology, direct connection to Amadeus and Travelport, and exclusive content from more than 15 airlines through NDC integration. In addition to standard fares, it offers tailored fares for tour operators, VFR, SMEs, seafarers and negotiated fares, as well as exclusive quotas for Latin America and options for Asia, Africa and China. This approach allows agencies to cover diverse customer profiles without leaving the platform.

The user experience includes integrated chat, telephone and email support, and a 24-hour emergency channel. **Welcomefly** also offers flexibility in payment methods and integrates with the main back offices on the market, optimising after-sales management.

Ávoris unifies its air consolidation offerings and services under the **Welcomefly** brand on a scalable platform.

With more than 3,000 points of sale within its ecosystem and a business model that prioritises the traveller experience, **Ávoris** seeks to lead the air consolidation segment with **Welcomefly**, transforming the way agencies manage and monetise their air offerings.

TRANSPORT DIVISION

AIR

Since 2013, **Ávoris** has had two airlines of its own, Evelop in Spain and Orbest in Portugal, which operate under the joint brand name **Iberojet**. This division operates its own charter flights to holiday destinations, complemented by regular routes distributed through GDS and agencies and its website iberojet.com. The airline has a special focus on the Caribbean and the Canary Islands, and operates long-haul routes to destinations such as Mauritius and Thailand.

Iberojet has designed its value proposition to become the airline of choice for its current and future customers. Punctuality is the cornerstone of its operational efficiency, and its goal is to be the number one choice in the Spanish charter and ACMI market. The airline focuses on offering differentiated experiences, supported by highly qualified and committed staff, a modern fleet and the use of advanced technologies and artificial intelligence, such as chatbots and services via WhatsApp.

Iberojet's fleet consists of eight aircraft, with an average age of seven years: two Airbus A350-900s with a capacity for 432 passengers, two A330-900Neos, two Airbus A330-300s with a capacity for 388 passengers, one Airbus A330-300 with a capacity for 299 passengers in a double cabin (263 economy + 36 *business*) and one Airbus A320-214 with a capacity for 180 passengers.

ROAD

Iberobus is the brand name of **Ávoris'** coach division. It has been operating in the Spanish market for over 40 years, offering a wide range of transport services, assistance at conferences, events, national and international tours, and specialising in the discretionary passenger transport segment. With its own fleet of nearly 50 coaches, it manages agreements with the main Spanish operators, giving it access to more than 300 additional vehicles. It is renowned for its high quality of service, tailored to the specific needs of each customer.

The vehicles are equipped with all the amenities: Wi-Fi, power sockets, USB ports, bathroom, PRM (platform for people with reduced mobility), individual screens and sound systems.

INCOMING SERVICES

Ávoris has a brand specialising in the provision of services at the destination: **Welcome Incoming Services**. The destination services and experiences division is a global distribution platform for the group's own and associated receptive services and products. It has a direct presence in 7 countries with 19 offices, providing a real and agile solution for the purchase and booking of accommodation, *transfers*, excursions, hotel services and professional multilingual guides. It offers assistance to more than 4 million customers in the destinations where it operates, focusing on its own value-added products.

Welcome Incoming Services supports customers throughout their trip, thus guaranteeing the quality of the service. The brand is present in countries such as Mexico, the Dominican Republic, France, Cuba and India, as well as in the Balearic and Canary Islands.

In addition to the inbound services provided by **Welcome Incoming Services**, **Ávoris** has simultaneously strengthened its activities at destination by incorporating services in Rovaniemi (Finland) for trips to Lapland and has **B Destination Services** as an inbound services brand specialising in corporate clients.

EXPERIENCES

TICKETING

Welcometickets provides travel agencies, tour operators and other B2B market players with access to a wide range of tickets for shows, cultural activities, sporting events and unique experiences in destinations around the world.

The platform stands out for its cutting-edge technology, which enables efficient inventory and fare management, optimising connectivity between ticket providers and sales channels. **Welcometickets** offers an intuitive and easy-to-use interface, facilitating real-time ticket search, booking and purchase.

One of **Welcometickets'** strategic pillars is its focus on personalisation and flexibility. The platform is designed to adapt to the specific needs of each customer, allowing for the configuration of customised packages and the creation of tailor-made experiences. This modular and adaptable approach ensures that agencies can offer their customers unique and exclusive options, improving satisfaction and loyalty.

GIFT BOXES

PlanB! is **Ávoris'** proposal designed to offer unique and memorable gift experiences in six different categories, which are marketed through more than 3,650 points of sale in physical and digital formats. This proposal specialises in providing a wide range of leisure and entertainment options, perfect for any occasion, from weekend getaways and gourmet dinners to adventure activities and wellness treatments. **PlanB!** is the ideal choice for those looking to surprise someone with a special gift.

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The **PlanB!** digital platform stands out for its ease of use and focus on personalisation. Users can browse an extensive selection of experiences, filtering according to their preferences and needs. Each option is carefully selected to ensure quality and satisfaction, allowing customers to give the gift of unforgettable moments. In addition, **PlanB!** offers the possibility of personalising gifts with special messages and presentations, adding a personal touch that makes all the difference.

PlanB! also stands out for its commitment to sustainability and social responsibility. The platform collaborates with suppliers who share these values, promoting responsible practices and experiences that respect the environment.

ÁVORISTECH: TECHNOLOGY AND INNOVATION

Ávoris does not see innovation as a tool or department, but as a living architecture that transforms and expands its business model without getting in the way. Technology must be invisible to the customer and flexible to the business in order to be effective. The technological transformation began in 2018, when **Ávoris** identified that its *on-premise* model was hindering growth. They migrated their entire infrastructure to the cloud, adopting an operational *DevOps* culture.

The operational transformation was a logical consequence of supporting the business and removing technical obstacles, and served to redesign the way of working, giving autonomy to technical teams and ensuring system stability and cost control.

Today, the *cloud* infrastructure is just the beginning. Technology is integrated into all layers of the group: product development, customer relations, data analytics, and cybersecurity. Technical centres no longer store applications or systems, only networks and security elements. Everything is orchestrated from the cloud with constant updates and vulnerability analyses in continuous improvement cycles.

Technology has transformed the group's culture, enabling faster collaboration between departments and scaling products with agility. Software development

now follows short, iterative cycles, with validation and *feedback* almost simultaneous with design.

Artificial intelligence is a strategic pillar, applied in a practical way in various functions: personalisation of the traveller experience, sales optimisation, agent assistance and improved operational efficiency. Cybersecurity is a priority, with tested policies and automated updates.

Ávoris operates in diverse segments, adapting technology to each line of business. The modularity of its technical architecture allows it to integrate new services and scale operations smoothly, maintaining profitability even in years of high operational demand. Technology becomes culture, driving every decision and service, proving that technology used well is not noticed, but felt.

TALENT: THE KEY TO ÁVORIS

The **Ávoris** team is made up of the talent of its members, more than 6,400 professionals spread across 25 countries.

Since before 2016, **Ávoris** has been implementing a continuous and iterative digital transformation process. This is reflected in its own working model, both in its relationship with customers and with the professionals who make up its operational teams. Innovation in internal processes is achieved through the implementation of different tools that improve and streamline the relationship between employees and the company: remote distributed work systems, an employee portal, and a flexible remuneration and training management platform.

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Press contact:
Carlos Garrido de la Cierva
carlos.garrido@avoristravel.com
+34 629 85 28 83

Training is a key factor in driving talent growth and innovation, as well as internal promotion. With offices in Palma and Madrid, **Ávoris Travel School** was inaugurated in 2025, an innovative training school designed to meet the growing demands for specialisation in the tourism sector. The school offers training programmes tailored to both internal and external needs, providing tools for the development of young talent and enhancing the skills of **Ávoris** employees and collaborators. In addition, this project has the collaboration of leading technology companies such as Microsoft and Amadeus.

To support areas of vital importance to the company, more than 170,000 hours of training are provided each year to the entire workforce. These actions are carried out using methodologies and tools that, in addition to fulfilling their training purpose, are designed to develop and promote **Ávoris'** values as benchmarks for a new way of understanding and experiencing the world of travel.

The company continues with its policy of supporting job stability and quality, with more than 85% of employees on permanent contracts and a team made up of 74% women. Continuous improvement in the quality of life of people in their workplace remains a priority for the company, which is why measures to promote work-life balance and rationalisation of the working day are being promoted.