

PRESS KIT

May 2024

ÁVORIS CORPORACIÓN EMPRESARIAL

Ávoris is the division of the **Barceló Group** specialising in leisure, holiday, and corporate travel, which shares the prestige and solidity of the leading organisation in Spain in the tourism and travel industry.

For over 70 years it was focused on the travel agency business and evolved from a multi-channel retail network to a global tour operator, entering the wholesale, retail, inbound and air transport 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 especially committed to the latter in its services and products, adapting to market developments with the aim of being a pioneer in the sector.

Moreover, Ávoris is not a mere group of tourism companies, but a travel ecosystem, specialising in the design, marketing and provision of leisure, holiday, and corporate 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 thirty recognised brands working 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 cater to different market segments, from travel that is accessible to everyone to those who seek the utmost sophistication and luxury in their travels.

Ávoris' business model is divided into four principal areas: distribution, product, airline, destination services and experiences.

In 2019, Barceló Group signed an agreement with Globalia Corporación Empresarial, which was approved by the National Markets and Competition Commission (CNMC) in May 2020. In December 2020, the merger agreement was ratified by both companies, with control of the company falling to Barceló Group, which soon took over the entire share capital of the resulting company. This merger consolidated a company that is a leading player in the travel and tourism sector in Spain and one of the main operators in Portugal.

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DISTRIBUTION

Ávoris' distribution division is divided into four primary areas of specialisation: holiday, corporate, congress and online. Below is a summary of the activity and targets public of each of these business areas:

HOLIDAY AREA: Ávoris operates Halcón Viajes, B travel, Viajes Ecuador and RACC Travel by Ávoris brands for the holiday area, those together bring an extensive network of +1,100 travel agencies in Spain and Portugal. These Ávoris brands have a long tradition in the holiday segment, serving well over three million travellers. They are undoubtedly the leading network of retail travel agencies in Spain and Portugal, which also offer their services in a multichannel way through their online portals and telephone travel centres for those travellers who opt for these sales channels.

B travel has a sub-brand, B travel & CATAL, a network of spaces where the traveller who demands more exclusive trips is attended by highly specialised advisors. These agencies are placed in the main cities of Spain and Portugal.

In 2021 Ávoris reached a strategic agreement with RACC (Real Automóvil Club Cataluña), assuming the managing of its travel agencies. This network is now called RACC Travel by Ávoris, offering service to all RACC members

and regular customers in the areas covered by these agencies.

Ávoris also owns Geomoon, a Travel Agency Management Group that offers all the advantages of belonging to a large vertical group to independent agencies, while maintaining their own identity.

Ávoris also has strategic distribution agreements with the management groups GEA and Dit Gestión, thus extending the reach of the distribution division to more than 2,000 independent travel agencies throughout Spain.

CORPORATE AREA (TRAVEL AND EVENTS): this is the B2B business branch that encompasses 5 brands specialising in different fields of action:

- BCD Travel, a specialist business travel division with global management capabilities.
- BCD Meetings & Events, an events agency aimed at creating unique experiences.
- BCD Sports, travel agency specialised in the management of sports entities, clubs and federations.
- Opteam, an agency committed to the design of customised corporate experiences. It has a Special Employment Centre to respond to the LGD needs of companies.
- Triporate offers the best solution for corporate travel, thanks to the use of artificial intelligence, making the

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difference between a traditional travel agency and the agency of the future.

CONGRESS AREA: Ávoris relies on BCO Congresos for the organisation and management of congresses, a professional congress operator that in 2019 organised the United Nations Climate Change Conference in Madrid (COP25), having received recognition from the United Nations as "outstanding" provider.

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 business volume of more than 900 million euros in Spain and Portugal.

ONLINE AREA: The online area of Ávoris operate Muchoviaje and TuBillete.com brands, its OTAs or online travel agencies, reinforcing Ávoris' commitment to e-commerce. These brands enable customers to find a varied and unrivalled range of trips to the Caribbean, tours, and major trips.

In addition to Muchoviaje and TuBillete, Ávoris markets its travel offer through the portals:

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

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PRODUCT

The Ávoris product area brings together twelve tour operators that produce holiday packages for sale through all travel agencies in Spain and Portugal and Ávoris' own network, with the aim of offering travellers its values such as knowledge, safety, style, flexibility, experience, and responsiveness in all its products and services.

The tour operators that constitute the product area include seven generalist brands: Travelplan, Jolidey, CATAI, the leading operator of major tours, Iberrail, Viva Tours, Marsol, Nortravel in Portugal; and five specialised brands: Mundosenior, Special Tours, LePlan Ilusiones, Touring Club and Travel.Land.

Tour operators prepare holiday packages (transport, accommodation, activities, etc.) for sale through all travel agencies in Spain and Portugal, including the agencies in Ávoris' own network, Halcón Viajes, B travel, Viajes Ecuador and RACC Travel by Ávoris. The aim is to offer the traveller in all its products and values such as knowledge, safety, style, flexibility, experience and responsiveness.

The activity and target audience of each of these tour operators is summarised below:

Travelplan: Since it was set up 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 of passengers. Its programme covers all types of products and destinations, where travellers can live the experiences they have always dreamed of. It operates charter flights from Spain and Portugal (with departures from Lisbon and Oporto).

Jolidey: Operates in Spain and Portugal, focusing on Caribbean destinations, combining the values of quality and service with the needs of a type of consumer looking for flexibility in travel at very competitive prices, with an offer that covers the Caribbean, long-haul on scheduled and charter flights. In Portugal it operates charter flights from Lisbon to the Caribbean.

CATAI: More than 40 years in the market makes CATAI one of the leading tour operators in Spain for long and medium haul tailor-made trips to destinations all over the world; it offers more than six hundred tailor-made and standardised itineraries covering the five continents and more than one hundred countries.

Viva Tours: tour operator specialising in long, medium and short-haul trips (Europe and islands). It is the result of the Ávoris alliance with Iberia airline, and aimed at a universal target group, which is offered a wide variety of destinations on an exclusive basis.

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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 product, with personalised service, marketing to the retail network of circuits in Spain, France and Portugal.

Nortravel: The meticulous design of its trips, the careful selection of its suppliers and a programme in which its tours around Europe, the great trips around the world, as well as stays and tours in Brazil, Azores and Madeira stand out, have made Nortravel the tour operator of reference in the Portuguese market. The products marketed in all travel agencies in Portugal are synonymous with quality, high added value, good service, and exquisite customer care.

Ávoris' specialist tour operators have the best specialists dedicated to various tourism segments:

Special Tours: specialised in tours with more than 40 years of experience, this tour operator has become the brand of reference for Spanish-speaking travellers with destinations in the five continents.

The tour operator markets Europe for the Spanish market and Europe, the

Middle and Far East, Central Asia, Africa, Australia, and exotic destinations for the Latin American market. The quality of its accompanying guides, the care of its tours, as well as its state-of-the-art coaches, make it a benchmark in this type of travel.

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

LePlan & Touring Club: They are, respectively, the tour operator and the official distributor specialising in trips to Disneyland Paris, Walt Disney World in Orlando, and Disney Cruises. They are strongly positioned among travel agencies thanks to their quality products at very competitive prices and the added value of their promotions throughout the year that allow you to experience the magic of Disney through programmes designed to suit the client: flights, accommodation, tickets... They have a professional team highly specialised in the product, which brings the added value of more than 25 years of experience.

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Mundosenior: Ávoris is the operator specialising in senior tourism trips. It has the best professionals dedicated to this tourist segment and has been managing IMSERSO trips for over 25 years. It also designs and markets trips and experiences aimed at people over 55.

Finally, Welcomebeds is Ávoris' bed bank and operates as a global online distribution platform for hotels, transfers, excursions, and services worldwide, with more than 350,000 hotels in its portfolio, a multilingual call centre service and exclusive offers at the best prices on the market.

INCOMING SERVICES

Ávoris has a brand specialising in the provision of destination services: Welcome Incoming Services. The destination services and experiences division is a global distribution platform for the group's own and associated incoming services and products. It has a direct presence in 6 countries with 18 delegations, being a real and agile solution for the purchase and contracting of accommodation, transfers, excursions, hotel services and professional multilingual guides. It offers assistance to more than 4 million clients in the destinations in which it operates, with a commitment to its own product with added value.

Welcome Incoming Services is at the clients' side during the trip and in this way guarantees the quality of the service. The brand is present in countries such as Mexico, Dominican Republic, Cuba and India, as well as in the Balearic and Canary Islands.

In addition to the incoming services of Welcome Incoming Services, Ávoris has in parallel strengthened its destination activities with the incorporation of services in Rovaniemi (Finland) for trips to Lapland and has B Destination Services as a brand of incoming services specialising in corporate clients.

AIR DIVISION

Since 2013, Ávoris has had two own airlines, Evelop in Spain, and Orbest in Portugal, which operate under the joint commercial brand Iberojet. This division operates its own charter flights to holiday destinations, complemented by scheduled 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

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efficiency, and it aims 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 WhatsApp services.

Iberojet's fleet consists of 7 aircraft, with an average age of 7 years; 2 Airbus A350-900 with a capacity of 432 passengers, 2 A330-900Neo and 2 Airbus A330-300 with a capacity of 388 passengers and 1 Airbus A320-214 with a capacity of 180 passengers.

COACH DIVISION

Iberobus is the brand of the Ávoris coach division. It has more than 40 years' experience in the Spanish market, offering a wide range of transport services, assistance at congresses, events, national and international circuits, and is also specialised in the occasional passenger transport segment. It stands out for its high quality of service, adapted to the concrete and specific needs of each client. The vehicles are equipped with every comfort: Wi-Fi, plugs, USB ports, bathroom, PRM (platform for people with reduced mobility), individual screens and sound.

OTHER BUSINESSES (GIFT BOXES)

Ávoris Corporación Empresarial has a brand of travel and experience gift boxes called PlanB! Through this brand, Ávoris offers gift boxes with 34 different themes in more than 3,650 points of sale in physical and digital formats, containing different leisure experiences grouped into four themes: gastronomy, wellness, adventure, stays and trips.

TALENT, INNOVATION, AND INTERNATIONALISATION: THE KEYS TO ÁVORIS

The Ávoris team is made up of the talent of its members, a total of more than 6,000 professionals distributed across twenty countries.

In 2021 key **digital transformation** projects **were consolidated**. These entailed a **change in the work model**, both in the relationship with the customer and in the relationship with the people who make up the work teams. The **innovation of internal processes** has materialised in the implementation of different tools to **improve and dynamize the relationship between employees and the company**: remote distributed work systems,

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employee portal and flexible remuneration and training management platform.

Training remains a key factor in driving talent growth and innovation, as well as internal promotion.

To support areas of vital importance to the company, **more than 150,000 hours of training are carried out every year, aimed at the entire workforce.** These actions are conducted with methodologies and tools that, in addition to fulfilling their training purpose, are designed to **develop and**

promote the values of Ávoris as a benchmark for a new way of understanding and experiencing the world of travel.

The company continues with its policy to support **stability and quality of employment**, with more than 85 % of people with permanent contracts and with a team made up of 74 % women. **Continuous improvement in the quality of life of people in the workplace continues to be a priority for the company**, which is why it is promoting measures for work-life balance and rationalisation of the working day.

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AGENCIAS

Btravel

Halcón viajes

RACC TRAVEL
Mobility Club

geomoon

Btravel & CATAI

TOUR OPERADORES

travelplan

viva
TOURS

Jolidey:

Special
tours

TravelLand
Touroperator & Incoming Services

iberrail

CATAI

LePlan

Touring Club

marsol

Nortravel

mundo SENIOR
www.mundosenior.es

TRANSPORTES

iberojet

iberobus

OTAs

muchoviaje

TuBillete.com
ese amigo que sabe de viajes

RECEPTIVO

welcome
incoming services

B Destination
Services

CORPORATE

BCD travel

BCD meetings
& events

BCD sports

BCO Congresos

7 OPTTEAM

Triporate

BANCO DE CAMAS

welcomebeds.com

CAJA REGALO

PlanB!

TECNOLOGÍA

Ávoritech

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