



COMPANY PROFILE 2026

WHO WE ARE

At a Glance

- Berge & Meer was founded in 1978 in Rengsdorf, Westerwald and is now a specialist in round trips, experience tours and packaged cruises
- Over 7,000 trips in more than 100 countries are available for booking
- Sales are made online, via the in-house call center and in travel agencies. Inspiration is provided through print media like brochures, as well as online marketing and social media
- Since the end of 2025, Berge & Meer has been an official partner of PAYBACK and the exclusive tour operator of Tchibo Travel
- Berge & Meer is a wholly owned subsidiary of GENUI GmbH
- In the fiscal year 2025, the Berge & Meer Group generated approximately 190 million euros in revenue with 115,000 guests

The Experience World of Berge & Meer

A Trip for Every Taste

- Round Trips
- Experience Tours
- Flexible Car Rental Tours
- Customizable Component Tours
- Cruises
- Active Holidays
- Beach Holidays
- City Trips
- Self-Drive Holidays



Many Round Trips Are All-Inclusive Packages

- Extensive excursion options usually included
- Train to flight included in the price
- Entrance fees and tips included
- Embarkation and disembarkation fees at all ports
- Usually one travel guide (eBook) per room
- German-speaking tour guide

Jordanien

Wadi Rum

Totes Meer

Petra

Rundreise

HIGHLIGHTS DER REISE

- Besuch der Felsenstadt Petra
- Geländewagen-Tour im Wadi Rum
- 1 Übernachtung in der Wüste
- Besuch der Wüstenschlösser Kastell Kharanah, Amra und Azraq

Bestseller **Reiseleitung**

Antikes Erbe zwischen Wüste und Meer

Neben Petra und dem Toten Meer erkunden Sie Madaba und verbringen eine Nacht unter den Sternen im Zeltcamp in Wadi Rum.

Reiseverlauf

1. Tag – Anreise. Flug nach Amman. Empfang durch Ihre Reiseleitung und Transfer zum Hotel.

2. Tag – Amman – Wüstenschlösser – Amman (ca. 240 km). Heute besuchen Sie zunächst die Zitadelle und das Archäologische Museum in Amman. Am Nachmittag geht es zu den Wüstenschlössern der Omayyaden, Kalifen: Sie besichtigen das Kastell Kharanah, Amra und Azraq.

3. Tag – Amman – Madaba – Amman (ca. 115 km). Heute besuchen Sie die byzantinische Stadt Madaba mit dem Mosaikboden der Kathedrale. Danach fahren Sie nach Amman.

4. Tag – Amman – Wadi Rum (ca. 115 km). Heute entdecken Sie Petra. Durch die Felsenschlucht Siq erreichen Sie die Schatzkammer. Anschließend Weiterfahrt in die rotgoldene Wüste Wadi Rum, wo Sie eine Nacht im Zeltcamp verbringen.

5. Tag – Wadi Rum – Petra (ca. 115 km). Heute unternehmen Sie einen abendlichen Spaziergang durch den Siq zur Schatzkammer im Kerzenschein (vorab buchbar).

6. Tag – Petra – Wadi Rum (ca. 115 km). Heute entdecken Sie Petra. Durch die Felsenschlucht Siq erreichen Sie die Schatzkammer. Anschließend Weiterfahrt in die rotgoldene Wüste Wadi Rum, wo Sie eine Nacht im Zeltcamp verbringen.

Wunschleistungen pro Person

- Zuschlag Einzelzimmer ab **250 €**
- Vorprogramm 3 Nächte in Kairo ab **500 €**

Vor Ihrer Rundreise genießen Sie 3 Nächte im 4-Sterne-Hotel (Landeskat.) im Doppelzimmer mit Frühstück. Sie besuchen u. a. die Pyramiden von Gizeh, das Ägyptische Museum, die Ibn-Tuloun-Moschee, die Zitadelle von Saladin und bummeln durch die Altstadt von Kairo (Tag 3).

Component Tours

- Tailored round trips available for just one person
- Carefully planned main itinerary, with optional pre- and post-programs, as well as additional excursions
- 157 offers including Vietnam, India, the Philippines, Canada, Sweden and Norway
- New: Active Holidays in Spain and Portugal



Flexible Car Rental Tours

- Over 90 options in 31 different destinations, including Italy, Spain, Portugal, Scotland, Ireland, Albania and Canada
- Suggested itinerary can be customized
- Hotels of choice can be added dynamically
- Car rental category can be flexibly selected
- Flights from preferred airports available as an add-on



The Key Target Groups

Open-minded – cosmopolitan adventurers

- ▶ enjoyment
- ▶ comfort
- ▶ fantasy
- ▶ openness

Important aspects of life

- Enjoying cultural life
- Discovering and trying something new
- Showing social commitment

Media usage

Social Media ●●●●● Websites ●●●●●
 Print ●●●●○ TV ●●●●○

Types of travel

- Cruise ●●●●○
- Beach vacation ●●●●○
- Round trip ●●●●●
- City trip ●●●●●
- Individual travel ●●●●●

Important reasons for travelling

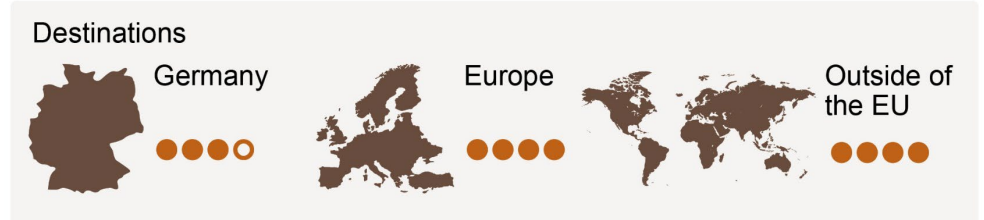
- Getting to know cultures/countries
- Experiencing variety
- Trying new activities
- Enjoying peace of mind

Relevant services during vacation

- Excursions/change of locations
- Typical local dishes
- Having a choice of cultural and sporting activities

Free time activities

- Going to concerts, festivals
- Going out (bars, clubs, dancing)
- Meditation
- Riding a motorcycle, scooter, moped



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Harmonizers - bon vivants who long for security

- ▶ care
- ▶ security
- ▶ family
- ▶ harmony

Important aspects of life

- Family & relationships are important
- Enjoying security in daily life
- Awareness of a healthy environment

Media usage

Social Media ●●●○ Websites ●●●○
 Print ●●●● TV ●●●●

Types of travel

- Cruise ●●●○
- Beach vacation ●●●●
- Round trip ●●●○
- City trip ●●●○
- Individual travel ●●●○

Important reasons for travelling

- Time-out together with your partner
- Experiencing community
- Being cared for
- Experiencing nature

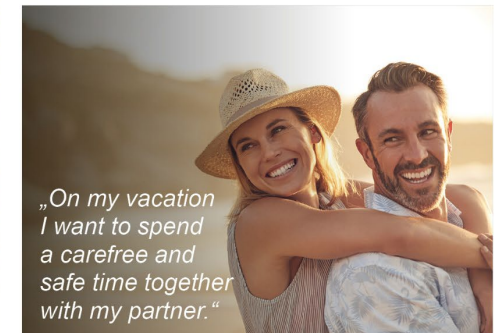
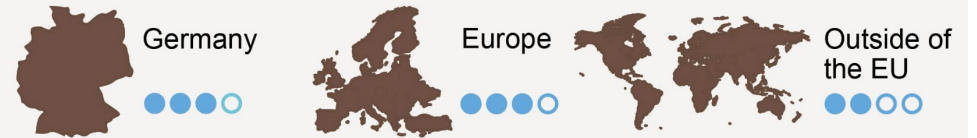
Relevant services during your vacation

- Helpful and warm staff
- Pick-up service (airport)
- A German-speaking tour guide and a well organised trip
- Contact person with emergency number on site
- 24-hour reception in the hotel
- Getting to know fellow travelers

Free time activities

- Occupation with the garden
- Reading journals and magazines
- Hiking
- Biking

Destinations



„On my vacation I want to spend a carefree and safe time together with my partner.“

Other relevant target groups

Traditionalists - bon vivants who long for security

- They are very abiding and they stick to their habits
- Loyal existing customers
- Over 80 % are over 70 years old



Performers - cosmopolitan adventurers

- Potential target group
- They spend a lot of money on travel
- They are interested in new types of travel like individual modular tours and niche travel types such as deluxe and private trips



Satisfied Customers Set Us Apart

Website and Social Media: Top Digital Service

		Overall rating	Channel offering	Interactivity and freshness	Information and navigation	Accessibility
1	alltours	Very good (1,2)	1.38	1.00	1.00	1.95
2	Berge & Meer	Very good (1,4)	2.08	1.32	1.00	1.00
3	TUI	good (1,5)	1.91	1.17	1.70	1.00
4	ltur	good (1,9)	1.38	3.34	1.00	1.95
5	DERTOUR	good (2,0)	1.00	2.47	2.58	1.95
6	Center Parcs	good (2,1)	1.91	2.33	3.05	1.95
7	weg.de	good (2,1)	1.91	2.59	1.88	1.95



The CHIP award „Best Digital Service Offers 2025“ is based on an analysis conducted by CHIP and Globis Consulting, where over 212 companies were evaluated for their digital service quality. Berge & Meer achieved 2nd place in the package tour operator category and impressed with outstanding digital service orientation. The results of the analysis are publicly available at: chip.de/serviceangebot.

German Customer Award: Ranked First among Study Tour Providers

Customer Satisfaction

Rank	Provider	Score
1	Berge & Meer	7,70
2	Studiosus	7,65
3	Eberhardt TRAVEL	7,60

Customer Service

Rank	Provider	Score
1	Berge & Meer	7,77
2	Studiosus	7,59
3	Wikinger Reisen	7,56

Price-Performance Ratio

Rank	Provider	Score
1	Berge & Meer	7,47
2	Wikinger Reisen	7,47
3	Marco Polo Reisen	7,31

The „German Customer Award 2026“ ranking is based on a study conducted by the German Institute for Consumer Studies and includes 589,000 customer evaluations of companies across 259 industries. Other companies in the category Travel and Tourism, specifically study tour providers, include Chamäleon Reisen, Diamir Erlebnisreisen, Gebeco, Ikarus Tours and Karawane Reisen.

Berge & Meer Newsletter among the Best in the Industry

Year	Tour operator	Tourism	Overall
2025	1 out of 39	1 out of 314	10 out of 5004
2024	1 out of 42	1 out of 325	22 out of 5001
2023	1 out of 42	2 out of 323	7 out of 5043
2022	1 out of 40	2 out of 315	2 out of 5000

The data is derived from benchmark studies conducted by the management consultancy absolut Dr. Schwarz Consulting between 2022 and 2025 and includes companies from a wide range of industries. The assessment was based on the criteria of dialogue, technology, security, new customer acquisition, legal compliance, automation and design quality.

With Strong Partners at Our Side

Berge & Meer Exclusive Online Partner of PAYBACK

- Since December 2025, Berge & Meer has been the first official travel partner of PAYBACK
- Customers collect one PAYBACK point for every two euros spent and can redeem points at other shops
- Points can be collected when booking online, via the call center or through travel agencies
- Coupons and promotional campaigns such as 8x points encourage additional bookings
- PAYBACK is Germany`s most popular bonus program and is a perfect match for Berge & Meer



Tchibo Re-Enters Travel Market with Berge & Meer

- "Tchibo Travel" launched in November 2025
- Berge & Meer is the exclusive tour operator and full-service partner
- Around 3,000 trips available for booking
- Specially curated exclusive highlight campaigns for "Tchibo Travel" - several times a year
- Tchibo operates approximately 512 retail stores
- Travel offers are primarily promoted via tchibo.de, the online travel shop tchibo-travel.de and via newsletter
- Additional selective promotion in print media and in the retail stores



Attractive Travel Offers Every Week on Sonnenklar.TV

- Berge & Meer uses the leading travel shopping TV channel as a showcase platform
- Average daily reach of two million travel-interested viewers
- Weekly product special aired three times a week, three times daily (eight minutes each)
- Two additional TV spots promoting new products on the remaining four weekdays
- One offer of the day per month, aired six times per day for two consecutive days
- Exclusive in-studio brand presence as the only tour operator with its own branded LED set



Berge & Meer Available in Over 6,500 Travel Agencies

- Cooperation with more than 6,500 agencies
- Bookable via all common CRS systems and visible in paxlounge as well as Cruise Compass
- Close cooperation with the most important travel agency sales organizations
- Present at more than 30 sales events per year
- Monthly in-house webinars
- Dedicated travel agency website for partner agencies
- Exclusive catalogues, postcards and mailings
- Organization of own FAM trips

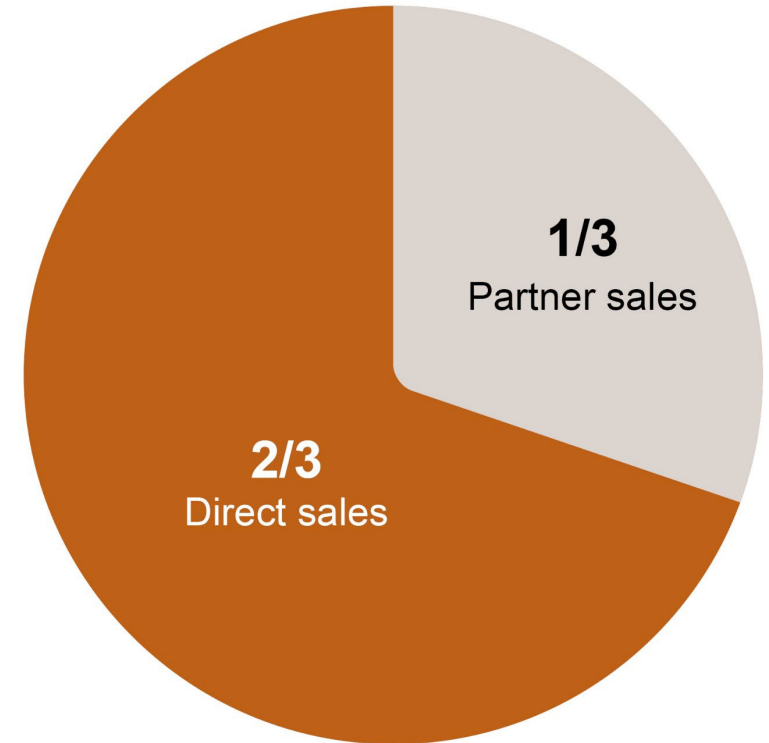


Reaching Customers Through Multiple Channels

From White-Label to Brand



2004



2025

Direct Sales Marketing across Many Channels

High visibility of the offers

- Multi-channel marketing
- Direct customer engagement
- Selected products

Offline communication

Catalogs

- Product offerings, clearance, brand

Print ads

- Clearance, inspiration, brand

TV

- Brand, inspiration, clearance

Radio

- Activation, brand

Trade fairs

- Brand, customer dialogue

Cooperations

- Brand, product offerings, clearance

Online communication

SEO/SEA

- Brand
- Inspiration

Display advertising

- Brand
- Inspiration

Affiliate

- Product offerings

Email marketing

- Clearance, activation
- Inspiration

Social Media

- Customer dialogue, brand, complaint management
- Paid social media

Streaming

- Brand
- Inspiration

Advertising Media, Catalogs and Self-Mailers

- Regular promotional mailings to customers and prospects
- In addition to catalogs: self-mailers, postcards and other creative printed products
- Numerous advertising opportunities for partners. For example an ad on the back of the catalog or a cover letter starting from 6,000 euros, or on the inside of the catalog from 4,500 euros (prices per page, print run up to 110,000 copies)



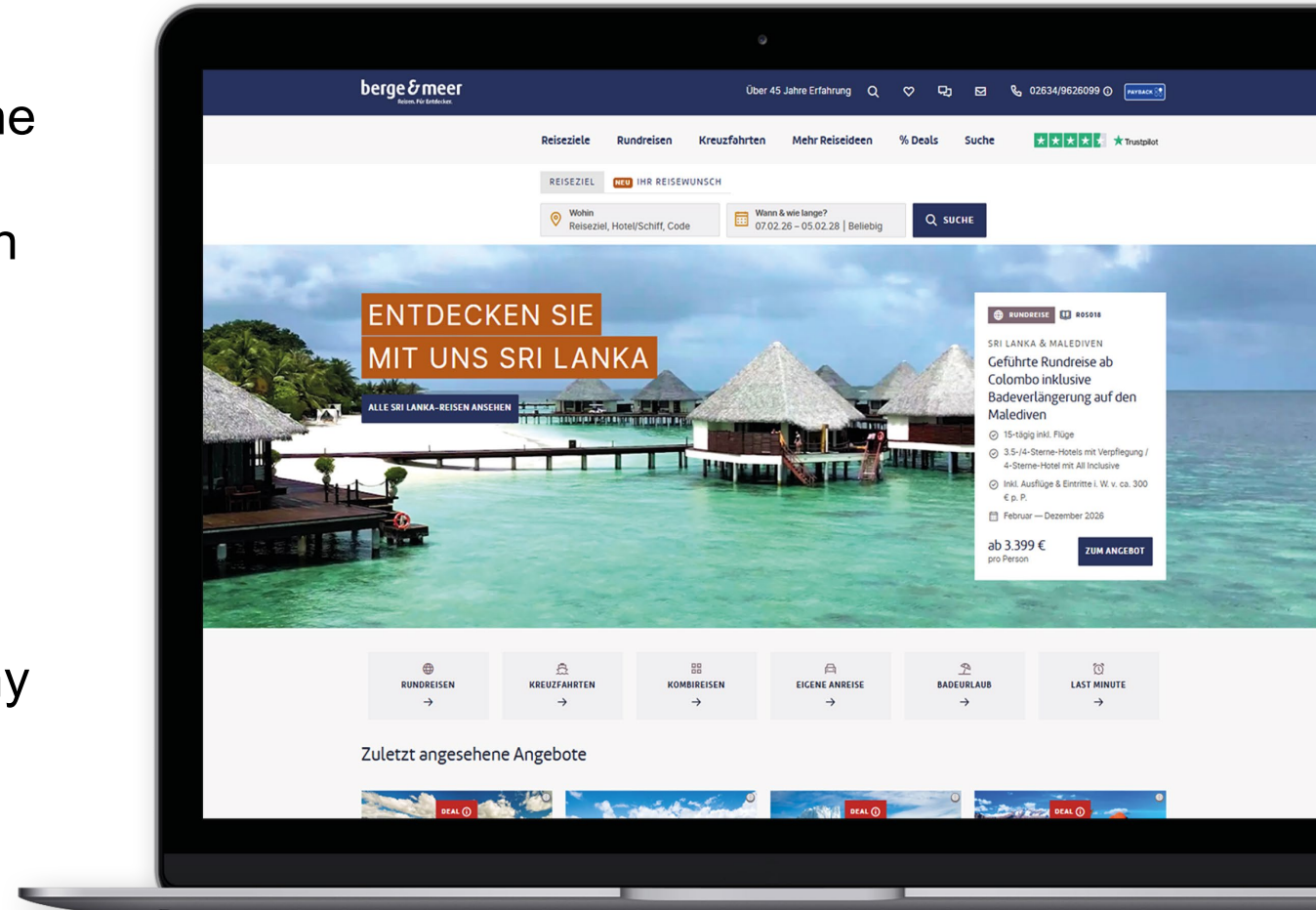
Own Booking Hotline and In-House Customer Center

- Founded in 1997
- Opening hours
Monday to Friday: 8 AM - 9 PM
Saturday, Sunday and public holidays: 10 AM - 6 PM
- Customer contact via phone, email and chat



Enhanced Customer Experience with AI Search and Chatbot

- New semantic search: an AI-powered search delivering relevant results within the familiar layout
- More than 7,000 trips bookable online with direct search and filter options
- Weekly top offers and recommendations
- More than eight million users annually
- Platform for campaigns, promotions and partnerships
- The Berge & Meer AI chatbot provides quick and straightforward answers to many customer inquiries



Berge & Meer on Social Media

- Facebook: almost 50,000 followers, 48,500 likes
- Instagram: over 16,600 followers
- Youtube Channel: over 6,000 followers
- Pages on Pinterest and TikTok
- Company profiles on LinkedIn and XING



Strong Brands at Berge & Meer



Rhein-Zeitung



Your Contact Person at Berge & Meer

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