



THE BIGGEST, OLDEST AND MOST TRUSTED TRAVEL AGENCY IN ESTONIA

### ESTRAVEL AS

#### CONTACT DATA

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Estravel has eight offices in six Estonian cities, a 24/7 Call Centre, an office in Latvia and subsidiaries in Lithuania and Australia.

#### PRODUCTS AND SERVICES

Estravel offers the best outgoing and incoming travel services to corporate

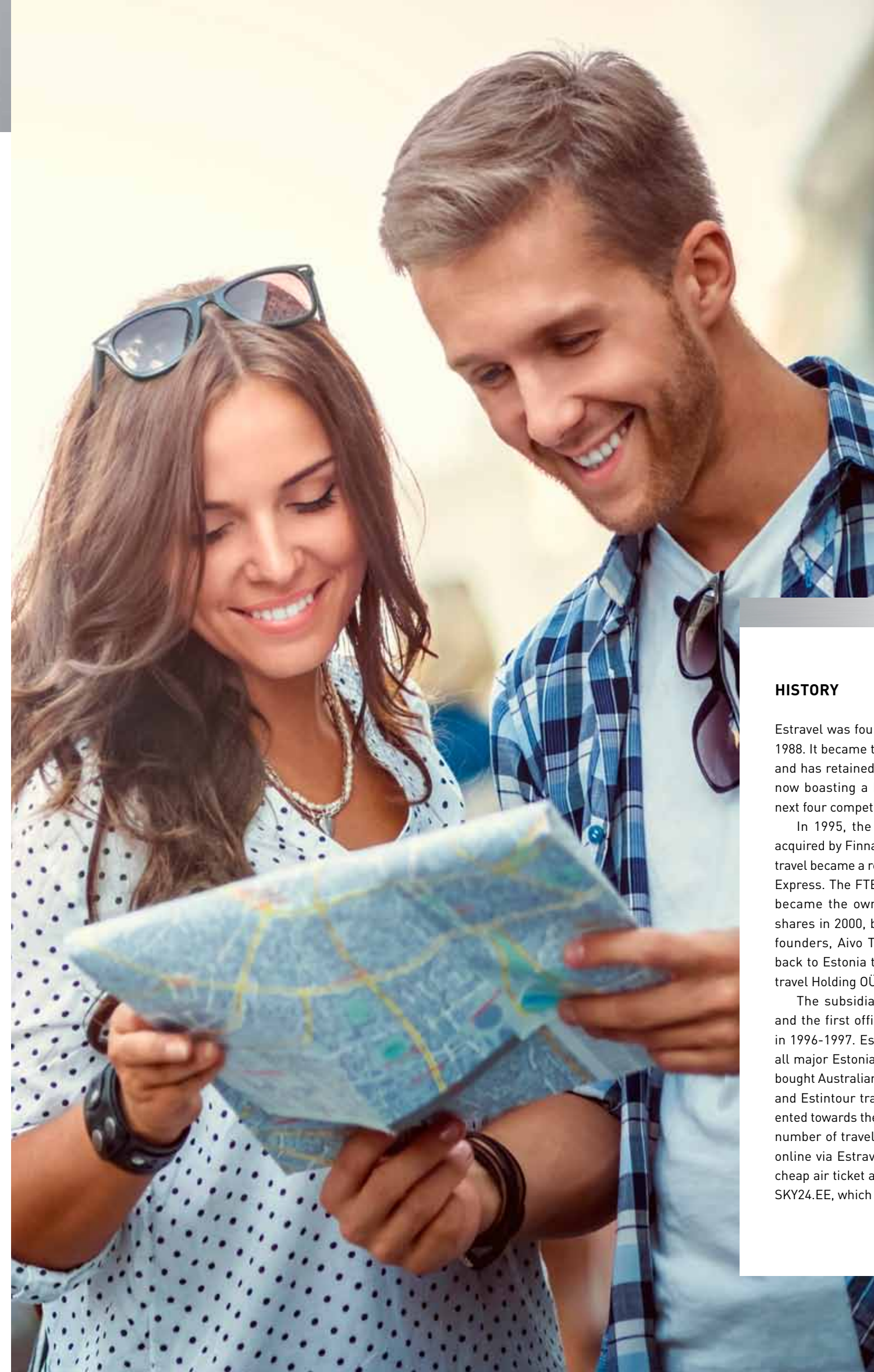
and private customers. Estravel sells and mediates:

- Flight tickets;
- Accommodation;
- Holiday packages;
- Ferry and rail tickets;
- Travel insurance;
- Cruises;
- Bus and car hire services, etc.

In addition to outgoing trips Estravel is also involved in inbound tourism and selling trips to the Baltic States, Scandinavia and Russia. Estravel organises conferences, incentive travel trips, seminars and other events.

#### MARKETS

The main market for outgoing products is Estonia, where the biggest customer group is private customers, followed by corporate customers and public sector clients. Estravel's incoming division operates in foreign markets under the trademark Baltcoming, promoting all three Baltic States. The main markets for incoming products are Germany, Finland, Sweden and China, but we have customers all over the world.



#### HISTORY

Estravel was founded in Tallinn in August 1988. It became the market leader in 1994 and has retained that position ever since, now boasting a higher turnover than its next four competitors combined.

In 1995, the majority of shares was acquired by Finnair and the same year Estravel became a representative of American Express. The FTB (Finnish Travel Bureau) became the owner of 71% of Estravel's shares in 2000, but one of the company's founders, Aivo Takis, bought the shares back to Estonia through his company Estravel Holding OÜ in 2015.

The subsidiaries in Riga and Vilnius and the first office in Tartu were opened in 1996-1997. Estravel now has offices in all major Estonian cities. In 2016 Estravel bought Australian travel agency Aerotravel and Estintour travel agency, which is oriented towards the Russian market. A large number of travel bookings are now made online via Estravel's online store and the cheap air ticket and hotel booking website SKY24.EE, which was founded in 2011.





Its loyal customers are rewarded with the best benefits through the Kuldkaart loyalty programme, whose 26 000 members receive valuable offers from Estravel and its 200 partner companies.

Estravel publishes Estonia's most popular travel magazine, Estraveller, whose print-run of up to 12000 copies is received by customers who use travel agency services regularly.

**ACHIEVEMENTS**

- Place in the Estonian Companies Competitiveness Ranking prepared by the Estonian Chamber of Commerce and Industry and Estonian Employers Confederation:

Most Competitive Tourism Enterprise in Estonia 2013

Most Competitive Tourism Enterprise in Estonia 2014

- Place in Best Employers in Estonia survey organised by the largest Estonian job portal CV Keskus: 14th in 2014 21st in 2015

- Since 2000 Estravel has been at the top of the rankings in the annual competition organised by the Äripäev newspaper and Pere ja Kodu magazine to recognise the most family- and employee-friendly companies in Estonia.

- The Estonian Employers Confederation, the Estonian Human Resource Management Association PARE and Pärnu Conferences recognised management board member and long-standing CEO of Estravel Anne Samlik with the title of Manager of the Year 2015.

- The Advisory Committee of the Estonian Business School (EBS) also recognised Samlik with the title of Business Manager of the Year 2012.

- The company's Net Promoter Score (NPS) has exceeded 70% for years, indicating that Estravel's customers trust the travel agency.

- Estravel is the only tourist agency that has the creditor's activity permit issued by the Financial Supervision Authority, which enables its customers to use affordably priced hire-purchase.



**VALUES AND STRENGTHS**

Estravel is the largest travel agency in Estonia and the Baltic States and has been active on the tourism market since 1988. Its strengths are its high-quality customer service, the high reliability of the company and its constantly updated technological solutions. The company's most important value is reliability, which is more important than ever in a world that has become complex in terms of safety and the political situation.

**PRODUCTS AND INNOVATION**

Estravel offers the best travel solutions for private and business clients. Thanks to its experienced employees and large network of partners it is possible to fulfil the most complex travel wishes. Estravel offers its clients all kinds of support, from the planning phase of a trip to the moment when the client returns home. Its consultants provide help and advice 24 hours a day.

Estravel invests constantly to keep its online and mobile booking and customer service channels up to date and integrates new technology that allows it to offer the best possible products to its customers. Estravel was the first travel company in Estonia to offer a Best Price Guarantee on hotel bookings at more than half a million hotels around the world.

**CORPORATE DATA**

**Company name:** Estravel AS  
**Year of foundation:** 1988  
**Sector:** tourism  
**Turnover:** 76.0 million euros (2015)  
**Employees:** 185  
**Brands:** Estravel, SKY24.EE, Baltcoming, Aerotravel, Estintour, Estraveller travel magazine, Kuldkaart loyalty programme  
**Web:** www.estravel.ee  
**Member since:** 1990

**INTERNATIONAL PRESENCE**

In addition to the Estonian market, Estravel has an office in Latvia and subsidiaries in Lithuania and Australia. Estravel is the leading travel agency and destination management operator in the Baltic States and operates in international markets under the trademark Baltcoming. Having branches in four different countries gives Estravel's customers the best knowledge and the fastest service in their mother tongue and the best price deals from country to country. Estravel is also a representative of American Express Global Business Travel.

**CORPORATE SOCIAL RESPONSIBILITY**

Estravel recognises its social responsibility in regard to the sustainability of Estonia and seeks to contribute to the development of society and consistently support undertakings and organisations that are important to the country. Estravel constantly supports charity and non-profit organisations in the social sphere and in the fields of education, sports, social activity and entrepreneurship. It provides travel grants for exchange students and supports enterprise initiative competitions and development programmes to motivate young people's business activities. Estravel is also

the official partner to and a supporter of the Estonian Olympic Committee and is the only agency in Estonia that sells tickets to the Olympics.

Estravel invests in its employees by supporting their professional training and motivating and supporting their physical activity.

**HISTORY OF THE ESTRAVEL BRAND AND LOGO**

Since Estravel was founded it has used two corporate identities and logos, but it has retained its symbolic blue colour. The logo that is currently used was created in 2008 and consists of flower petals showing directions to different parts of the world. It represents movement and freedom of travel. It is also like a compass with a circle at its heart from which all adventures start.

