



ÖGER GROUP

The **ÖGER GROUP** is the leading European tour operator company specialised on journeys to Turkey. In fiscal year 2008-2009, 1,32 million people travelled with the ÖGER GROUP's subdivisions, ÖGER TOURS att touristik and ÖGER TÜRK TUR to Turkey and 12 other destinations like Thailand, Cuba, or the Dominican Republic.

Gross sales mounted to 696 million Euros with nearly 220 people employed Germany-wide and 3100 people employed worldwide. The last decade's continuous increase in sales and reservations has positioned the ÖGER GROUP to seventh place among German tour operators. The ÖGER GROUP continually responds to market demand in destination trends.

With more than one million visitors in Turkey, which covers one third of all German travellers to Turkey, The ÖGER GOUP is the market leader for journeys to Turkey. This success is not only a result of the dynamic corporate identity and a consequent brand management consistent throughout Germany and Turkey but is also a result of attractive all-inclusive Turkish holiday packages. The ÖGER GROUP is your competent partner concerning all aspects of your holiday in Turkey. Öger Group offers holidays on one hand; accommodation in the majesty hotels & resorts, which are managed completely by ÖGER GROUP and the guest relations which are handled by the own incoming agency "HOLIDAY PLAN."

An overview of the companies of ÖGER:

Tour Operators

ÖGER TOURS began as Germany's pioneer for voyages to Turkey and has become the number one tour operator for journeys to Turkey in the European travel market.

Aside from Turkey, ÖGER TOURS offers journeys in 12 further destinations such as Malta, Cuba, and the Dominican Republic. The brand ÖGER TOURS represents quality at a cost effective price and competence in journeys focused on Turkey. Beside

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four catalogues that focus on Turkey, Öger Tours also brings on the market special catalogues with topics Family, Culture, Experience Journeys and Istanbul. By far from the other tour operators, Öger Tours offers the most wide-ranging program for Turkey on the German market.

ÖGER TÜRK TUR, founded by Vural Öger in 1969, offers only flights to Turkey and is the original pearl of success of the ÖGER GROUP. Forty years ago, Vural Öger saw the potential for a German-Turkish travel market, and created a company for this niche. Today ÖGER TÜRK TUR is among the most successful flight providers in the German-Turkish market. As to date, ÖGER TÜRK TUR is among the most successful flight providers in the German-Turkish market and flies from all major German airports to a total of 15 airports in Turkey. Most of the ÖGER TÜRK TUR flights are chartered from long established German and Turkish airlines such as, Sun Express, Hamburg International, Germania, Condor, XL Airways Germany and Air Berlin.

HOTEL

The hotel accommodation is the most determining factor of the holidays and through that is also the core of the customer loyalty. Under the name of Majesty Hotels and Resorts, Öger Tours manages four hotels with around 5000 beds.

MajestyHotels&Resorts which are based on good locations, offer exceptionally pleasant service, appealing recreational activities and distinguished cuisine at a cost effective price. The name Majesty also stands for vacation without extra expense. All hotels offer the popular all-inclusive and ultra-all-inclusive holiday concept.

Under the ÖGER GROUP management exist a comparatively small and very popular Boutique Hotel, the Marina Vista, located in Bodrum. Owned by the ÖGER Family, this hotel takes on a stylish and personal flair and is therefore cherished by many returning guest. In fact, The Marina Vista is located directly on the marina of Bodrum harbour.

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Incoming Agency

HOLIDAY PLAN is with nearly 400 employees the greatest incoming agency in Turkey. Serving ÖGER guests from Germany as well as international guests from other sales markets, the HOLIDAY PLAN team consists of travel managers, travel guides and transfer companies who tend to give ÖGER guests a feeling of "feel like home". According to traveller feedback, ÖGER travel management always receives highest commendation. HOLIDAY PLAN is a profiled partner for incentive- and congress tourism.

Milestones

1969 Vural Öger founded flights-only service ÖGER TÜRK TUR, primarily for his compatriots, who lived in Germany as guest workers.

1982 ÖGER TOURS GmbH was founded. ÖGER became the pioneer for package tours from Germany to Turkey.

1990 ÖGER started to offer other destinations such Egypt, Tunisia, Dominican Republic and Cuba as well as of course Turkey.

1994 the ÖGER GROUP took over tour operator att touristik and expanded ÖGER services.

2009 This year the ÖGER GROUP celebrates its 40th anniversary. The ÖGER GROUP with its subdivisions ÖGER TOURS and ÖGER TÜRK TUR is the largest tour operator in Europe which is specialised on journeys to Turkey.

Quality Management

Quality management teams from the ÖGER GROUP regularly perform inspections in all facilities, at the beginning and consistently throughout the season. The large number of returning guests is a reflection of the ÖGER GROUP's successful quality management. Over 40 percent of ÖGER guests travel more than once with ÖGER TOURS. In addition to this, the customer complaint ratio is continually decreasing and is now lower than one percent.

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Facts and figures about participants and turnover of the ÖGER GROUP Germany

Participants and turnover in Mio. EUR per fiscal year.

Fiscal year	participants	Turnover in Mio. EUR
1996/97	827.739	426,62
1997/98	887.336	468,65
1998/99	751.573	393,18
1999/2000	812.300	421,82
2000/01	1.080.814	574
2001/02	1.084.806	576
2002/03	1.200.398	602
2003/04	1.302.330	639
2004/05	1.367.446	676
2005/06	1.250.328	623
2006/07	1.400.010	722
2007/08	1.499.230	773
2008/09	1.322.000	696

ÖGER GROUP, Hamburg, February 2010

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