

Press Release

Raiffeisen-Tours RT-Reisen acquires trademark rights to Holiday Land franchise network

Burghausen/Oberursel/Frankfurt a. M., 22.11.2019. New perspectives for the franchise network with the Holiday Land and Thomas Cook brands: Raiffeisen-Tours RT-Reisen GmbH (rtk) has taken over the brand and system rights to Holiday Land from Thomas Cook Touristik GmbH. This opens up the prospect of franchise travel agencies remaining in a network. The franchise network was founded 25 years ago and today has around 360 travel agencies among its members.

"I am delighted to have won this established brand for the rtk family and at the same time to be able to offer successful travel agency owners a new home in a proven environment," says Thomas Bösl, Managing Director of rtk. Lars Helmreich, Managing Director of rtk, adds: "The cooperation with the independent travel agency owners within the strong Holiday Land family further strengthens our position as the leading sales organisation on the German market."

"We are delighted to have found a buyer in rtk with whom we have been working in partnership for many years and of whom we are convinced that it will be able to offer our long-standing franchise partners a good future," adds Dr. Carsten Seeliger, Managing Director Sales and Service Thomas Cook Touristik GmbH.

As early as 23 November 2019, a meeting of the franchise community in Frankfurt will offer the opportunity to get to know each other.

About the rtk Group

As the largest travel agency cooperation in Europe, the rtk Group, headquartered in Burghausen, currently comprises around 4,000 travel agencies and has a turnover of 3 billion euros. rtk (Raiffeisen-Tours-Kooperation) offers its partners not only professional and innovative solutions in the areas of sales, marketing and technology, but also the advantage of a comprehensive network. In addition, the neutral travel agency brand meinreispezialist with around 250 partner offices is also part of the rtk umbrella.

About Thomas Cook

Thomas Cook GmbH covers the entire range of tourism services for various target groups in Germany. With Neckermann Reisen, Thomas Cook Signature, Öger Tours, Bucher Reisen and Air Marin, leading and renowned tour operator brands belong to the company. Thomas Cook GmbH and its two subsidiaries Thomas Cook Touristik GmbH and Bucher & Öger Tours GmbH had to file applications for the opening of insolvency proceedings on 25 September 2019 as a result of the insolvency of the British parent company Thomas Cook plc. In the meantime, the

Bad Homburg Local Court has ordered further provisional insolvency proceedings concerning the assets of Thomas Cook Vertriebs GmbH, Sentido Hotels & Resorts GmbH, Thomas Cook Airport Service GmbH, Thomas Cook Destinations GmbH, Thomas Cook Eurocenter Beteiligungs- und Reisevermittlungs GmbH and NeckermannUrlaubswelt GmbH. All 79 Thomas Cook travel agencies and 48 Neckermann Urlaubswelt travel agencies are still open and sell third-party tourist services.

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