

Company History

2004

April 2004 –The founding members Achim Schneider and Tobias Wolfshohl together with the investor Gerhard Ackermans launched the company vtours GmbH. The first distribution partners were portals such as opodo.de, travelchannel.de or onlineweg.de. The first tour was sold in September 2004.

2005

The success of the concept, and vtours collaborating with all major Internet portals, requires the Company to expand. vtours moves into larger office premises in the centre of Aschaffenburg and by the end of the year the number of employees has tripled.

2006

vtours has established itself successfully in the German market and begins supplying the first Internet portals in Austria and Switzerland. Meanwhile approximately 30 employees are working for vtours, its hotel portfolio now contains around 1.600 hotels. vtours increases its product range particularly in the longer distance destinations, including new popular routes such as Brazil, Cuba, Thailand, the Dominican Republic and the Cape Verde Islands.

The increasing demand for hotel accommodation without flights is met by vtours expanding its hotel-only offers. The flight department extends its product range, and from 2006 vtours is able to provide a combination of hotel offers with scheduled flights. vtours boosts its sales activities and enters the classical distribution field via the CRS-system Merlin. On its own website a booking platform is launched, followed by a CRS for agencies. This enables distribution partners without an Internet booking engine or BistroPortal to access the large product range. In addition, vtours supplies the travel agency cooperation Reiseland with products that the partner can market under its own label.

2007

vtours wins further large portals as new distribution partners. Parallel to sales vtours also further expands its service activities. Customers as well as agencies are now able to keep informed about the booking status, thus enabling agencies to obtain a transaction overview.

Furthermore, a new product line has been added: 'Start Smart' Conceived for the individual traveller in addition to the flight it now offers accommodation for the first one or two nights. A continuous level of customer satisfaction is helping vtours to maintain its high standards of product quality. In 2007 approximately 50 employees are now working for the Aschaffenburg Company.

2008

In the summer of 2008 vtours establishes an operation agreement with Rewe-Touristik GmbH covering the generation and fulfilment of the trademark Tjaereborg Indi (XTJA). vtours becomes a service provider and technical adviser for the tourism group.

Since November 2008 vtours as the premier German tour operator is offering a further, separately bookable single service product: Urlaubstransfers. In addition to flight-only and hotel-only bookings, it is now also possible to book transfer-only to many target destinations. On the homonymous Internet portal Urlaubstransfers.de, customers as well as agencies can now book a transfer from the target airport to the hotel.

vtours reinforces its sales activities and presents itself for the first time with a trade fair stand at the FVW Congress in Cologne. Furthermore, in cooperation with airline and target destination partners, its

first own roadshow is launched targeting eight major German cities. At the end of 2008 vtours has 60 employees and covers 5,000 hotels in 60 different countries.

2009

vtours presents itself for the first time on the ITB. In order to further strengthen the cooperation with the distribution partners, a year-round booking competition is being launched: 'vfit' this virtual training camp provides the travel agent with an extensive e-learning programme by means of monthly training units. In November vtours adopted the reservation system X-MIX from TravelTainment.

2010

In January the operation agreement between vtours and REWE Touristik GmbH has been expanded with the trademark ITS-INDI (XITS). In May 2010 vtours enters into an agreement with the tour operator TUI for their dynamic product X1-2-Fly (XFLY). vtours is performing the technical process and service handling. The package tour of X1-2-Fly is completed by the vtours transfer service "urlaubstransfers".

2011

From the beginning of 2011 vtours starts new cooperation with Interhome, specialist for holiday homes. Selected objects in Europe are combined with flights and offered as package tours.

Starting on 1st of August a desire of distribution partners is fulfilled: From now on it is possible to cancel bookings until 06:00 pm on the same day free of charge as far as they are marked accordingly.

With the linkage to the reservation system "JackPlus" in September, the development of the stationary selling has progressed and the vtours-portfolio is now bookable via the CRS-system of Bewotec.

As a new distribution channel, the booking and pricing-system "Traffic Cosmo" enables since November new distribution partners that don't use TT-Datamix to access to vtours-travel offers.

2012

In April the own flight consolidator "vfly" is founded. Via the CRS-systems Merlin and Toma seat-only-sales are now offered and are bookable with the short-term "vfly". A part from last-minute-seat-capacities of vtours-allotments, numerous of other popular travel routes are offered, including those of scheduled flight carriers.

vfamily: the first kids club in the holiday hotel opens on 1st of May 2012 in Side Star Resort at the Turkish Riviera and addresses to young families with its new concept.

Since October 2012 the whole vtours-portfolio is offered via the XPACK-technology by travel-IT under the short-term "VTO". With this further extension vtours package holidays are now bookable via all relevant distribution systems on the German market.

2013

In May 2013 the second vfamily-club is going to open on Crete. Mascot Victor and a particular trained animation team guarantee fun and relaxation for the whole family in the hotel Annabelle Beach Resort in Chersonissos.