



**Trips that inspire.**

COMPANY PORTRAIT

Dear passionate travelers,  
with our enthusiasm  
and love for trips and our global partnerships  
we fulfill the dreams of our guests in the  
highest quality, responsibly and sustainably.

We design trips that inspire.

[www.gebeco.de](http://www.gebeco.de)



Trips that inspire	4
Gebeco – organization for international exchange and cooperation	5
Fascinating trip variety	6
Inspiring trips that leave lasting impressions	7
Convincing engagement	8
Practiced sustainability	9
Outstanding trips	10
Important dates and facts	11
The Gebeco timeline	12

## Trips that inspire.

Gebeco Tours enable a common understanding and interaction – with local people and their culture and the host country – with fellow travelers who share one passion. Our goal: to overcome boundaries and build bridges between peoples and cultures through sustainable tourism. Guided by our highly qualified [travel guides](#), our trips enable understanding for foreign lifestyles and new cultures. For us, responsible use of local resources and strengthened regional value creation are an indispensable part of every trip.



## Gebeco – organization for international exchange and cooperation

The Gebeco philosophy is anchored in the company name.

The key to our success: a cooperative and trusting partnership with our employees and our global network. Implementing our values of reliability, transparency and fairness, we strive together to create travel experiences that touch the soul and mind of our guests. We enrich the perspective on the travelled country – even far beyond a trip with Gebeco.





## Fascinating trip variety.

Gebeco travelers discover the heart of their travel destination together with like-minded people and supported by their German-speaking tour guide. All of our trips hold the same promise: They are colorful, multifaceted and inspiring. Together we can make travel dreams come true!



### Gebeco Erlebnisreisen

out and about in a group of like-minded people with time for individual activities – authentic, collaborative, fascinating.



### Gebeco Studienreisen

experience countries in all their diversity together with a study tour guide – intensive, ambitious and inspiring.



### Gebeco piccolo Kleingruppen-Reisen

great moments in a small group with maximal 16 people.



### Gebeco Wanderreisen

so close to country and people: discover the nature and culture of the travel destination on foot.



### Gebeco Radreisen

Experience bike tours experience the holiday destination on two wheels, active and yet relaxing.



### Gebeco Privatreisen

discover foreign countries and their cultures with your partner, with family or friends.



### English-language adventure trips

get to know new people and their culture in an international group of young adventurers.



## Inspiring trips that leave lasting impressions.

Our sustainable corporate management has been audited and certified since 2011 by the independent third-party certification company TourCert. When developing our trips, strong emphasis is put on the consideration of various aspects of social and ecological sustainability.

Our claim is to continuously increase the number of sustainable elements in every trip. Our catalog of criteria for sustainable travel is regularly reviewed and updated and can be found on the Gebeco website.





## Convincing commitment.

With the conceptual and financial support of [worldwide aid projects](#), we give something back to the travel countries for their hospitality. The goal and principle of every support is to help people to help themselves and hence to give those affected a long-term perspective.

As a founding member of [Futouris](#), the sustainability initiative of the German tourism industry and the „[Roundtable Human Rights in Tourism](#)“, we are committed to improving living conditions, preserving biological diversity and protecting the environment worldwide.

Gebeco also follows the “[global code of ethics for tourism](#)”. In addition, as a sponsoring member of [ECPAT](#), Gebeco supports the code of conduct for the protection of children from sexual exploitation.



## Practiced sustainability.

We act sustainably – worldwide with our partners and on site with our employees in Kiel.

We use green electricity from renewable energy sources and our own photovoltaic system for our offices. Thanks to a “Green IT” solution, we use an average of less than 20 watts per hour. Business trips within Germany are usually carried out by train.

We make a voluntary climate contribution for every domestic flight. All Gebeco country catalogs are developed in a climate-friendly way and printed on recycled paper.

We disclose our sustainable corporate governance in our [sustainability report](#).

## Outstanding trips.

Numerous prizes, such as the golden palm distinguish our extraordinary trips and innovative concepts. We also get acknowledgement for our sustained efforts: Our Namibia aid project has already been nominated for several prizes and won the Travel One Compass from the journal of the same name.

With the Columbus Prize, the Association of German Travel Journalists honored Gebeco founder Ury Steinweg for his dedicated work in tourism.



## Important data and facts.

Company	Gesellschaft für internationale Begegnung und Cooperation
Company form	GmbH & Co. KG
Claim	Gebeco – trips that inspire.
Founding year	1978
Shareholders	50 % Ury Steinweg / ABC Invest, 50 % TUI Deutschland GmbH & Co. KG
Managing Directors	Ury Steinweg (CEO), Thomas Bohlander (COO), Michael Knapp (CCO)
Turnover	119 Mio € (business year 2019/20)
Guests	60.000 (business year 2019/20)
Employees	200 (excluding tour guides and holdings)
Tour guides	more than 300 highly qualified tour guides
National holdings	Creativ Werbe- und Beratungsgesellschaft, Kiel
International holdings	APTC (Fiji) PTE Limited, All Pacific Travel Concept › Sydney, Australien › Wellington, New Zealand › Nadi, Fiji › ATC, African Travel Concept › Cape Town, South Africa › Windhoek, Namibia



The Kiel Fjord in northern Germany, the „home port“ of Gebeco GmbH & Co. KG.

## The Gebeco timeline

- 1978** Ury Steinweg and his partner at the time offer trips to the former Soviet Union in the middle of the Cold War and thus set an example for international understanding.
- 1980** Gebeco expands the travel offer and now also realizes travel dreams in non-European countries.
- 1985** Gebeco is the first German tour operator to offer trips to Beijing and has been one of the leading European providers of China-Trips ever since.
- 1998** Gebeco becomes a member of the „World of TUI“ and transfers the high-quality Dr. Tigges study trips carefully into a modern, young form.
- 2005** For the first time, Gebeco offers cycling and hiking tours globally.
- 2007** Gebeco proves its expertise as a study trip organizer and publishes the first annual theme based travel catalog.
- 2008** The English-language adventure trips complement the product portfolio with trips for young and young-at-heart adventurers.
- 2011** For the first time, Gebeco is the only major German tour operator to receive the CSR seal from the TourCert certification company.
- 2018** The IHK Kiel honors Gebeco with the award „TOP training company“.
- 2020** Michael Knapp becomes the new managing director and takes over the operational management together with Thomas Bohlander. Shareholder Ury Steinweg will remain CEO of Gebeco until further notice.

