



Since Thomas Cook's inaugural trip in 1841, his name has come to represent a pioneering approach to tourism. Introducing the first overseas package tour in 1855, today Thomas Cook takes six million British holidaymakers abroad each year. Thomas Cook Group plc has a network of more than 3,400 stores across 21 countries and over 22.5 million customers, making it one of the world's leading leisure groups.



Market

In an increasingly competitive industry, Thomas Cook has ensured it is well placed to retain its position as one of the world's leading leisure travel groups.

Product

In addition to its leading mainstream brands such as Thomas Cook, Airtours, Cruise Thomas Cook and Direct Holidays, the company's diverse portfolio continues to evolve in response to market trends and changing consumer buying habits.

The Thomas Cook Style Collection comprises five unique and stylish holiday selections, each of which includes a range of value-added benefits within its price. The Collection includes Ultimate Style, a bespoke selection of luxury five-star hotels; Villas with Style, a range of high quality villas across the globe; and MyStyle, which comprises a selection of world-class hotels and resorts

Did You Know?
 Thomas Cook personally conducted the first round-the-world tour in 1872/73. The tour took 222 days and cost around £300.
 Thomas Cook's monthly European Rail Timetable, still published today, was first sold in 1873.

that offer a unique and affordable five-star experience in beautiful beachfront locations.

Thomas Cook caters for the family market with its hugely successful Aquamania water park and FamilyWORLD resorts. Exclusive to Thomas Cook customers in the UK, FamilyWORLD is a selection of family-friendly four-star resorts that offer a unique programme of activities for the whole family, hosted by a dedicated Thomas Cook team. Many hotels also offer KidsWORLD and KidsWORLD EXTRA; dedicated drop-in kids' clubs that provide non-stop activities under the supervision of fully qualified UK childcare staff.

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Achievements

Thomas Cook's values have stood the test of time since its founder described himself as "the willing and devoted servant of the travelling public". In 2011, its commitment to the industry was recognised through a host of awards including Short Haul Tour Operator of the Year for Thomas Cook, Best Consolidator for Gold Medal, and Best Ski/Activity Operator for Neilson at the Globe Travel Awards, as well as a host of accolades at The British Travel Awards.

The company remains committed to being a responsible business: working with the Travel



Foundation, contributing towards worldwide sustainable tourism projects, and through The Thomas Cook Children's Charity. The charity raised £1 million in 2011 through employee fundraising and customer donations, and aims to make dreams come true for sick and disadvantaged children worldwide.

Did You Know?
 Thomas Cook owned and operated a funicular railway at the top of Mount Vesuvius for more than 50 years.
 In 1919 Thomas Cook became the first travel agent to offer pleasure trips by air.
 Thomas Cook first advertised trips to the moon in 1950.

Recent projects in the UK include involvement in Sport England's 'Inspired' initiative. Thomas Cook has committed £500,000 to help support children's sports initiatives around the country, with the aim of helping to deliver a legacy for the London 2012 Games.

Recent Developments

In 2011, Thomas Cook UK and The Co-operative Travel completed a merger of their retail and high street foreign exchange businesses. With around 1,400 stores, the joint venture is now the UK's largest high street travel chain.

Thomas Cook's new online travel agency celebrated its first year with a gross booking value of around £1 billion, as it strives to become one of the top three European online travel agencies. With online a key part of Thomas Cook's multichannel strategy, significant improvements have been made to its customers' online experience, with new



layouts, clearer price presentation and new merchandising functionality, as well as regularly updated inventory content.

Promotion

Created in 1984 by advertising agency Wells Rich Greene, 'Don't just book it. Thomas Cook it.' quickly became one of Britain's better-known advertising slogans. The strapline, reintroduced in 2008, was extended in 2011's campaigns that explored what 'it' in the slogan is. The approach provided

the springboard for one of the company's most successful advertising campaigns, featuring husband and wife celebrity couple Jamie and Louise Redknapp. What began as a dreamy, inspirational and accessible TV-led advertising campaign was extended in 2011 through further executions. The campaign was supported with press and cinema slots, and included the first London 2012 TV advert promoting Thomas Cook's role as official provider of short breaks to the Games.

The campaign improved overall brand awareness, reaching record levels of nearly 68 per cent – a significant increase on the previous year. Of customers who saw the TV advertising, first choice consideration to book with Thomas Cook increased by more than 50 per cent (Source: Conquest Research).

Brand Values

Committed to keeping the customer at the heart of everything it does, Thomas Cook believes that people are its greatest asset and key differentiator in a highly competitive marketplace.

A modern, forward-thinking business dedicated to finding new ways in which to pioneer, Thomas Cook takes pride in its heritage and trusted brand to drive results and add value.

► www.thomascook.com

Brand History

- **1841:** Thomas Cook's first excursion, a rail journey from Leicester to a temperance meeting in Loughborough, takes place.
- **1855:** In his first continental tour, Cook leads two parties from Harwich to Antwerp, then on to Brussels, Cologne, Frankfurt, Heidelberg, Strasbourg and Paris.
- **1865:** Thomas Cook opens an office on Fleet Street, London, which is widely regarded as the UK's first high street travel agency.
- **1874:** Cook's Circular Note, the first travellers' cheque, is launched in New York.
- **1939:** Holidays by air on chartered aircraft are included in the summer brochure for the first time.
- **2003:** Thomas Cook rebrands its airline to Thomas Cook and launches a tour-operating brand under the same name.
- **2007:** Thomas Cook UK & Ireland becomes a FTSE 100 company on the London Stock Exchange, and Thomas Cook Group plc forms after a merger with MyTravel Group.
- **2009:** Thomas Cook becomes official provider of short breaks to the London 2012 Olympic and Paralympic Games.
- **2011:** Thomas Cook, The Co-operative Travel and Midlands Co-operative complete their retail joint venture, and in doing so become the UK's largest retail travel chain.

