



## MARKET

Thomas Cook was the first person to promote mass tourism and to develop the role of the travel agent. Both individuals and business travellers in Egypt have been dependent upon Thomas Cook to arrange travel for them for over 140 years. Not only residents in Egypt but also tourists visiting the country use Thomas Cook's expertise to book hotels, to make travel arrangements and to access finances through traveller's cheques, credit card advances and money transfers. Thomas Cook is a market leader with between 11% and 13% market share of total airline sales in Egypt.

The company's strength in Egypt lies in its brand value, quality and customer service, focus, network of branches, ground handling capabilities and unique financial services operation supported by its centralised information technology, human resource, finance, administration and marketing functions.

From 1st April, 2009, Thomas Cook joined the global business travel consortium FCm Travel Solutions under an exclusive agreement for Egypt and Lebanon. This is a strategic business travel relationship which does not affect the fact that Thomas Cook Egypt remains wholly owned by Thomas Cook Group plc.

In support of this new agreement Thomas Cook has now consolidated its business travel activity by opening a new business travel centre located at its head office. This means that the company can offer its corporate clients the best administration and expenses service for their needs. The business travel centre aims to perfect the corporate travel experience with

its highly trained staff exhibiting an excellent ability to plan and book travel anywhere in the world. Furthermore, to be of greater service to its corporate accounts, Thomas Cook continues to maintain small branches within companies to facilitate clients' requirements. These implants are dedicated to the corporate sector only, taking



care of all travel requirements and arrangements for both individuals and groups.

Thomas Cook Egypt has a network of leisure travel branches located in key locations.

## ACHIEVEMENTS

Thomas Cook is one of the largest travel companies in the world. In Egypt Thomas Cook's position in the inbound travel market, ground handling individual travellers and non-charter business, is estimated to be within the top ten. Thomas Cook Egypt is also the market leader in the business and leisure travel and financial services sectors and is synonymous with its quality of service in tourism both within Egypt and abroad.

For approximately the last twelve years Thomas Cook Egypt has been presented with awards from a number of airlines for being their number one travel agent. Meanwhile, the growth in terms of market share and revenue achievement continues. New products are being introduced on a regular basis and emphasis is focused on providing value for money services and products to customers. In the early 1990s Thomas Cook Egypt developed travel within the country for the local population, whether for Egyptians or foreign residents and, in 2001, a new local product was launched called "Helwa Baladna", meaning "our beautiful country", which promotes Egypt, with attractive, specially reduced rates. Today this initiative has become very popular with customers and suppliers, the latter regularly offering their best published rates to Thomas Cook to promote their products to the customers.

## HISTORY

A simple train excursion in the UK from a small town called Loughborough to the city of Leicester marked the beginnings of Thomas Cook Limited. The founder of the company, Thomas Cook, seized every opportunity to expand his business and, in 1851, he led his first tour to Europe. By 1864 his tours were crossing the Alps, pushing south through Italy and across the Mediterranean.

Thomas Cook is considered a pioneer in his field as his business was one of the first to set and establish the practices of the modern travel agent. Cook's early tours resembled, to a large degree, a family outing rather than a commercial undertaking. Travellers shared accommodation and meals together which led to the development of a strong sense of comradeship.

Tourism was first introduced to Egypt in 1869 when Thomas Cook brought a party of people from Great Britain to witness the opening of the Suez Canal. The ceremony was a monumental event which opened up the world by creating a sea route to the Orient. The 163 km canal brought immediate benefits for European shipping, freight, trade - and travel. For Thomas Cook the opening of Suez meant a potential new market.

Later, in 1872, the first travel agency was established in Egypt when Thomas Cook's son, John Mason Cook, opened an office in the grounds of Cairo's famous Shepherd's Hotel and business began to flourish.

In the late 1880s Thomas Cook began to lease steamers from the Khedive in order to reach the ancient sites in Upper Egypt. These cruises became the linchpin of Cook's tours to Egypt and eventually a shipyard was established at Boulaq where Thomas Cook's Nile fleet was born. During the Second World War, Cook's steamers were used as rest centres and officers' clubs and the Boulaq shipyard built coastal patrol boats.

The Suez Crisis in 1956 was a disaster for Thomas Cook in Egypt. The headquarters building was burned down and the Nile fleet was dispersed or confiscated. But, never to be deterred, in the early 1960s Thomas Cook reopened its offices and branches and tourism resumed.

In 2009 Thomas Cook will have been operating for 140 years in Egypt. Over the years the company established the popularity of Nile cruises. From the beginning customers travelled with Thomas Cook because they knew they would be guaranteed a level of service second to none. The pioneering spirit which was the hallmark of Thomas Cook's Egypt is still evident today and customers continue to enjoy the unrivalled customer service and attention to detail first provided in 1869. Today the company has five retail branches in Cairo, including a 24 hour emergency service, along with sixteen implants. It also staffs ten offices in

major cities (Luxor, Aswan, Hurghada, Sharm El Sheikh, Alexandria, and Port Said) and airports throughout the country. In addition Thomas

Cook operates a business travel centre, a leisure travel call centre and e-commerce business.

## PRODUCT

Today Thomas Cook is one of the most widely recognised and respected brands in the world. The company's core business comprises inbound, retail and medical travel and financial services.

The travel operation encompasses a complete service including ground handling for inbound passengers, ticketing, accommodation, sightseeing tours, transportation and insurance, for both leisure or business travellers. The company also organises trips for incentive groups and conferences.

Thomas Cook is expert in organising corporate and incentive travel as well as special events. For 135 years the company has used its expertise to fulfil its philosophy which evolves around achieving ultimate client satisfaction. The Incentive and Congress specialised team are constantly creating new ideas and themes to interesting and exotic locations designed to make the incentive trip a truly memorable experience.

In addition Thomas Cook offers financial services including currency exchange, travellers cheques and credit card cash advances. Whether visiting Egypt or travelling abroad Thomas Cook Egypt provides a full service, taking care of customer's holidays or business travel from start to finish and everything in between. The aim is to assist customers in achieving the maximum of enjoyment for the minimum of effort on their part.

## RECENT DEVELOPMENTS

Thomas Cook Egypt aims to facilitate communications with its customers to the best of its ability and, to this end, the company has officially launched its newly structured website



with additional new features and improved online services. Thomas Cook clients are now able to book online. All the company's travel products are displayed on the website, supported by special offers and free travel tips.

Added to the portfolio, Thomas Cook also offers medical travel both within Egypt and abroad. Thomas Cook can provide assistance with medical travel to any destination with pre- and post travel and tours if required.

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## PROMOTION

Thomas Cook Egypt reaches out to the marketplace through a variety of multi-media channels. Promotional material includes posters, flyers and brochures as well as a bi-monthly magazine covering news, current packages and information and with e-mail as an additional tool. Thomas Cook posters have also always been an important aspect of promotion and many of the posters advertising travel in previous centuries are now collector's items. Sponsorship of large events and charitable and fund-raising activities also play a role and Thomas Cook donates products as prizes for many of these. Thomas Cook Egypt's website promotes its packages and services and, in the summer of 2006, the company started promoting a campaign through its website called "Click & Win". The more people visited the website and browsed through its pages, the more chance they had to win different prizes. These include free international airline tickets and accommodation in hotels in various locations throughout the country. As this campaign proved to be a great success, another campaign was launched which promotes buying online. Known as "Buy & Win" browsers are offered free airline tickets to a number of

destinations in Europe. Both these campaigns have been supported by periodical e-mail shots. In 2008 Thomas Cook joined with MasterCard with a "Scratch & Win" joint initiative-scratch a card and instantly win back your holiday cost. To further promote the Thomas Cook brand Thomas Cook has specially designed, up to date giveaways and travel items to give to its clients in order to keep the company's name firmly in the forefront of their minds.

Thomas Cook worldwide continues to be committed to dedicating time and effort in the pursuit of an excellent standard of service for all its clients with its ultimate goal being to perfect the leisure experience for all its customers, of course a goal upheld by Thomas Cook Egypt. With this mission in mind, the colours of the new logo were carefully chosen - yellow to symbolise bright sunshine and sandy beaches, blue to symbolise a clear blue sky and the sea - and Thomas Cook's image today reflects a spirit of liveliness and fun, a fact embodied in its logo.

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## BRAND VALUES

In the international arena Thomas Cook is positioned as the second largest travel agency in Europe and the third largest in the world. The name Thomas Cook stands for quality, professionalism, reliability and trustworthiness. As one of Egypt's most competitive companies in its field, it's a name to depend upon.

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[www.thomascookegypt.com](http://www.thomascookegypt.com)

## Things you didn't know about Thomas Cook

In 1868 Thomas Cook introduced his hotel coupons scheme enabling travellers to pay for their hotel stay prior to their departure.

In 1869 Thomas Cook organised his first trip to Egypt and Palestine leading a group of 30 people. He was invited to return in the November of that year to attend the opening of the Suez Canal.

In 1872 Thomas Cook set off on the company's first round-the-world tour.

In 1874 Cook's launched its Circular Note, an early form of traveller's cheque.

In 1882, Thomas Cook began to concentrate on its long-haul tours.

In 1991, Thomas Cook celebrated its 150th anniversary.

In 1999 Thomas Cook was the first to introduce the Euro traveller's cheque.

In 2009 Thomas Cook operated a fleet of 93 aircraft, employed over 31,000 staff serving over 22 million customers.

Superbrands

