

ANNIVERSARIO


Europamund 
vacaciones



Looking At The Sea

The sea, the sea, the infinite ocean. How many times when I need to give peace to my mind do I stay for a long time looking at the sea. That infinite sea, that eternal sea, that ever-changing sea, that immutable sea; that sea that reminds us how small we are. That sea to which we will all return (we are water) when we are no longer there.

Looking at the sea, thinking about this date that has a triple meaning: 25 years of the company, the rebirth while coming out of the worst period that tourism has ever faced. Reborn, reborn, reborn, as eternal as the sea, as repeated as each of its waves.

To be reborn is to be born again, to be born implies accepting that time passes and new faces arrive; for me too, as a person, to know how to go down little by little the steps that were once climbed; knowing that the descent from those steps of some, is necessary for that rebirth that implies that others will continue to carry higher, more luminous, the flame of the collective.

The waves of the sea reach the beach. Wave after wave, tens, hundreds, thousands, millions... like tens, hundreds, thousands, millions, are the travelers who have gotten to know our planet with us.

Waves of the sea, so many!, like the smiles of our customers, like emotions felt on the road, like

given hugs, like memories that pile up and that little by little are losing their colors, their sounds, their shapes, their contours ... leaving however each its small contribution in the formation of the eroded rock.

25 years ago some children ran along the beach, 25 years ago a couple walked by the sea, 25 years ago a fisherman threw the nets into the sea... today another is the child, another the

***To be reborn
is to be born
again, to be
born implies
accepting that
time passes
and new faces
arrive***

couple, another the fisherman, others the waves that beat... all changing, and at the same time all eternal.

The ocean, the immense ocean, sometimes so welcoming and peaceful, sometimes so threatening and dark.

Periods of life, lives as people, lives as companies... so many tears, so many anguishes, but much more so much beauty known throughout our walk, so many shared smiles, so many

felt emotions, so much accumulated learning.

I would like to thank (without naming to avoid forgetting) those who joined the project, thank all those who with your talent, effort and enthusiasm have achieved that this company, our company, is a leader, a reference and an example in so many aspects . -

Waves of the sea!... hundreds of thousands will continue to arrive, others will be the children who play on the beach, others the smiles of our travelers, others the people who take over...

Hopefully this company will be like a small ocean, meant to stay for a long time, beyond the changes in the tones of the ocean, beyond the fact that others are the waves, others the children who play on the beach, others the couples who walk by the sea ...

And hopefully as a company the spirit of "We are all Europamundo" will always be maintained, it will continue to advance with the desire for excellence (a goal always present, an unattainable goal) among its team, its stakeholders, its travelers and the society in as a whole. -

The waves continue to beat, the murmur of the sea that never ends. Today the sea is calm and its waves lull tranquility and confidence after the long storm experienced during the last two years.

Luis García Codron



Our history, our beginnings

The beginning of Europamundo Vacaciones, on May 26th 1997, was modest, in a small office/travel agency in Fernando el Católico street in Madrid, from the split of Mundo Joven, with 10 staff members, 3 facing the public and the logo from Grupo Mundo, but already in May Europamundo and its brand image were established.

Early 1998, the company began to grow and moved to a larger office on Guzmán el Bueno street in Madrid, and from there, in the year 2000, to the offices in Gran Vía.

Since then, the company has grown so much, from its first brochure in 1997, heritage of Mundo Joven with the name “Grupo Mundo” and contain-

ing 21 tours within 40 pages. In the year 1998 Europamundo launched its first brochure as such, with 24 tours and 48 pages, and from that humble start to over 1,000 different tours and 667 pages on the actual brochure published on 2021. Europamundo also made its definitive change to the offices of Garcia de Paredes in 2011.



We remember our first colleagues in Europamundo

Almost all companies start in a similar way, from an idea, an illusion, a dream to be realized, the push of a leader, and people who trust him/her.

This document is to honor our colleagues who believed in a project from the beginning of this journey in Mundo Joven and Europamundo, thus participating in the creation of the company.

These 14 female colleagues, **Marisol Amo, Teresa Manzano, Esther López, Gisela Doll, Teresa López, Yolanda Cameo, Olga Mateo, Lola Aguilera,**

Montse Rodriguez, Marie Ortega, Ana García, Teresa García, Carolina del Castillo and Mar Dueñas and 9 male colleagues, **Pedro Repilado, Luisto Gonzalez, Miguel Angel Rodriguez, Jesús de Juanes, Alejandro de la Osa, Goran Babic, Miguel Angel Fernandez, Cesar Rodriguez and Vidal Peiro** started at different times, and some in Mundo Joven.

And when talking about the trajectory of these comrades, we have to go back to times full of desire to take on the world, the transition, the “mouida madrileña”, freedom,

it was a different time, a beautiful and interesting time. It would be good to review the chronology of those moments, from the beginning of Mundo Joven.

We have to go back to 1983 when Pedro joined the team with a trip as a guide to the “Fallas” but in Viajes Universal (Youth Section).

In 1984, **Marisol** at the age of 19 joined Viajes Universal, which the following year Luis would transform into Mundo Joven. As he recalls, his first job was as a guide in a

trip from Madrid to Nice. Since then, she has become one of the pillars of both companies.

In 1985 **Esther** started with a trainee trip to the Netherlands and there she stayed as a guide, and season after season she would start a brand new tour. **Teresa Manzano** began with a trip to Morocco to the desert and continued with trips to Yugoslavia touring half of Europe, **Luisto** with a trip to Portugal and during the Holy Week joins Mundo Joven as a guide **Miguel Angel Rodriguez** doing Paris-Netherlands.

In 1986 **Gisela** joined as a guide working on tours for weekends and long weekends during Easter and in the Summer she did international tours to Morocco, Yugoslavia, Greece and Turkey.

In 1989 **Jesus** joined Mundo Joven as a guide with a first trip to Paris- Loire Valley and Classic Italy.

In 1990, in February, **Teresa López** began to work in Mundo Joven's retail, selling to the public in Hortaleza street's office, where the central services were also located, although they had during that time another travel agency in Fernando el Católico, and before the expansion they rented several floors to move the central services to the centric Desengaño Street.

In the year 91 Teresa becomes responsible for leading the Agency located in Fernando el Católico Street, and from there she went to the Groups Department, where they had a Macintosh, the first Apple

computer, and a rounded mouse, which Teresa has been using backwards since then.

And in June a 26 years old **Yolanda**, begins to work in administration in Desengaño street, leading the management of the client portfolio, guides expenses and support in the treasury department.

In the summer of 1991 **Olga** started as a guide doing an England-Scotland tour, and already in the summer of 1992 she went to India to guide the Asian tours.

In August of 91 **Lola** joined the staff, with her maiden voyage as a guide being a trip to Paris, Netherlands, and the Rhine Valley. She began working to pay for her doctoral studies in Mexico. She confesses that she never imagined that she would find her vocation on a bus.

In 1992 **Montse** began as a guide with a surprise trip, to a hostel in the Sierra de Cazorla, at that time the agency had ecological routes every weekend to natural parks throughout Spain and **Alejandro** who worked on any trip that was assigned to him, later began making the travel guides for travelers.

In May of 93 **Marie** begins to work as a collaborator, in the Department of visas (tourist letters, passports to the Embassies, visas) in Hortaleza Street, 1st floor and already in February of 94 in Desengaño Street she begins to work supporting Luis, and typing, which she was good at, in those black-screen text processors with all the letters in

green. For a while Marisol shared a part of her office with her, and according to the guides she spent all day listening to music with the cassette, when in reality they were the letters addressed to suppliers and customers that Luis recorded to be transcribed.

In that same year they began to work as receptives with Latin American clients, FIT, transfers and the sit in coach sale of the regular tours, although Teresa had already

In the year 91 Teresa becomes responsible for leading the Agency located in Fernando el Católico Street

ady started previously with groups of students from Argentina and Mexico. Also in 1993 **Goran and Miguel Angel Fernandez** entered as guides with a multi-adventure trip to the Pyrenees, which would later become a trip to China as a guide.

In 1995 Cesar joined Mundo Joven as a guide doing an Andalusia during the Holy Week tour that would be alternated with a Côte d'Azur tour during the summer, and Vidal had his first job as a tour guide to be a trip to Andorra and short excursions.



sions of 2 days through Iberian lands, and in summer Switzerland and the Netherlands.

In April 1996 **Ana** joined Mundo Joven on Desengaño Street, leading the hotel reservation in Paris, because she spoke French very good, and she had a job similar to what would be today the Operations department.

In the last moments of Mundo Joven under the direction of Luis in February 1997 **Teresa García**, joined the company being responsible of transfers, meals and FIT, although she already had experience on the early days of the company when the Garcia Codron family helped their adventurous brother.

With the creation of our current company, Europamundo, in 1997 our colleagues **Carolina and Mar** arrived to the office, one to carry out administrative duties, responsible of suppliers, accounting and bank reconciliations, together with Luis Gutiérrez, who had come to support Luis Garcia in the spring of 1996, and the other to carry Reservations, being the secretary of Luis and responsible for FIT, although Mar debuted as a liaison for transfers back in 1996. Those times were quite austere, as Carolina confessed that she didn't even have a table and the chairs were made of wrought iron, until our colleague Luisto gave them some camping tables.

We must thank these comrades for their courage, their desire, their commitment, their good work, their enthusiasm in being able to create the company that would become the one we

have today. We are all proud of them for that.

And we cannot forget an important part of our company the drivers and bus companies that started with Luis García. We have to go back to 1980 with Viajes Solimar and the first coach company L. Balles-

With the creation of our current company, Europamundo, in 1997 our colleagues Carolina and Mar arrived to the office

teros S.L. and its drivers Eusebio, Federico and Lorenzo, and other drivers such as Vicente Flores, Benito Portugal and Santos. Later Luis moved to Viajes Universal-Gente Joven and were joined by bus companies such as Ango (Antonio and Pepe), Autobuses Rincón (Raimundo), Salvador Vicioso, Autocentro (Jesús) and Autocares Ciudad Lineal.

In 1985 with the birth of Mundo Joven other bus companies joined Luis, such as Hermanos Herrero, Jesús de la Llave, Autocares Najera, Autocares Rubimar, Autocares Sanjo, Autocares Cuadra (current Alabus) and Autocares Doza.

In 1997 with the creation of Europamundo the number of bus companies increased with the incorporation of companies that are still working with us nowadays, such as Busvisión, Viajes Alabus and Araba, Autocares Paulino, Autocares M.A. Vicioso, Autocares Sanchez (currently Turicar), Eurobus, Autocares Cristobal and others such as Autocares Pizarro, Autocares Burdalo and Autocares Chinchón.

And how could we not remember our Operators, our clients who supported a product that was born, with no known name, in a market saturated with circuit products. They gave their support largely because of the new ideas and the new commitments that were brought (flexibility, free sale, information, prices with exchange insurance to guarantee no price increases, possibility of selling the following season at the same price).

In 1997 they started with us: Euromundo (Mexico), Ola Tour (Argentina), Piamonte (Argentina), Travel With Sears (Puerto Rico), Destinos Mundiales (Peru), Destinos Representaciones (Costa Rica), Carrusel (Peru), and Vie Tour (Argentina), joining in 1998 and 1999 Schultz (Brazil), Iberoluna (Colombia), Status Travel (Ecuador).



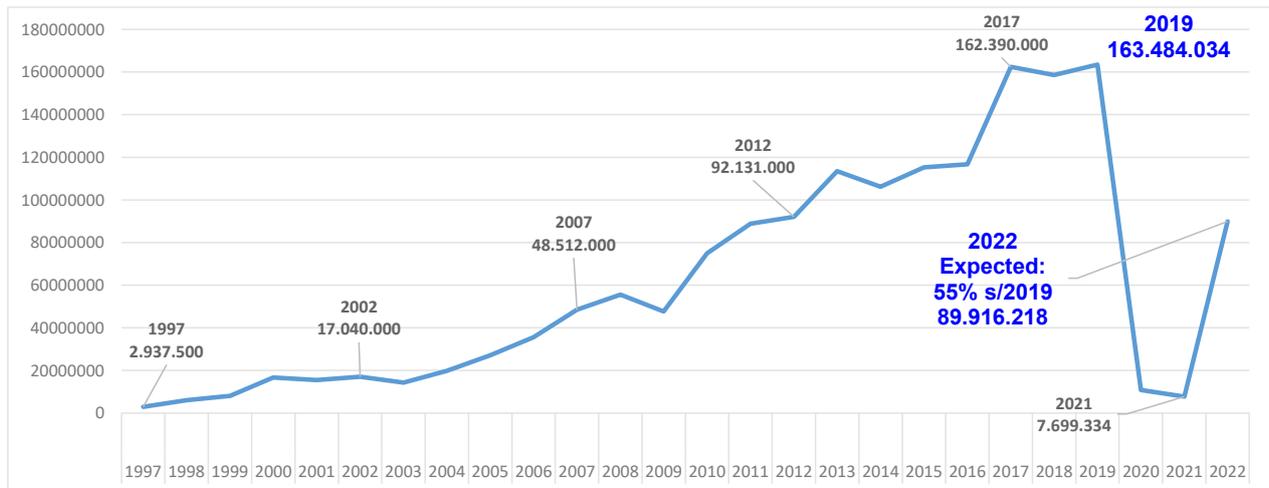


Some highlights of Europamundo



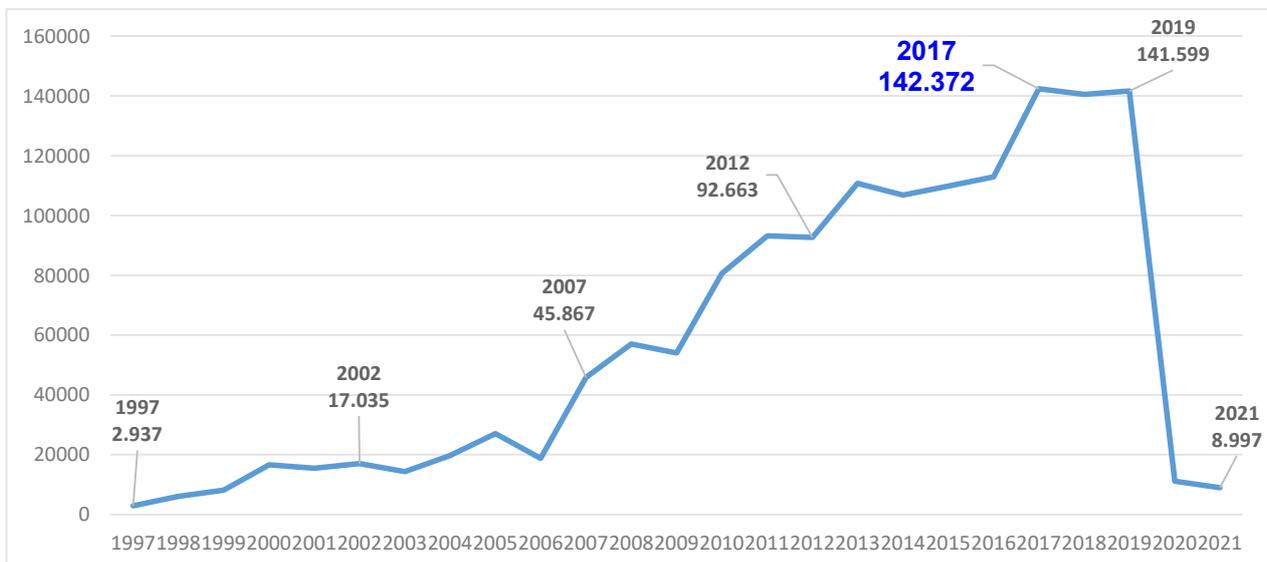
Sales (2007-2021)

With an average annual increase from 1997 to 2019 of: **20.04%**



Number of passengers

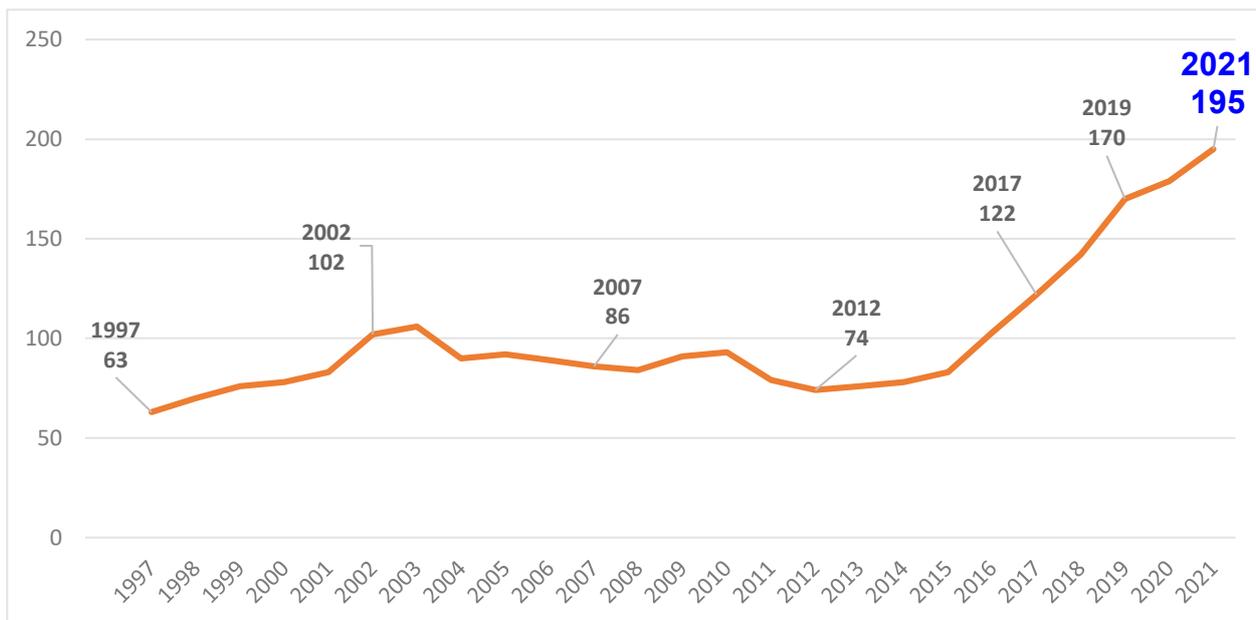
With an average annual increase from 1997 to 2019 of: **19.26%**





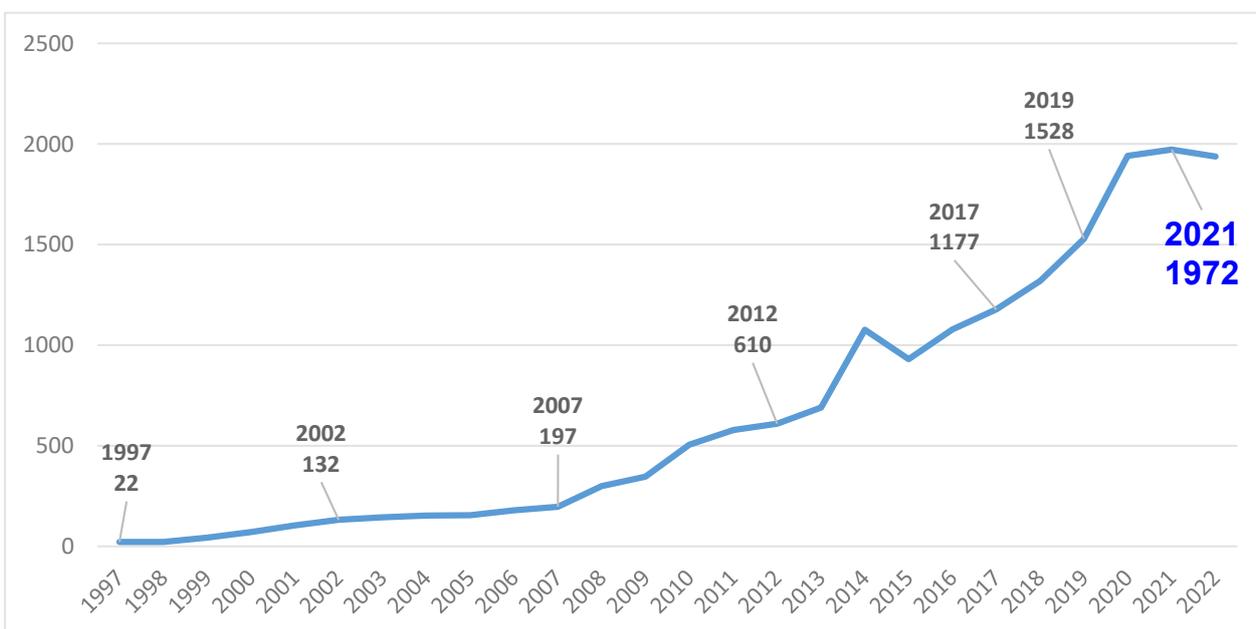
Number of tour-operators

With an average annual increase from 1997 to 2019 of: **4.61%**



Number of tours

With an average annual increase from 1997 to 2019 of: **21.25%**





Europamundo partners

On May 26, 1997, Europamundo was constituted with 6 partners, Luis García, Celia Pachón (Luis Gutierrez), Lorenzo Ballesteros, Francisco Román, Angel Ojembarrena and Raúl Hernandez. In 2014 a 4-year process of transition and acquisition was

carried out by the JTB Group that ended in 2018 with the purchase of 100% of Europamundo.

Europamundo is bought by Travel Plaza Europe, owned by JTB Group, under the presidency of Hajime Nozawa in 2014, in 2015

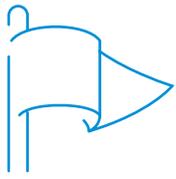
the president was Shuji Okamoto, in 2017 it was Eijiro Yamakita, (current CEO of JTB Group) and since 2019 the president has been Shinji Kamio.

The Board of Directors of Europamundo in 2022 consists of the following members:

Management Board

Name	Position	Position in the company	Appointment date
Berend Lunch Christian	Chairman	Corporate Planning Director	01/07/2014
Gabriel Sánchez de Lamadrid	Secretary	CFO of Europamundo	01/07/2014
Luis García Codron	Counselor	CEO of Europamundo	01/07/2014
Alejandro de la Osa Castro	Counselor	Sales Manager of Europamundo	16/02/2021
Takayuki Fujitwara	Counselor	General Manager of JTB Europe	16/05/2021
Keiichiro Otofuji	Counselor	CFO of Kuoni Travel	19/05/2021
Shinji Kamio	Counselor	General Manager of Kuoni Travel Investments	25/06/2018





Significant milestones 25 years innovating

INCEPTION AND ACQUISITION:

- Creation of Europamundo on June 9th, 1997 in the Registry and constitution with a notary on May 26th.
- Started with 10 employees and a brochure with 24 tours and 40 pages.
- Between 2014 and 2018 a purchase process was carried out by Travel Plaza Europe, 100% owned by JTB Group, which culminates with the acquisition of 100% of Europamundo in June 2018.

SOME NEW DEPARTMENTS CREATED:

- The guides department was established with Europamundo in 1997 with Marisol Amo.
- In 2005 the IT Department was established under the direction of Alejandro de la Osa.
- In 2007 the HR Department was established under the direction of Liliana Lázaro.
- In 2009 Servicios en Ruta was established under the direction of Mar Dueñas.
- In 2010 the Department of Social Networks was established under the direction of Elsa Mallol.
- In 2011 the Middle East, Asia, Africa, Oceania and Other Destinations department was established, under the direction of Lola Aguilera.
- In 2014 the Spanish Market Department was established under the direction of Carlos Gonzalez.
- In 2014, the Billing Control Department was established.
- In 2015, the Internal Audit Department was established under the direction of Carolina del Castillo.
- In 2016 the Department of Corporate Social Responsibility was established under the direction of Justo Palma.
- On 2017 the Department of payment settlements for Guides was established under the direction of Raquel cameo.
- In 2017 the Analysis Department was established under the direction of Carlos Amezaga.
- In 2018, the Communication, Branding and

Data department was created under the direction of Geraldo Oliveira.

- In 2019 the challenge of an Academy was established under the direction of Mónica Ruiz.

WORKING GROUPS CREATED:

- In 2017, the Good Practices Committee was created, with 9 members.
- In 2018, the first Equality Plan was carried out and the Equality Commission was constituted with 12 members. We are currently carrying out the third Equality Plan.
- In 2018, the Protocol of Workplace Harassment and Mediation was created with its group formed by 6 people.
- In 2020, the Solidarity Fund/Refuge Fund and a valuation commission formed by 6 people was established.

INTERNATIONAL ALLIANCES:

- Affiliated partner of the World Tourism Organization (UNWTO) since 2012.
- Partner "participant" in Global Compact Spanish Network in 2014
- Partner of the World Travel & Tourism Council (WTTC) since 2015
- Partner of the European Tourism Association (ETOA) since 2016.

SIGNIFICANT ADEHSIONS:

- **2018** - Buenos Aires Declaration on the Illegal Wildlife Trade of the WTTC.
- **2018** - Target Program on Gender Equality Program of UN Global Compact.
- **2019** - Business Ambition for 1.5° C of UN Global Compact and Science Based Targets.
- **2020** - Pact for a Sustainable Ocean with UN Global Compact.
- **2020** - Pact for the Principles of Women's Empowerment with UN WOMEN and UN Global Compact.
- **2020** - UN Global Compact's #SDGambition Accelerator Program.



Strengths of our company.

- Europamundo as a quality brand and being a leader in the market.
- Ethics Award of the World Tourism Organization in 2018.
- Great office staff and guides, with a feeling of belonging and integrated into the company.
- Passenger driven, with a high level of quality on the trips and services included in our tours.
- Certification “Q” of Tourist Quality.
- Multicultural and diverse team of Europamundo employees, customers, operators and passengers.
- A high level of logistics in our trips, maximum flexibility, tailor-made trips, departures and guaranteed prices.
- Part of the JTB Group
- Emotional salary, with more than 50 initiatives and over 10 initiatives for family-work balance.
- Flexibility in working hours.
- Very few conflicts in the workspace.
- Internal mobility programs and trainings.
- Professional development with training programs.
- High level of innovation in products and markets.
- Sustainability, Social Responsibility and Ethics Initiatives.
- Creation of Work Groups for Equality, Good Practices, Mediation and against Workplace Harassment.
- Corporate Volunteer work, international, formative and collaborative.
- Collaboration and exchanges with other companies within the Corporation and strategic alliances.
- A many different trips through the 5 continents.
- A high level of technology, innovation and IT.
- High Level of Diversity:
 - We would like to start with a phrase from our CEO, “we believe in the encounter with ‘the different ones’, the discovery and respect of their values”.
 - Our company highlights its diversity with 37 nationalities among its professionals from the 5 continents, among their age ranges, from 21 to 71 years old, gender, 59% of women in its workforce and 66% of women middle managers, religious beliefs, ethnic origin, sexual orientation, and disability with a percentage higher than 2.29% of what is required by the General Disability Law.
 - Our clients with the opening in 2016 to the Asian continent represent 57 different nationalities, with their cultural, linguistic, ethnic, racial and creed differences and passengers of 83 different nationalities.



Ethics award

In 2018 Europamundo received the Ethics Award in its second edition from the World Tourism Organization (UNWTO).

[UNWTO Ethics Award](#) 

[Watch video](#) 





Europamundo Foundation (EMF)



Our Foundation was created on April 29th 2011 under Europamundo, being currently its President Luis Garcia Codron, First Vice President Alejandro de la Osa and Second Vice President Berend Lund Christian, plus 6 board members from the company and 3 operators.

FEM works to promote coexistence and understanding between cultures seeking a more tolerant and diverse world, favoring the use and enrichment of the cultural heritage, and especially promoting tourism awareness among the

people of the world as a development strategy through Sustainable Tourism.

It has a Valuation Commission formed by 27 volunteer members of Europamundo, 7 guides and 20 office staff.

Throughout the period 2011 - 2021, 177 total projects have been carried out, taking into account the specific support to projects, with a total of more than 260,000 direct beneficiaries whom we have supported in 30 countries of the world and collaborated with 60 NGOs.

In addition, 45 emergency actions have been carried out through its Fund.

[Visit the EMF website](#) 

Activity Report 2021: [Read PDF](#) 



25 conventions

1996	PARIS	2009	VALENCE
1997	BARCELONA	2010	TALLIN
1998	MEXICO DF	2011	ZAGREB
1999	PRAGUE	2012	ALBUFEIRA (Portugal)
2000	ESTAMBUL	2013	TAORMINA (Italy)
2001	LISBOA	2014	ZURICH
2002	LEON	2015	MADRID
2003	BAD WIMPFEN (Germany)	2016	PARMA (Italy)
2004	POITIERS (France)	2017	BODRUM (Turkey)
2005	MARRAKECH (Morocco)	2018	MOSCOW
2006	LUGANO (Switzerland)	2019	AQABA (Jordan)
2007	ATHENS	2021	CANCUN
2008	FRANKFURT		

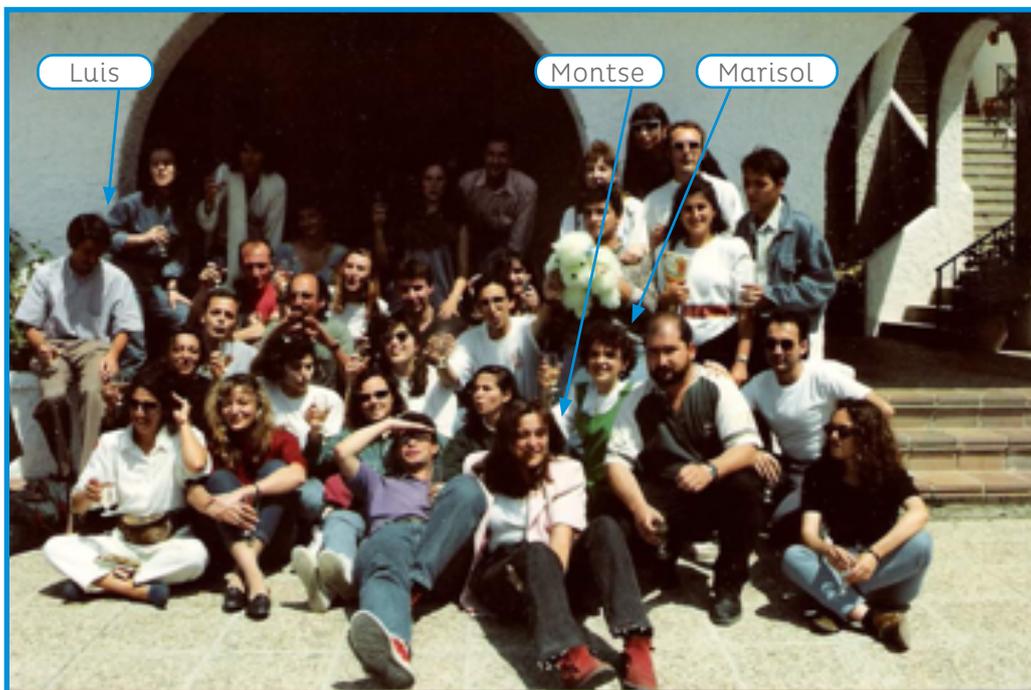




Some memories



Mundo Joven_ Guides Training 3 days in Salou in 1993



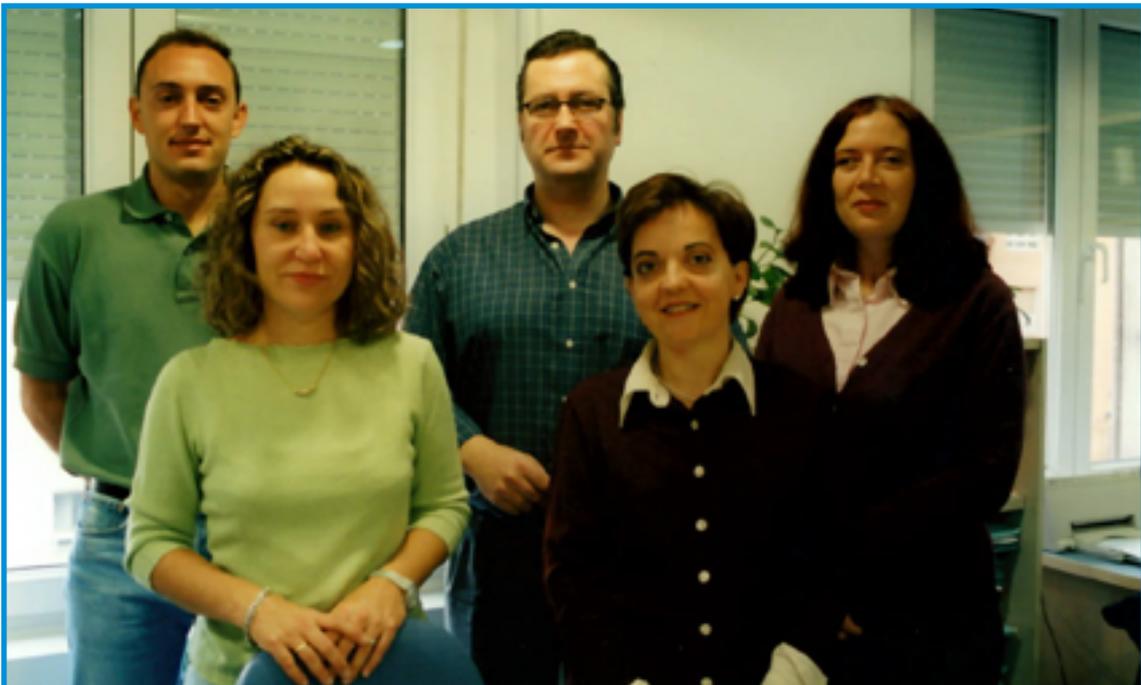
Mundo Joven_ Guides Training in Cazorla in 1992



Early days of
Europamundo_
1997 or 1998



Convention in Prague_ 1999



Inaugurating the offices in Gran Vía_ 2000 or 2001



Convention in León_ 2002



20th Anniversary of Europamundo _ 2017



Passengers found_
August 2017



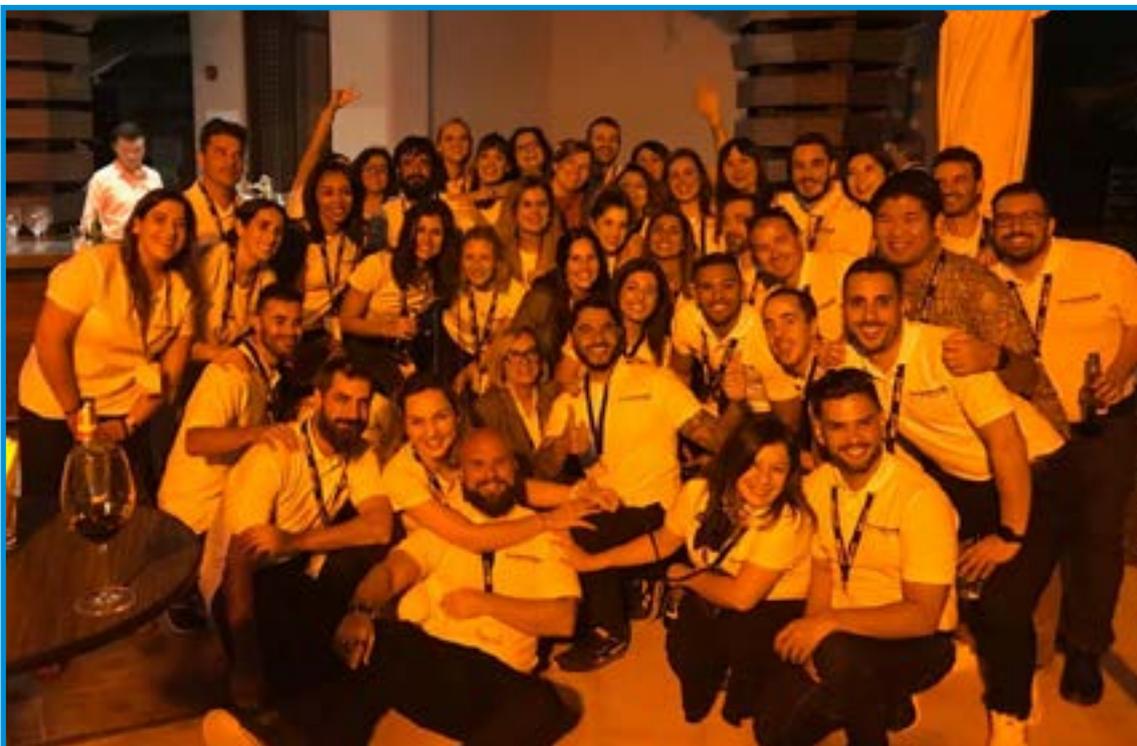
Turkey Convention_ 2017



Post-tour Russia_2018



Challenge Action Against Hunger_ 2019



Jordan Convention _ 2019



Jordan Convention _ 2019 Guides



Unforgettable Jordan _ 2019



Orient and Guides Departments



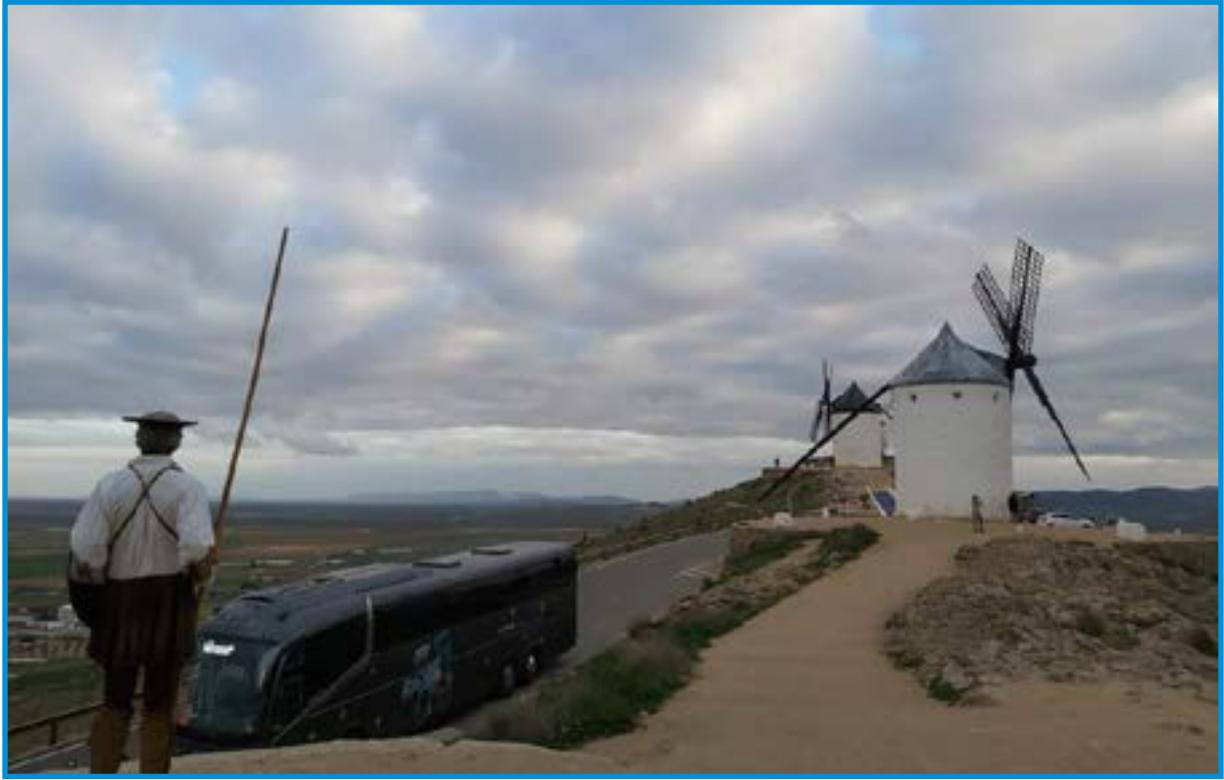
FIT Groups Department_ 2019



Venice Carnival_ 2019



Mount Fuji



Consuegra_ 2020



Christmas in Amsterdam



Mexico Convention_ 2021





Anecdotes

Carlos and Marta

Carlos and Marta are a couple from Uruguay, and Europamundo passengers. They were the only ones on the South Korean part of the tour and then joined the rest of the passengers in Japan.

Marta had Alzheimer's. Carlos, her life partner for many years, wanted to make one last trip with her while she could still be able to accumulate memories. It was a last attempt to capture life with his hands without knowing that it was a stream of water that slowly escaped him.

Every day, Carlos had to introduce me to Marta as his accompanying guide because she forgot who I was.

Monday: "Look Marta, this is Javier, our guide from Europamundo"... "Nice to meet you, Javier! Are you going to accompany us during the whole trip?"

Tuesday: "Look Marta, this is Javier, our guide from Europamundo"... "Nice to meet you, Javier! Are you going to accompany us during the whole trip?"

Wednesday: "Look Marta, this is Javier, our guide from Europamundo"... "Nice to meet you, Javier! Are you going to accompany us during the whole trip?"

Thursday: "Look Marta, this is Javier, our guide from Europamundo"... "Nice to meet you, Javier! Are you going to accompany us during the whole trip?"

Friday: "Look Marta, this is Javier, our guide from Europamundo"... "Nice to meet you, Javier! Are you going to accompany us during the whole trip?"

Saturday: "Look Marta, this is Javier, our guide from Europamundo"... "Nice to meet you, Javier! Are you going to accompany us during the whole trip?"

Sunday: "Look Marta, this is Javier, our guide from Europamundo"... "Nice to meet you, Javier! Are you going to accompany us during the whole trip?"

Carlos had already warned me that this type of situation could occur during the trip or that



Carlos and Marta in South Korea_ 2017

Marta could even get out of control and start beating him without any reason.

The tenderness and sweetness with which Carlos cared for Marta was touching. How he groomed her hair, how he helped her with her jacket or took her arm to support her while walking.

The whole group of passengers and local guides supported this couple in everything we could to make their trip unforgettable. Some of them ended up getting excited to see them interact. It was love in its purest form. We helped them with their luggage, we took a lot of photos and we got together so that Carlos and Marta had the best possible trip and Carlos could enjoy and forget about the tension of this situation for a few days.

The trip ended and Carlos and Marta were very grateful. I sent all the photos we took in South Korea and Japan to their son so that he would have a memory of his parents traveling through Asia and that he could print a photo to have at home.

Carlos has been calling me ever since on my birthday and on Christmas, every year, to congratulate me. He always asks me, "Do you remember me?" ... as if a story like his wasn't something impossible to forget.

Last Christmas Carlos told me that Marta was no longer with him. He had to say goodbye during the pandemic. And he says he's very sick, but he still remembers very fondly everything we did for him and his wife.

Story by **Javier Villodre**



Phrases

“ Since I started 40 years ago my work in Tourism, I follow a simple quote from Confucius “Choose a job you love, and you will never have to work a day in your life” and here I continue to enjoy every day.”

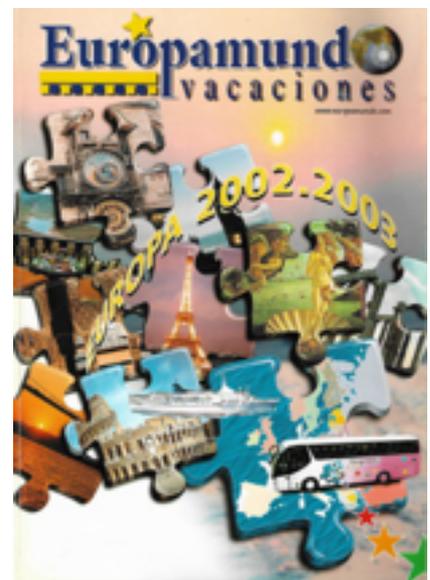
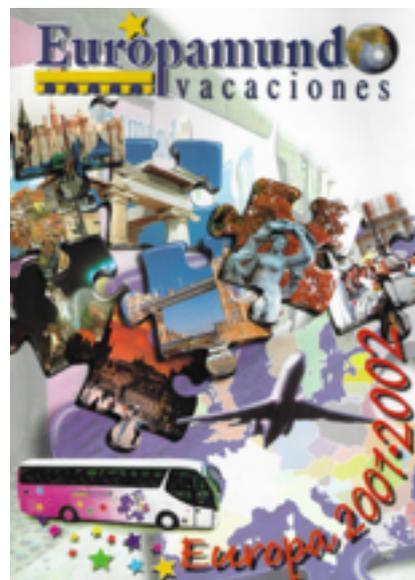
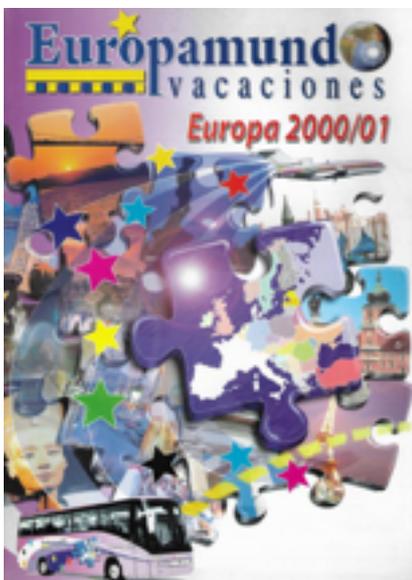
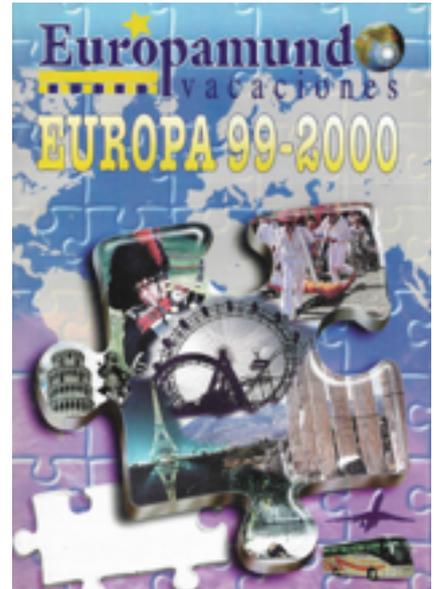
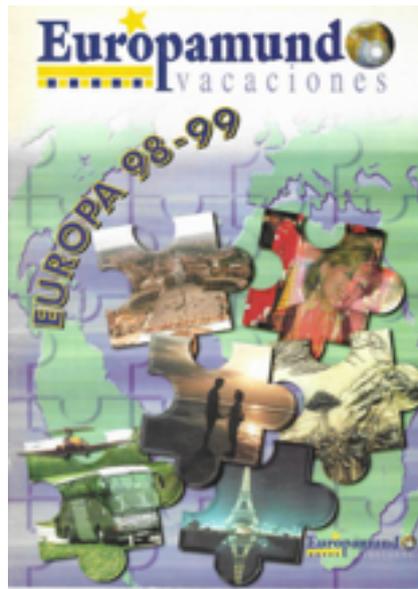
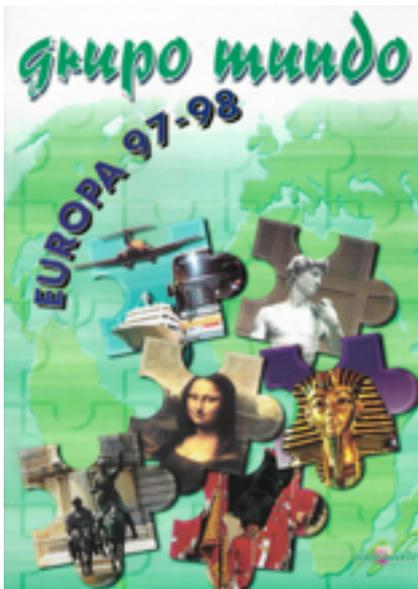
Carlos González

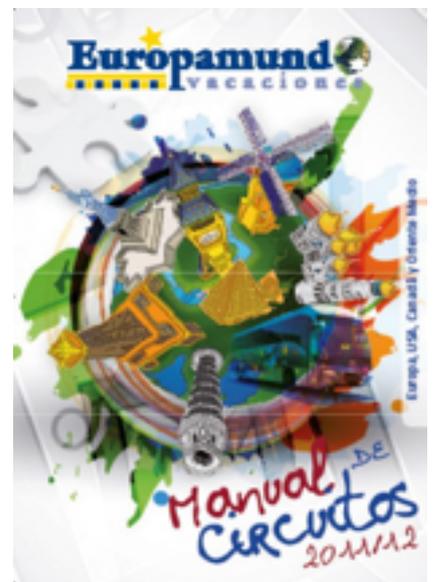
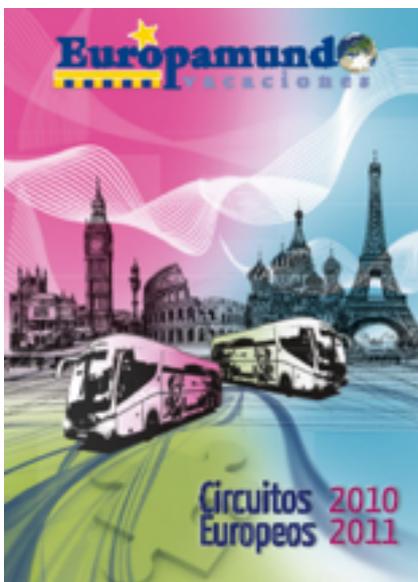
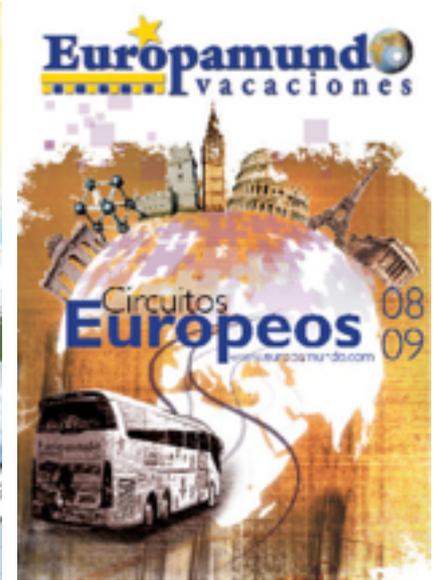
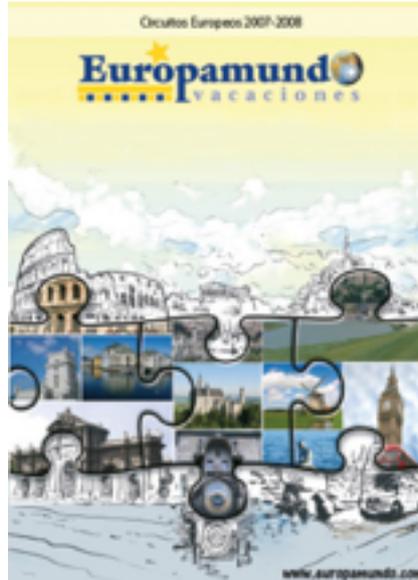
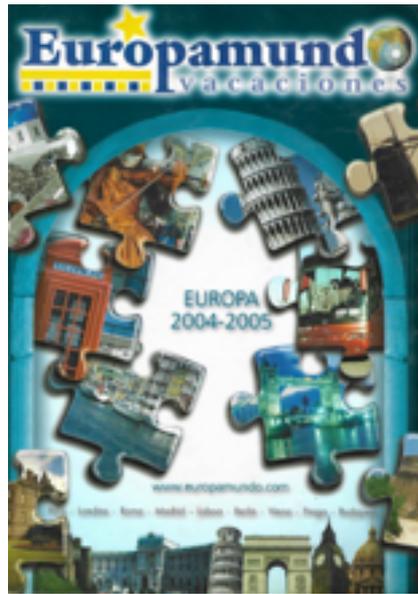
“ The world is a book and those who don't travel only read a single page.”

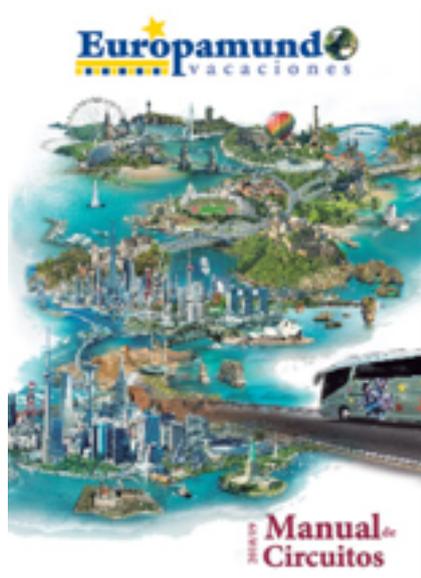
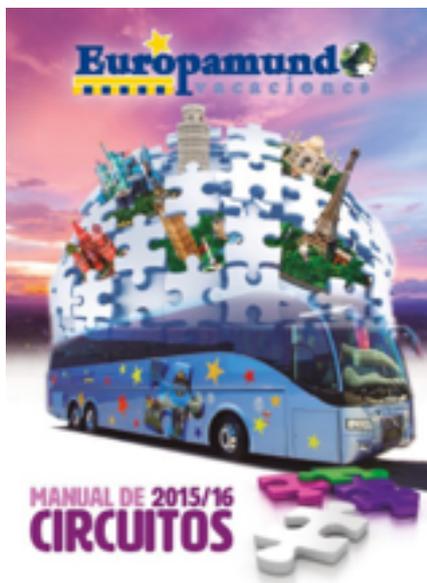
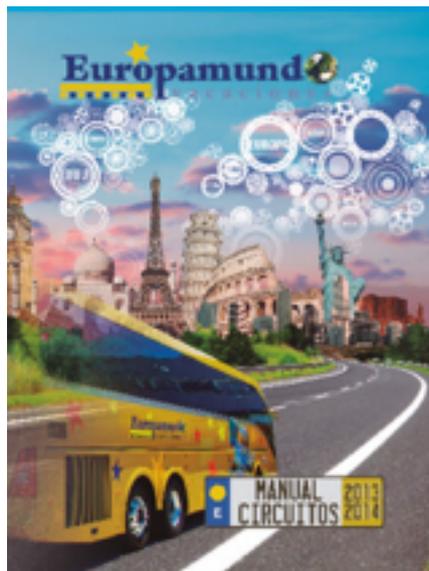
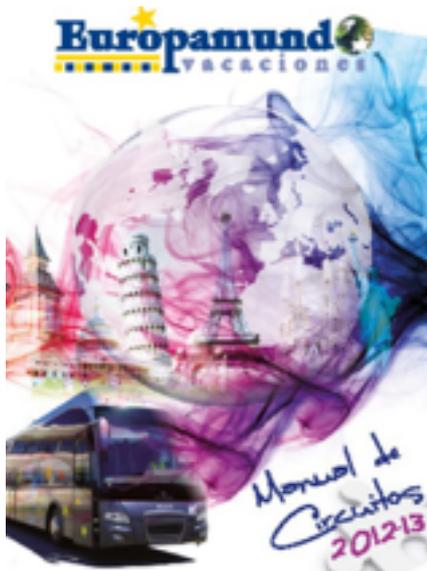
Antonio Toti



Our brochures 25 years







Europamund 
vacaciones

Europamund 
Responsabilidad Social Empresarial **RSE**