



## ITS COOP TRAVEL

organizes beach holidays, city breaks, tours and cruises. The joint venture between Coop and DER Touristik (subsidiary of the German Rewe Group), is Switzerland's leading direct seller of beach holidays.

[www.itscoop.ch](http://www.itscoop.ch)



**Net sales 2018**  
CHF 66 million



**Market position**  
Swiss leader in direct sales of beach holidays



**Number of travel agencies**  
1 travel agency with a call centre



**Online shop**  
More than 1 500 offers



**Number of employees**  
21



**Vision**  
Together to the top



**Offering**  
Package tours worldwide (beach holidays, cruises, city breaks, event trips and tours)



**Services**  
Free booking by phone, e-mail and on the website; earn Superpoints with the Supercard; travel vouchers as gifts