

## INFORMATION FOR MEDIA & PARTNERS

### Tourasia expands to Poland

**Tourasia the biggest specialised tour operator for Asia in Switzerland is further expanding its activities. Tourasia is opening its subsidiary in the city center of Warsaw on 1<sup>st</sup> December 2016.**

**Zurich, 28th November 2016.** Tourasia expands its success into Poland and opens its subsidiary Tourasia Polska S.A.

Stephan Roemer analyses the Polish tourism market to Asia as a young emerging market with a good niche for a specialised tour operator offering Asia. Polish people are seasoned travellers and are reaching out to far destinations for their holidays. Tourasia already receives a number of Polish guests through its offices in Asia and will extend its infrastructure to the Polish market.

It goes without saying that Tourasia will offer its usual high quality to the Polish travellers but will also have an adequate offer for the tourist class segment. Tourasia's USP's such as the refined concierge service, the own deluxe vehicles and the innovative roundtrips will also be available in Poland. Security is an important aspect for Polish travellers and this is a strong point where Tourasia proves its own organisation with a 24/7 emergency service.

The new office which is centrally located in Warsaw will be manned with four staff. The team is managed by Mr Piotr Chojnowski (45) a well known trade professional. His former career led him from product director at TUI Poland to CEO of Onholidays until he is now joining Tourasia.

Tourasia already proves a long experience in foreign markets. Among their subsidiaries is Tischler Reisen AG in Germany. In Asia Tourasia operates its own Destination management organisations with their premium offers in Myanmar, Thailand, Vietnam and the Philippines. Apart from catering for their own tour operators in Europe they are serving all international markets with their premium offers. A major part of the destination management turnover is generated with Asian markets where Asian travellers rely on the Swiss quality.

**Tourasia** is the biggest specialised touroperator in Switzerland for trips to Asia. Their focus is the personal consultation and the individual a-la-carte programs of roundtrips, hotels and all tourism services. Tourasia entertains its own network of offices at major destinations in Asia where they offer their concierge services to all their clients. The company was founded in 1992 by the three board members, Roger Geissberger (CEO Knecht Travel Group), Thomas Bolliger (Managing Director rnr Rolf Meier Reisen) and its managing director Stephan Roemer. Presently tourasia employs 32 employees in Switzerland and over 140 permanent staff in Asia. Tourasia was several times awarded in Switzerland and internationally for its quality. The company handles more than 20'000 travellers annually from Switzerland to Asia. [www.tourasia.ch](http://www.tourasia.ch)

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