



Introduction

Grupo AM



grupo **am**

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company **introduction**



Grupo AM is a tourism company with **more than 37 years of experience**. The familiar company was founded in **Bilbao** where there are its central offices.

Grupo AM is in an ambitious expansion process at the national level. This is arriving to its end.

The company is made up of **different brands**: wholesalers (they create their own product both large distance and Europe) and retailer (they market these and other products from different suppliers). Moreover, it also has specialized brands and incoming services.

Nowadays, there are **more than 130 professionals** in the team: Experts in travel and in tourism who guarantee the quality in all the services. Grupo AM is a company in **constant growth** which is always **innovating**.



Grupo AM is certified with the prestigious Q of quality



CALIDAD TURISTICA





our **history**

1. Evolution: 1982-2017

1982

- 1 Office in a flat (Bilbao)
- 3 employees
- 1 commercial brand

Juan Mari del Hoyo created his own Travel Agency in 1982. He had a huge experience because he had worked in Viajes Meliá where he started as a bellboy when he was 16 years old.

Poster of trips to the Athletic's Final of Futbol (1984)



1. Now

2017

- 24 Offices around the country
- 135 employees
- Different commercial brands

After being working for 40 years in tourism, Juan Mari del Hoyo gave way to his sons Juan and Iñigo. They both had worked with Juan Mari del Hoyo at the Direction department for years.

El Correo
2015/5/14



- 1984 - **Independent Travel Agency** which organises trips to Athletic's matches
- 1986 - New office: **Madrid**
- 1988 - Definitive brands: **Club Marco Polo y Nervión Travel**
- 1993-... - New offices (Barcelona, Valencia, Santander...)
- 1997 - **Q of touristic quality**
- 2011 - It is created **EuskadiReception.com** (incoming services in Euskadi)
- 2012 - Purchase of **Viajes Gantour** (Viajes Kutxabank and Cajasur agency)
- 2014 - Launching of new accessible and sportive brands **Travel for All and Travel for Sport**
- 2015 - Purchase of **Viajes Navarra** (Navarra)
- 2016 - Purchase of **Viajes Nortesur**. Winner of the Bilbao City Hall Contest for managing the incoming services of the city.

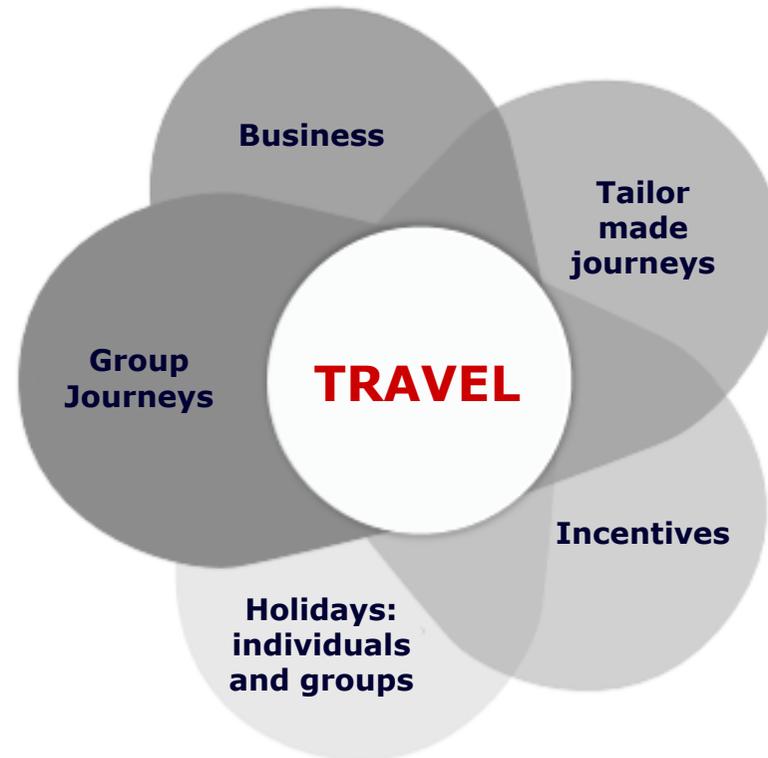


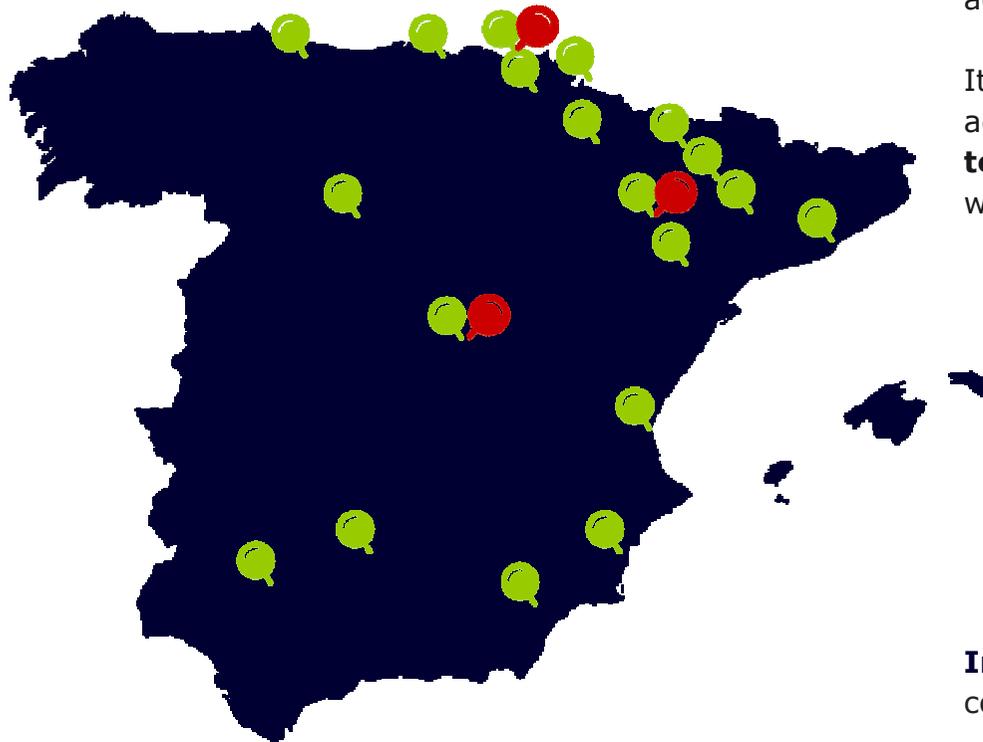
- 1988 - We send the first groups of travellers to **Vietnam**
- 1991 - The first agency with travels to **Irán**.
- 2002 - The last agency with travels to **Irak**.
- 2006 - Exclusive direct flight to **Niger** to see the Sun Eclipse.
- 2010 - Pioneers in groups and travels to **North Korea**.
- 2014 - Expeditions with Sebastián Álvaro
- First on expeditions to **Antarctica**.
- We program unbelievable desert journeys: Mauritania, Argelia, Libia, Siria, Yemen...





what do **we** do





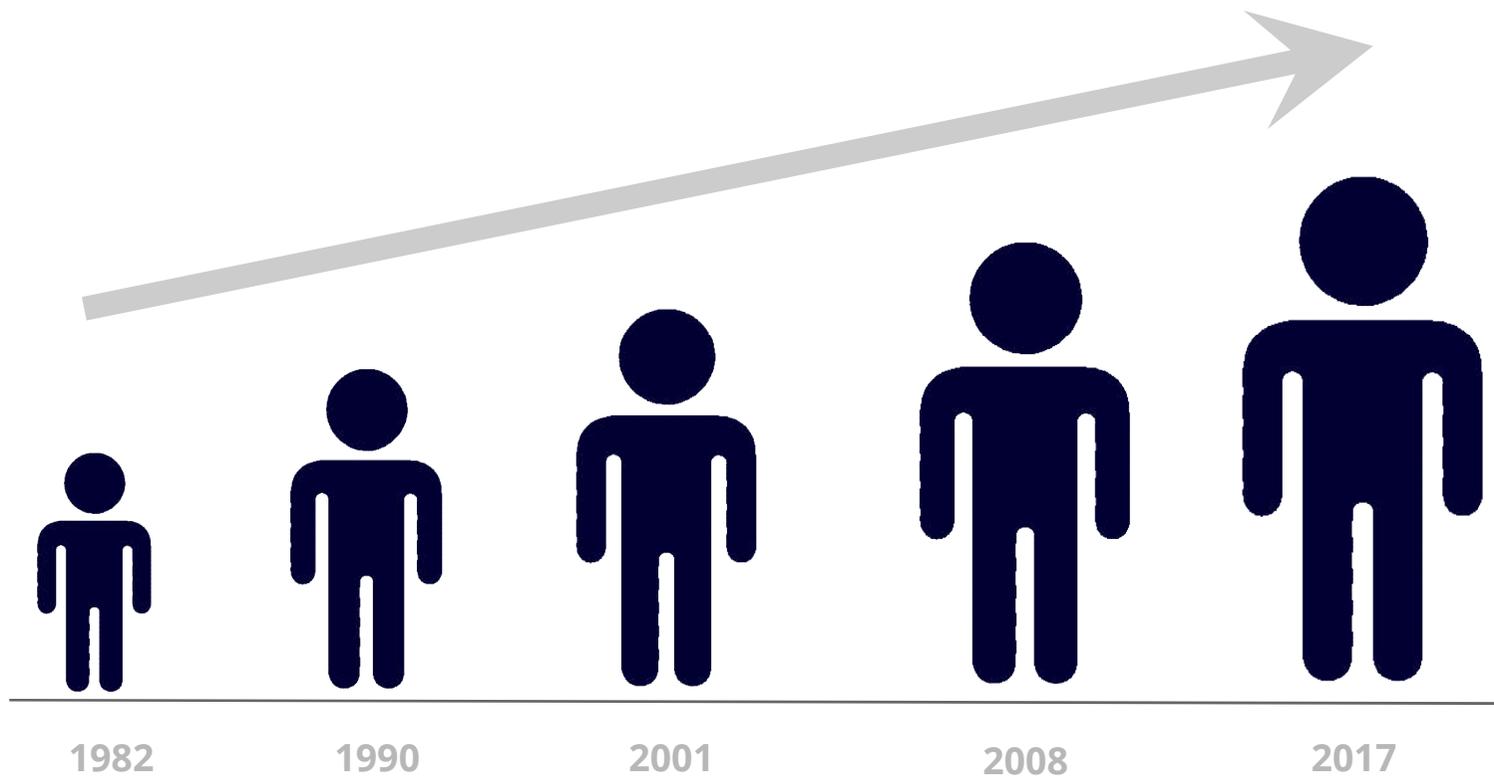
Grupo AM is one of the most **prestigious and recognized** agencies at national level.

It is a **tourism referent** because of Its continuous adaptation to **new markets** and its strong **investment in technology and workforce**. It is possible to book in its website or in any of its offices:

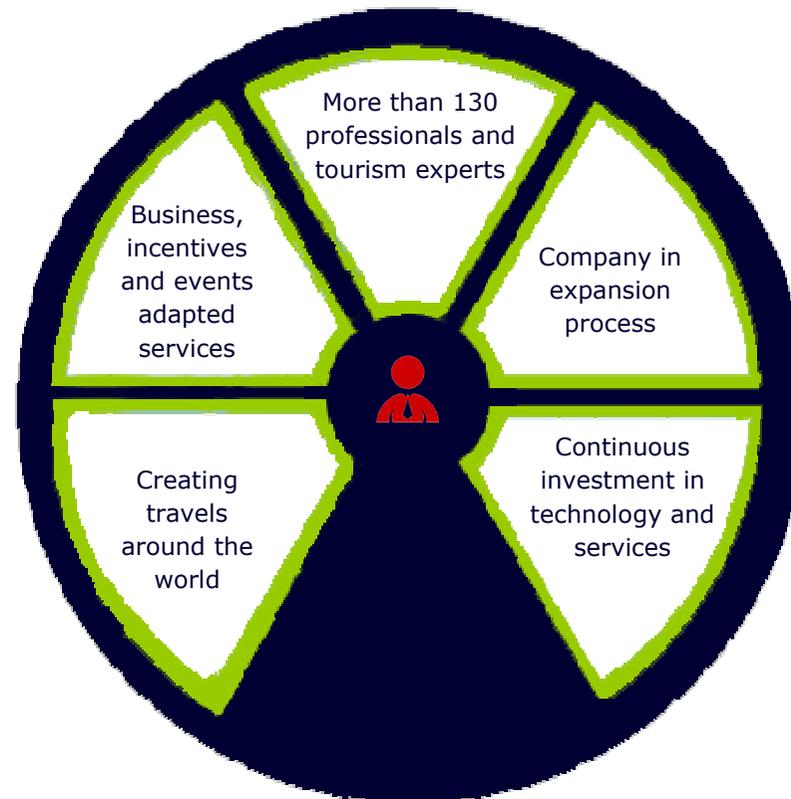
- **Central office in Bilbao:** retail-wholesale
- **BTC:** Bilbao, Zaragoza and Madrid
- **Office network:** distributed in 19 cities across the country
- **Grupo Airmet associated agency:** more than 1.000 points of sales

International Coverage: International network of correspondents





Azul Marino Viajes is a
SUCCESS guarantee





Personalized service

adapted to your needs: a professional team manages the requirement of each traveller and they make a thorough follow-up of all bookings

Maximum **quality and quickness** in both online and telephone service

Thanks to the Grupo AM **positioning**, you will get a greater diffusion of all the products in the whole sales channel

Our own development technological tools are tested and adapted to experiences and activities online sale in different languages





We are really **concerned about different issues that affect the world** and, in addition to practicing **responsible tourism**, we try to collaborate with different causes.

We collaborate with the ONG "**Acción contra el hambre**" through different actions: We sponsor solidarity actions, participate actively in events...

For example, we run in the Challenge Interempresas: a career between employees of different companies where we donate 10€ per kilometer we run.





We are aware that **our success is thanks to the team** and the efforts they do. That's why **we all meet** in Bilbao during a convention **every year**.

the **brands**



Brands | **Organization chart**



Spain Incoming Services

Experiences, accommodations, entries, visits, guides, tours, events... in multi-language



Retail Agency

Great journeys, own product, groups and holidays



Business Travel

Business travels, incentives travels, meetings and conventions: MICE



Tour Operator Long Distance

Exclusive programming, mundial destinations, traveller culture



Tour Operator Europe

European programming with flights
Special bus departures
Groups





Club Marco Polo is the number one Tour Operator in Spain in **Alternative and Adventure Travel**.

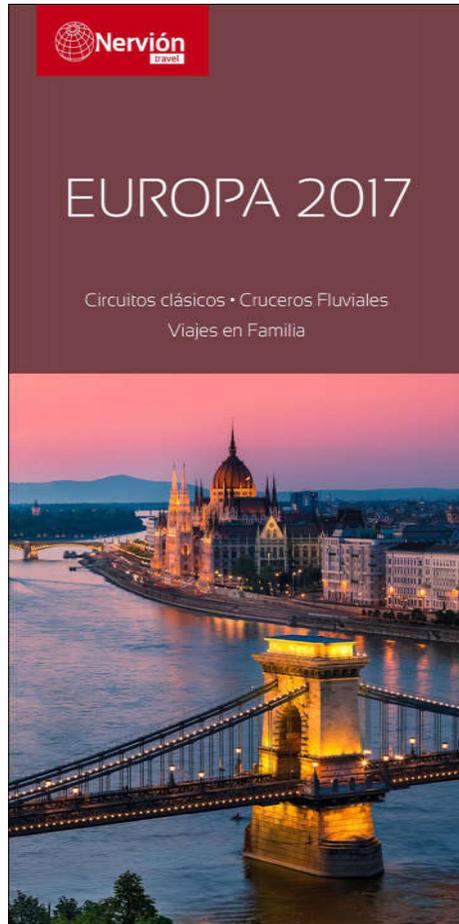
We have been **pioneers** in creating a different lines of travels since 1980. Nowadays, we are a **referent in long distance journeys**.

Club Marco Polo presents its complete programming within its catalogue on April. It will be present in different agencies, fairs, events... and in its own website.



www.clubmarcopolo.es

Brands | **Nervión Travel**



Nervion Travel is the specialized brand in tours around Europe and Spain both in bus and in airplane. It has **special operations** and groups with **guaranteed departures**.

Its main offices are in **Bilbao and Sevilla**



www.nervion.com



NorteSur Incoming provides **all kinds of touristic services:** Accommodations, experiences, visits, trips, guides, transfer... and any tailor made service than you can request all around Spain.

It has a **large experience** in the tourism sector as a result of being integrated in Azul Marino Viajes.

Our wholesaler is reinforced and presents a receptive service that will make it **easier to know our closest environment.**

Where do we work? **Basque Country, Cantabria, Asturias, Galicia, Navarra, Castilla León, Madrid, Barcelona, Andalucía.**



www.nortesurincoming.com



We understand that the target audience is **increasingly heterogeneous** and that their hobbies and interest change. Therefore, we do our best for attending the **different necessities** and that is why we are **specialized in different niche markets**.

We work in **various business lines** in order to satisfy the aims of our specific targets and **increase our ROI**. On the one hand, travels for **diving lovers** with Marco Polo Dive: both veterans and newcomers.

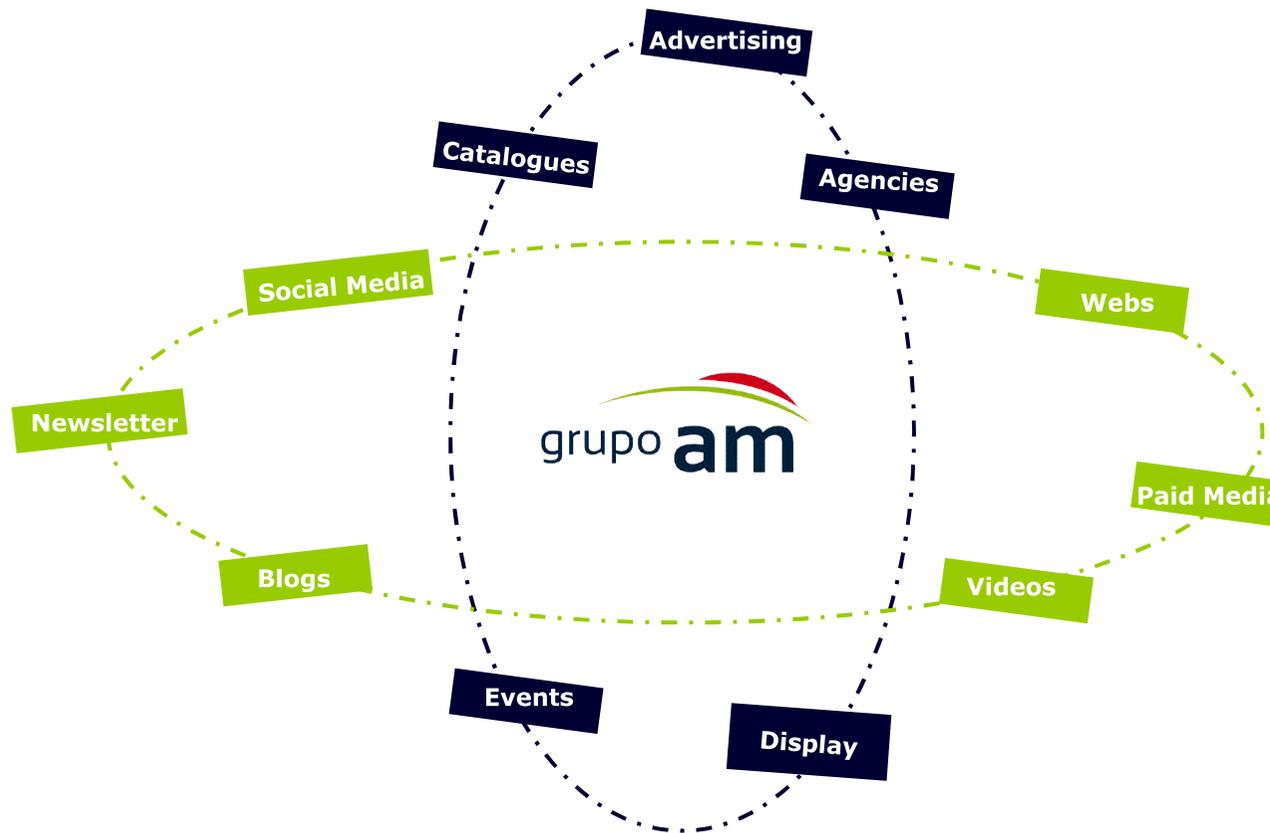
On the other hand, we also have **experiential journeys** with brands such as La Montañera (**mountain**) and Salvelinus (**fishing**).

Finally, we are also concerned about inclusive tourism. That is why we have an specialized brand of **accessible tourism** for those people who have special needs.





communication **marketing**



Grupo AM has a **very consolidated identity** because it keeps a great cohesion among all its communicative elements.

The actions of the company are involved in a **360° strategy with both online and offline** in the same direction.

Wherefore, being part of Grupo Am means a strong backing by a brand **well entrenched in the sector, a projection to a large audience and a guarantee of success.**



Azul Marino Viajes agencies have an **innovator, differential and very attractive aspect with open spaces.** .

The storefront of the agencies has two topics: on the one hands, there are **posters with local offers.** On the other hand, there are screens with different kind of **videos** (corporate content, offers, relevant information...)

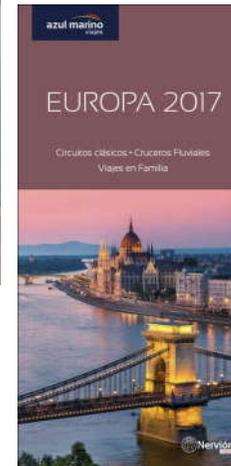
Finally, Azul Marino Viajes organizes and collaborates in different **events** in order to increase **brand awareness** both locally and globally.



The wholesales **Club Marco Polo**, **Nervi3n Travel** and **NorteSur Incoming** present their own catalog every year that is distributed to all Azul Marino Viajes offices. Moreover, **Club Viajeros AM** has its own catalog since 2017.

Those catalogs **offer** is **wide and varied** and, they all look for offer alternative destinations or complementary services every year, just to guarantee an unique experience and different from the competence.

Despite the **classic journeys** of every year that customers request and there are sign of identity, we are always trying **to innovate and to be the first.**





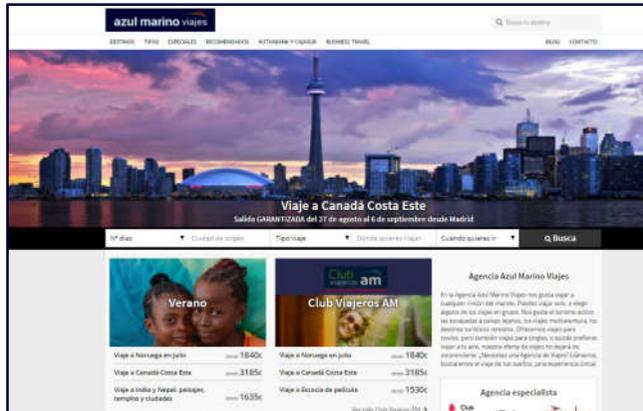
We have an **exclusive luxury line of voyages for very special customers.**

We offer premium services to clients of kutxabank personal banking: The highest Kutxabank bank accounts.

Those voyages have everything included in the final price and the services are high quality.

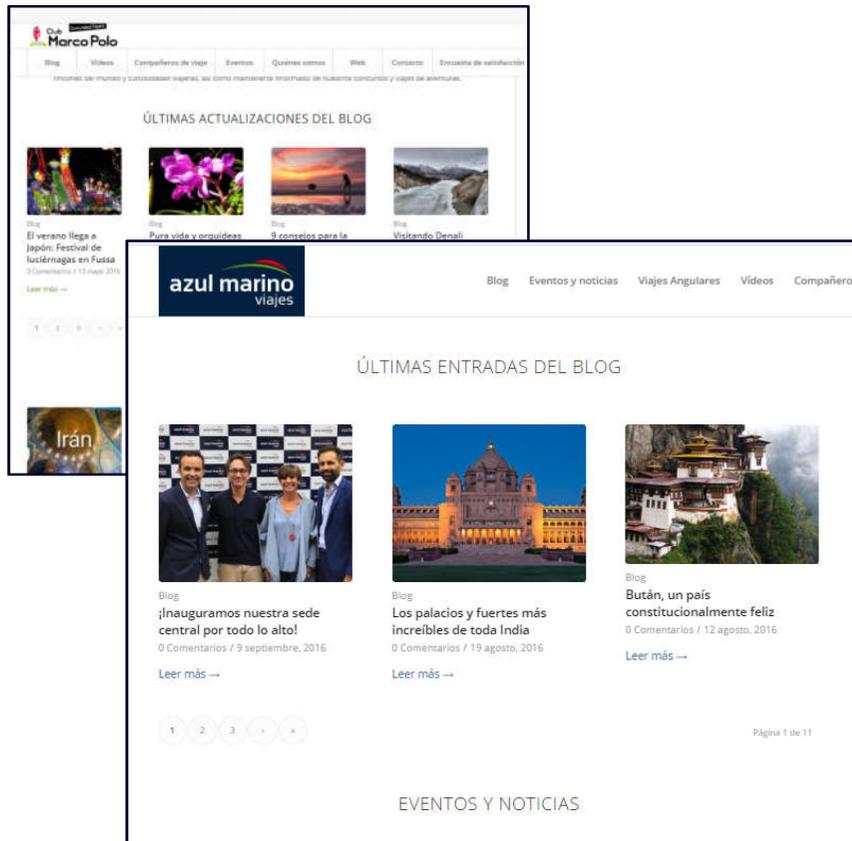
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azul marino viajes	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Club Marco Polo	<input checked="" type="checkbox"/>								
Nervión travel	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					
Norte Sur incoming	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			





In the Grupo AM's websites, we show **all the travels** that anyone can book in our offices. **The Marketing and Communications department keeps all the websites updated.**

Our websites allow direct booking in an **easy and quickly** way. Therefore, our agents process the bookings offering a **personalized service**. We also have a **live chat** where we answer all the questions at the moment.



We publish value content every week:

- It is a place where we publish **value content** that shows the soul of Grupo AM: our experts write about their experience and about the places they most know.
- It allow us obtain **positioning** as referents in the sector.
- Through the blog, professionals that work in the team are the **main characters**.
- It is also a **connexion place** between travellers that are looking for a travel partner.
- We publish all the **events** of Grupo AM in order to increase the reach and visibility.

NEWSLETTER

Each brand of Grupo AM has its own database that has been generated in different ways.

More than 60.000 subscribers trust in Grupo AM and are interested in the different services it offers.

Every week, we send a segmented newsletter within we include interesting information such as journeys, offers, events...

SOCIAL MEDIA



The different brands of Grupo AM are very actives in social media.

All post published have a huge engagement and organic reach



In addition to the online and offline presence, Grupo AM creates video content that has a great repercussion. This is because is the only brand in the sector that is generating as much volume of videos.

Thanks for your attention

