

A photograph of two women in traditional Vietnamese attire (áo dài and nón lá) walking through a lush green field. One woman is riding a bicycle, and the other is carrying a basket of lotus flowers on her back. The scene is bright and sunny, with a soft focus background of trees and hills.

Company Portrait Gebeco

Our Philosophy

Gebeco – organization for international exchange and cooperation

The Gebeco philosophy is anchored in the company name.

The key to our success: a cooperative and trusting partnership with our employees and our global network.

Implementing our values of reliability, transparency and fairness, we strive together to create travel experiences that touch the soul and mind of our guests.

We enrich the perspective on the travelled country – even far beyond a trip with Gebeco

The Core

EXPERIENCE. ENCOUNTER. UNDERSTAND.

Gebeco Tours enable a common understanding and interaction – with local people and their culture and the host country – with fellow travelers who share one passion. Our goal: to overcome boundaries and build bridges between peoples and cultures through sustainable tourism. Guided by our highly qualified travel guides, our trips enable understanding for foreign lifestyles and new cultures. On our trips, guests experience the world from a new perspective and build lasting bridges between cultures.

Our promise: Trips that inspire. Encounters that last.

Who we are

“Opening up new perspectives through interpersonal exchange, developing further, gaining new insights. That is the basic character of our trips. And the people we address are looking for exactly that.”

- Thomas Bohlander, COO of Gebeco

At a glance

Company: Gesellschaft für internationale Begegnung und Cooperation

Company form: GmbH & Co. KG

Claim: Gebeco - Trips that inspire

Founding year: 1978

Shareholders: 50 % ABC Invest/ Ury Steinweg, 50 % TUI Deutschland GmbH & Co. KG

Managing Directors: Ury Steinweg (CEO), Thomas Bohlander (COO), Michael Knapp (CCO) **Employees:** 200 (excluding tour guides and holdings) T

National holdings: Creativ Werbe- und Beratungsgesellschaft, Kiel

International holdings: APTC (Fiji) PTE Limited, All Pacific Travel Concept › Sydney, Australien › Wellington, New Zealand › Nadi, Fiji › ATC, African Travel Concept › Cape Town, South Africa › Windhoek, Namibia

The Gebeco Timeline

- 1978** Foundation of Gebeco mbH & Co. KG in Kiel. Our success story began when Ury Steinweg, a university graduate, decided to turn his hobby into a career. Together with his partner at the time, he developed trips with the aim of improving intercultural understanding and overcoming borders. All at an attractive price-performance ratio.
- 1980** Trips to non-European countries are included in the product portfolio. The number of trips and countries offered is constantly increasing.
- 1983** Gebeco was one of the first tour operators to offer trips to China. To this day, we are one of the leading European providers of China tours.
- 1998** Gebeco becomes a member of the "World of TUI" and carefully transforms the high-quality Dr. Tigges study tours into a modern, young form.
- 2007** The first themed year catalog is published and focuses on "Religions of our world". To this day, we use the theme year to address socially relevant topics and invite you to particularly intensive study trips that focus on what unites us
- 2008** Gebeco is expanding its range of round trips with Adventure-Trips by Gebeco for a younger target group
- 2009** Gebeco becomes a founding member of Futouris. Together, the members are committed to improving living conditions, preserving biodiversity and protecting the environment and climate worldwide.
- 2010** New is the worldwide offer of tours with performance guarantee from two or four people.
- 2011** Gebeco is the first major German tour operator to receive the TourCert sustainability seal.
- 2012** Gebeco becomes a founding member of the Round Table on Human Rights in Tourism. The aim of the multi-stakeholder dialog is to implement the UN Guiding Principles on Business and Human Rights in Tourism.
- 2017** The Kiel Chamber of Industry and Commerce recognizes Gebeco for special training management and awards it the "TOP Training Company" award
- 2019** Ury Steinweg receives the VDRJ Volunteer Award. The Association of German Travel Journalists honors Ury Steinweg for his special achievements in tourism.
- 2022** TheCode and ECPAT officially recognize Gebeco's commitment to child protection and accept Gebeco as a TheCode member.
- 2024** Ury Steinweg receives the Polish medal of honor "Bene merito" and is honored for his contribution to international understanding and his services to German-Polish relations.

Inspiring trips that leave lasting impressions.

- Our sustainable corporate management has been audited and certified since 2011 by the independent third-party certification company [TourCert](#).
- When developing our trips, strong emphasis is put on the consideration of various aspects of social and ecological sustainability.
- Our claim is to continuously increase the number of sustainable elements in every trip.
- Our catalog of criteria for sustainable travel is regularly reviewed and updated and can be found on the Gebeco website.



Trips that inspire.

- Gebeco makes encounters possible - with the local people, their culture and the host country - with fellow travelers who share their passion.
- Our aim is to overcome borders and build bridges between peoples and cultures through sustainable tourism.
- Led by our qualified tour guides, our trips create an understanding of foreign ways of life.
- The responsible use of local resources and the strengthening of regional value creation are central to the design of every trip.





Trips that inspire.

Fascinating trip variety.



Erlebnisreisen

out and about in a group of like-minded people with time for individual activities – authentic, collaborative, fascinating.

Studienreisen

experience countries in all their diversity together with a study tour guide – intensive, ambitious and inspiring.

Kleingruppen-Reisen

great moments in a small group with maximal 16 people.

Wanderreisen

so close to country and people: discover the nature and culture of the travel destination on foot.

Radreisen

Experience bike tours experience the holiday destination on two wheels, active and yet relaxing.

Privatreisen

discover foreign countries and their cultures with your partner, with family or friends.

Englischsprachige Adventure-Trips

get to know new people and their culture in an international group of young adventurers

Our guests

Age: average 45-65 years

Interests: Travel, culture, news, history, documentary/reportage, business, politics, food, literature, music, sustainability, environment, photography

Educational qualification: min. Abitur, large proportion with academic degree

Purchasing power: above average

Our guests appreciate a sophisticated, high-quality travel program. They want to get to know the country through encounters with the local people and an experienced tour guide. They expect to return home with new perspectives on countries thanks to deep insights into the culture. This is what a sustainable vacation means to them.

According to Sinus Milieu Study



Post-material milieu
Committed-sovereign educational elite with post-material roots



Conservative upper-class milieu
The old structural conservative elite



Performer milieu
The efficiency-oriented and progress-optimistic performance elite

Thank you very much.

We look forward to working with you!

