

A photograph of two women in traditional Vietnamese attire, including conical hats and white dresses, 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 set in a rural, hazy landscape with trees in the background.

Company portrait Gebeco

Our philosophy

Gebeco - Society for international encounters and cooperation

Gebeco's philosophy is firmly anchored in the company name.

The key to our success: a partnership and trusting cooperation with our cooperation with our employees and our partners worldwide.

We strive together with reliability, transparency and fairness, to create travel experiences that touch the spirit and soul of our guests and enrich their view of the country they are visiting
- even far beyond a trip with Gebeco.

At the core

EXPERIENCE. ENCOUNTER. UNDERSTAND.

We have been developing travel packages with our worldwide partners for over 45 years.

We offer round trips of the highest quality, responsibly and authentically.

Our multifaceted trips stand for an understanding, positive togetherness across borders - always conveyed by our passionate and experienced tour guides. Together we lay a solid foundation for tolerance, exchange and encounters. On our trips, guests experience the world from a new perspective and build lasting bridges between cultures.

Wir promise: **Trips that inspire. Encounters that last.**

At a glance

Company: Gesellschaft für internationale Begegnung und Cooperation

Type od Company: GmbH & Co. KG

Brand: Gebeco - Reisen, die begeistern. (tavelts that fascinate)

Foundation: 1978 by Ury Steinweg

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

Managing directors: Thomas Bohlander, Michael Knapp

Guests 2022/2023: 32.000

Employees: 120 (without tourguides and shareholders)

National shareholdings: Creativ Werbe- und Beratungsgesellschaft, Kiel; Atora GmbH, Kiel

International shareholdings: APTC (Fiji) PTE Limited, All Pacific Travel Concept - Sydney, Australien - Wellington, Neuseeland - Nadi, Fiji ATC, African Travel Concept - Kapstadt, Südafrika - Windhoek, Namibia LATC

- 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 his profession. 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 added to the product portfolio. The number of tours and countries offered increases steadily.
- 1983** Gebeco is one of the first tour operators to offer trips to China. To this day, we are one of the leading European providers of tours to China.
- 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 theme year catalog is published, focusing on the “Religions of our World”. To this day, we use the theme year to address socially relevant topics and invite you to particularly intensive study tour experiences that focus on what unites us
- 2008** Gebeco expands its portfolio 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 range of tours with a performance guarantee for two or four people or more.
- 2011** Gebeco is the first major German tour operator to receive the TourCert sustainability seal.
- 2012** Gebeco becomes a founding member of the Roundtable 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 honors Gebeco for special training management and awards it the “TOP Training Company” award
- 2019** Ury Steinweg receives the VDRJ - Honorary 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.

Travel, that fascinate

- 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.





The logo for Gebeco, featuring a red curved line above the word "Gebeco" in a bold, blue, sans-serif font. Below "Gebeco" is the tagline "Reisen, die begeistern." in a smaller, blue, sans-serif font.

Gebeco
Reisen, die begeistern.

Travel variety that inspires.



Experience trips

On the road in a group with time for your own activities - Authentic, Communal, Inspiring



Study trips

At the side of the study director, experience countries in all their diversity - intensive, challenging, inspiring



piccolo trips

Experience great moments in a small group of max. 16 people



Hiking trips

Country and people so close: discover the country's nature and culture on foot



Bike trips

Experience your vacation destination on two wheels, active yet relaxing



Private trips

Discover foreign countries and their cultures as a couple, with family or friends



English speaking Adventure trips

Get to know new cultures in an international group of young adventurers

Our main target group

FAR ABOVE AVERAGE:

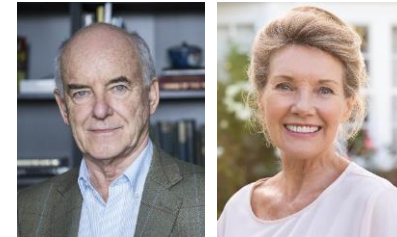
The target group demographic is between 40 and 70 years of age, with high levels of education and above average purchasing power.

The guests are inquisitive, interested in culture and cosmopolitan and openminded in their outlook, thus the perfect target audience for a destination as culturally rich and historically fascinating as your destination.



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.

We look forward to working with you!

