

Introduction SNP Baltic States visit



Why are we on earth?

From the very start in 1984 the people behind SNP have always organised adventures of which they were very enthusiastic themselves. Today, the 'Green DNA' of the starters is still visible in the way the trips are made.

The love and passion for nature, always looking for unique experiences, small-scale operations, far from 'the maddening crowd', travelling in a honest and sustainable way, that's where SNP stands for.

We are convinced that, in a time of a fast changing society, where a holiday becomes more and more a massproduct, an organisation as SNP with her unique travelconcept can play an important role...

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024-327 7000

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Facts & figures



- ❖ **Started in 1984 by three Biologists in Nijmegen**
- ❖ **Green DNA and a passion for nature**
- ❖ **More than 30 years of experience in adventure tourism**
- ❖ **Niche touroperator, specialist in active nature travel**
- ❖ **Portfolio with group travel, self-guided and tailormade**
- ❖ **More than 700 tours all 'over the world'**
- ❖ **65 working staff in the 'green office' in Nijmegen**
- ❖ **150 certified tourguides on the road**
- ❖ **28.000 travellers - € 28.000.000 turnover**
- ❖ **From 2012 Travelife Certified, the highest international standard on sustainability**

What means sustainability for us?



...“We realise however that every traveller has a unavoidable influence upon the destination: on the environment, on nature and on the local culture. We strive with the creation of our portfolio to minimise the negative effects and to maximise the positive effects, in such a way that our travellers still have a great and rewarding experience....

the DTO team



**Arianne Veenstra
Jaap Miltenburg
Lizzy Willems
Marleen Raats
Jeroen Bruil
Irene Ploeg
Gert Nieuwboer**

An active role externally

ANVR appointing a DTO-manager
 formulate a DTO-policy Travelife
 membership MVO-Nederland
 membership 'kopgroep ANVR'
 initiating the CO2 labelling project
 first touroperator with label Travelife certified

OTHER membership ATTA
 membership TOFTigers
 membership Rainforest Alliance



Green thinking starts atVilla Verde



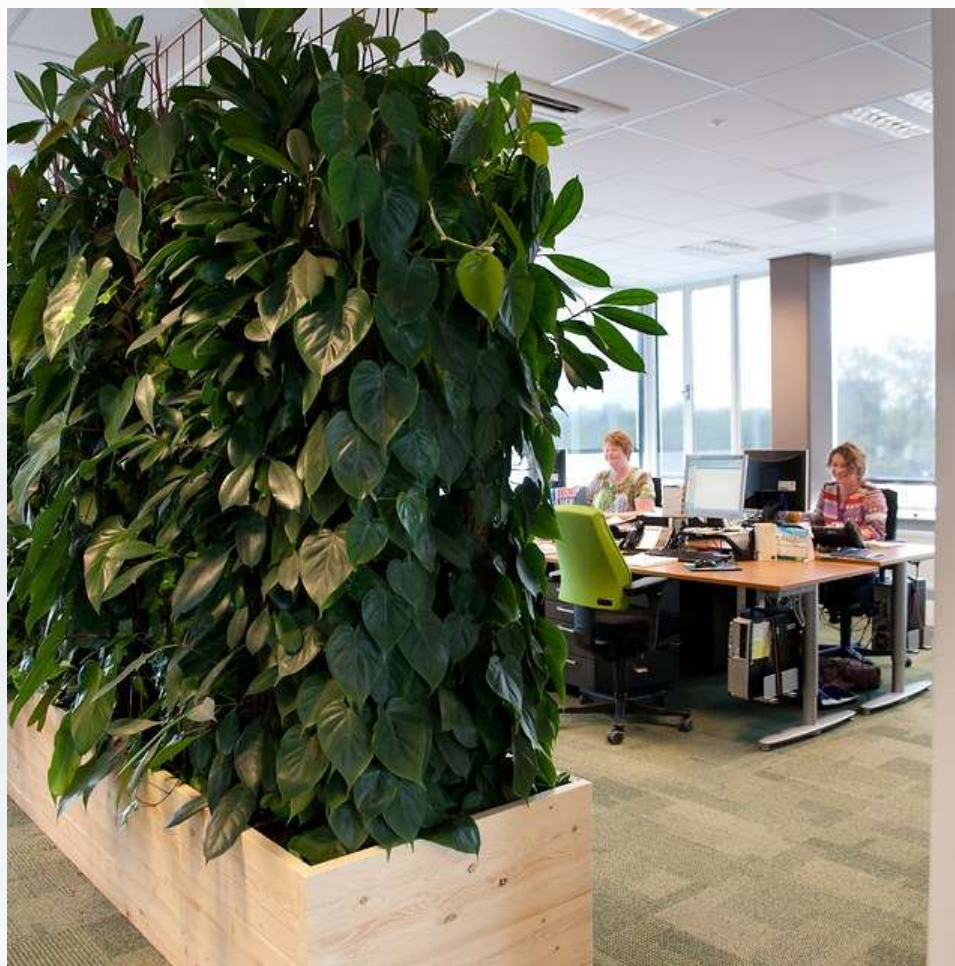
Our office radiates commitment to nature...



Interface 'cradle-to-cradle' carpets



A green roof terrace with 60 m2 solar panels...



Many plants to keep the air clean and fresh...



Who wants to use the elevator...?



Green energy of course but no waste....



Recycling is obligatory...



All extra furniture made of simple untreated wood

Marketing communication

WEBSITE



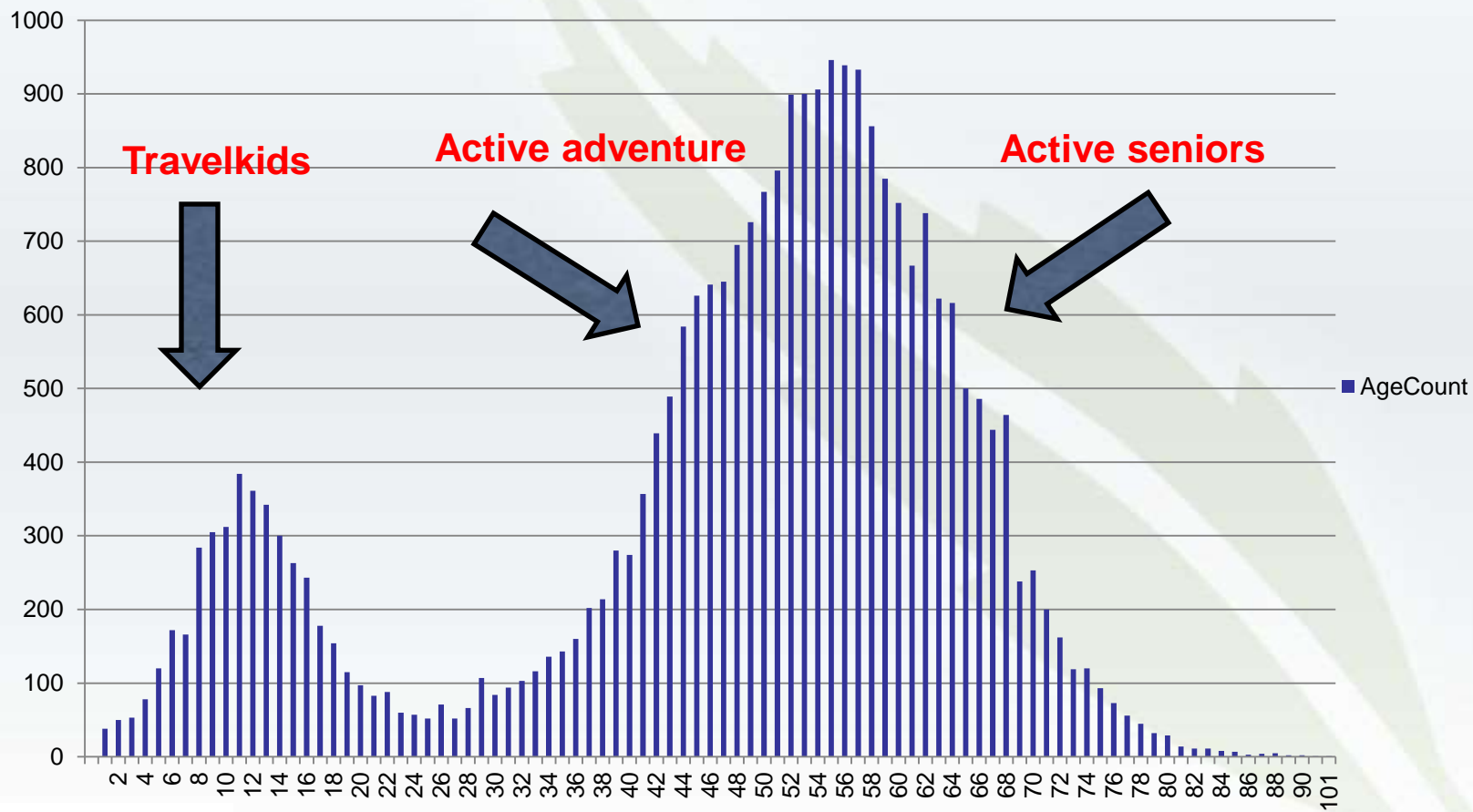
Who are our clients?



Clientprofile

- **Well educated (university, highschool)**
- **Active travellers, sportive and independent**
- **Healthy and fit**
- **Age group 45-65**
- **More interested in unique experiences than in luxury**
- **Hospitality, local knowledge, local food, culture and heritage**
- **Important facilities: private bedroom, private bathroom, good mattresses, space, a nice place to sit and read a book and drink a glass of wine (outside or inside)**
- **Non-important facilities: whirlpool, satellite TV, mini-bar, jacuzzi, gym etc.**

Age profile SNP clientele



More than 700 trips 'all over the world'



Different Product formula SNP

THEMES

- ❖ **Walking & Hiking**
- ❖ **Cycling**
- ❖ **Winteradventure**
- ❖ **Family specials**
- ❖ **Thematic trips**
- ❖ **roundtrips**

FORMULAS

- ❖ **Grouptrip**
- ❖ **FIT**
- ❖ **Tailormade**

Typical aspects to a self-guided tour

- **Average walking distance: 15-20 km a day**
- **Small scale accommodation preferably along the trail**
- **Luggage transfer from A to B to C**
- **Route description – GPS tracks – signposted**
- **Information on scenery and historical sites**
- **Breakfast (buffet) – lunchpackage – diner (at choice when available)**
- **Vegetarian – glutenfree**
- **(local) Transportation from airport to and from start- and end of the trail**
- **8- tot maximum 10 days (depending on how interesting the landscape is)**
- **Local assistance in case of emergencies**
- **Incoming touroperator to manage bookings/ alternatives / assistance / problems shooting**