

Transat in Europe

Transat has been operating in Europe since the Corporation's creation and currently has six business units there employing approximately 1,000 people in four countries.

Transat is a leading player in the travel and tourism industry in France, where tour operator Transat France develops and commercializes a full range of products under the Vacances Transat and Look Voyages brands. Look Voyages is a generalist brand that offers a variety of international destinations and has a great deal of expertise in resort club holidays. Known for their festive atmosphere and their French-speaking activity leaders, the famous Lookéa resort clubs are found mainly in the Mediterranean Basin and Caribbean regions. Under the Vacances Transat banner, Transat France offers a wide variety of foreign independent travel products as well as holidays on all continents (North and South America, Asia, Africa, Europe...). Transat France seeks to offer its customers accessible, authentic, original and inclusive experiences. Transat France also operates some 40 travel agencies under the Look Voyages banner in the main French cities.

Transat owns Canadian Affair, an outgoing tour operator in the United Kingdom that specializes in travel to Canada and primarily uses Air Transat and Thomas Cook Airlines. American Affair, its sister brand, was launched in November 2015 to extend the holiday offering to the USA offering a wide range of airline partners to the various American destinations.

Tourgreece, which is also a business unit of Transat, is one of the largest incoming tour operators in Greece; it sells products in many countries.

Transat Tours Canada flies travellers on Air Transat between Canada and the United Kingdom, France, Spain, Portugal, Germany, Italy, Switzerland, Belgium, Ireland, the Netherlands and in Turkey. In fiscal 2015, Air Transat offered direct flights between Canada and some 40 European destinations. Outside France and the United Kingdom, Transat's business partners market the Company's services. For instance, Air Consultants Europe (ACE), a Transat business unit located in The Hague, markets the Company's services in Germany, the Netherlands, Belgium, Luxemburg and Austria.

Jonview Canada, a Canadian incoming tour operator and business unit of Transat, sells products originating in almost all European countries to Canada through its commercial partners.

Europe

(Revenues in thousands)

	2015	2014	2013
Outgoing tour operators			
Vacances Transat (France) (Vacances Transat (France), Bennett and Brokair)			
Revenues (€)	446,000	497,000	497,000
Employees	774	730	699
Travellers	387,000	445,000	406,000
Club Lookéa / summer	39	33	31
Club Lookéa / winter	14	11	14
Outlets	42	42	42
ACE			
Revenues (commissions) (€)	1,800	2,300	2,400
Employees	16	18	17
Travellers	35,000	38,000	37,000
Canadian Affair			

Revenues (£)	33,100	43,600	50,000
Employees	89	74	86
Travellers	134,000	172,000	200,000

Incoming tour operators and destination services

Tourgreece

Revenues (€)	29,500	21,400	16,600
Employees	47	42	36
Travellers	104,000	91,000	80,000

© Transat A.T. Inc. – This text is provided for information purposes only and not for quotation.
Last update: February 2016