

A person wearing a blue jacket and a helmet is riding a snowmobile away from the camera on a snowy path. The path is flanked by tall, snow-laden evergreen trees. The sky is clear and blue. A large, white, semi-circular graphic overlay is centered in the image, featuring a stylized compass rose with a needle pointing towards the top right. The text "TOUR PARTNER GROUP" is written in a bold, white, sans-serif font across the middle of the graphic.

TOUR PARTNER GROUP



Who We Are

A devoted network of specialist destination management companies and travel experts, deeply rooted in the heart of **Northern Europe**. We don't just book travel — we design, create, and operate authentic, bespoke experiences from within the destinations themselves.

With nearly a century of experience, we know that great journeys begin with great partners. We value your local expertise and look forward to collaborating closely to craft impact-conscious itineraries that showcase the very best of the destination and create memories that last a lifetime for our clients.

500+ Passionate Travel Specialists

A team of over 500 multilingual, motivated, and talented individuals who live and breathe innovative travel. Our specialists are based within the destinations they serve - giving us unrivalled local knowledge and cultural insight.

Why Partner With us

- 60+ Source Markets: Connect with a diverse global network of FIT, MICE, and Group clients.
- Rate Integrity: We protect your pricing by never displaying unbundled or "naked" rates online.
- Premium Exposure: Inclusion in trade brochures, global trade shows, and tactical campaigns.
- Financial Strength: Reliable partnership backed by a respected private equity firm.
- Local Presence: Dedicated support from our experts based on the ground in each region

GROUP TRAVEL

- GUARANTEED DEPARTURES
- SMALL GROUPS
- FIT
- MICE

85 years of combined experience

Sales in over 60 countries



More than 15,000 tours arranged annually



Over 350,000 bed nights booked in 2023



Over 5,000 travel, attraction & accommodation partners



MEET THE TEAM

Anthony Rosier



Business Development & Strategy Director

With 20 years of experience in the travel industry, Anthony has been instrumental in shaping Tour Partner Group's strategic direction across Northern Europe. He is the architect behind the acclaimed Sodankylä charter itinerary - a programme designed from the ground up to deliver immersive, high-quality winter experiences for discerning guests.

Anthony's work bridges the gap between ambitious commercial growth and responsible destination stewardship, ensuring that every programme benefits travellers, partners, and local communities alike.



DESTINATION FOCUS

Sodankylä — Building a Product With Purpose

Located in the heart of Finnish Lapland, Sodankylä is at the centre of Tour Partner Group's most ambitious winter product development — a carefully crafted programme that combines wilderness adventure, cultural immersion, and genuine Arctic authenticity.

Our Sodankylä Programme at a Glance

This Winter Season

2,265

Guests Welcomed

In Sodankylä this winter season alone

6

Years of Development

Building the programme from the ground up

Strategic Growth & Diversification

Whilst Mondial remains our primary commercial partner, we are actively developing the programme across a broader mix of market segments, including FIT travellers and diverse nationalities beyond our core French-speaking market.

This deliberate diversification strategy is designed to derisk the destination for the municipality, ensuring that visitor numbers remain stable and sustainable even if bookings from a single country fluctuate from one season to the next.

Expanding Our Markets

Our ambition is to bring Sodankylä to audiences who have never heard about the area beforehand — and to build a resilient, multi-market

France

Our established core market. Strong charter volumes and deep operator relationships already in place.

New Nationalities

Active outreach across new European and international source markets to broaden the guest mix.

FIT Segments

Growing individual travel packages alongside our group charter programmes for greater commercial flexibility.

Municipal Stability

Diversification protects the local economy from over-reliance on any single source market or operator.



 SUSTAINABILITY

Responsible Tourism, Rooted in the Community

For Tour Partner Group, responsible tourism is not a marketing message - it is the foundation of how we operate in Sodankylä. We work in close partnership with the municipality and local stakeholders to ensure that tourism serves the community, not the other way around and remain a win win situation for everybody,

Our Approach to Sustainable Destination Development



All-Year-Round Development

We actively work to extend the tourism season beyond the peak winter months — creating year-round employment opportunities for local residents and reducing the economic volatility of seasonal work.



Educating Our Travellers

Every guest we bring to Sodankylä is guided to respect and appreciate the local way of life, natural environment, and cultural traditions — fostering mutual understanding rather than passive consumption.



Local Benefit First

We ensure that tourism revenue flows back into the local economy — through local guides, suppliers, accommodation providers, and artisans — so residents see a tangible benefit from every visitor we bring.



Listening to the Community

We actively seek feedback from local people and maintain an open dialogue with the municipality to ensure tourism remains a positive force — not an intrusion — in daily life.

Why Responsibility Is Not C

The reason responsibility and sustainability sit at the core of Tour Partner Group's business is simple: **we are here for the long term**. We are not operators who arrive, extract value from a destination, and move on. We build lasting relationships - with municipalities, with local businesses, and with the destinations themselves.

"It took **six years of dedicated work** to arrive at the season we have just experienced. That result belongs to every stakeholder in Sodankylä, not just to us."

— Anthony Rosier, Business Development & Strategy Director

Our goal is to ensure that Sodankylä retains its character, authenticity, and natural beauty - that it never becomes another over-touristed destination that has lost sight of what made it special in the first place.



Our Global ESG Commitment

At Tour Partner Group, our commitment to **Environmental, Social, and Governance (ESG)** principles extends beyond individual destinations like Sodankylä, forming an integral part of our global operations and strategic vision. We believe that responsible business practices are not only ethical but also essential for long-term success and creating enduring value for all stakeholders.

We have taken the classical 3P – People, Planet, Profit – approach and

Transformation

We have been developing impact conscious products & tours for each of our destinations and aim to work even closer with our suppliers to include the best authentic & sustainable products in our offering.

People

We aim to create an engaging place to work, which is underpinned by a comprehensive people strategy and engagement plan including training & development for all staff.

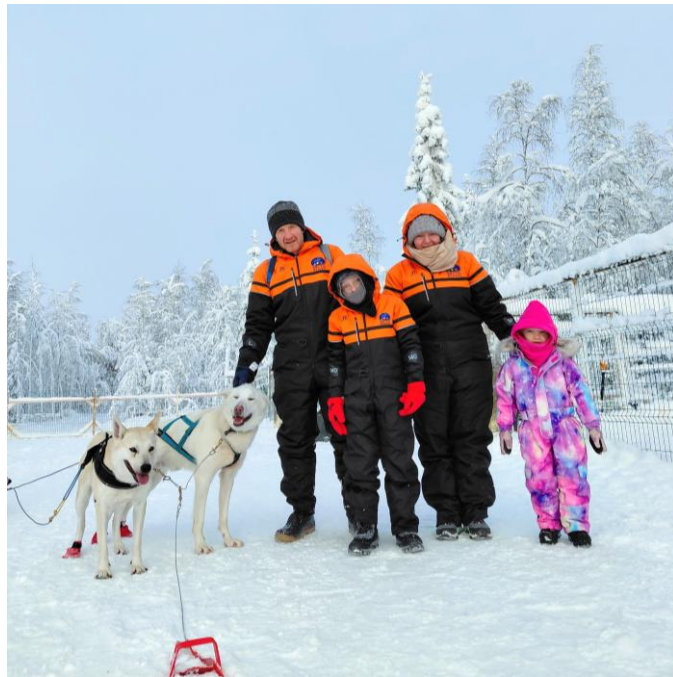
Globe

Our plan to address the impact we have on our planet, reducing our carbon footprint, ultimately with a long term goal to reach net zero.



Sodankylä Through Our Guests' Eyes

Every image tells the story of an authentic Arctic experience — from the stillness of snow-covered forests to the warmth of a local reindeer farm. These are the moments our guests carry home with them.



Winter Wilderness

Guided snowshoe treks and husky safaris through pristine Arctic landscapes.



Authentic Local Encounters

Meetings with Sámi reindeer herders and local Ice fishing specialists that go beyond the tourist trail.



Aurora Experiences

Carefully timed excursions to witness the Northern Lights in some of Europe's darkest skies.

Let's Build Something Exceptional Together

Whether you are a local supplier exploring new product, or a municipal partner seeking sustainable growth, TPG offers the expertise, the relationships, and the passion to make it happen.



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