



ICÁRION

El gran viaje





We are born with the
freedom of experience



WHO ARE WE?

- New in the market: since April 2021.

- Wholesaler touroperator (B2B)

Selling through retailer travel agencies in Spain & Portugal (offices in Madrid & Lisbon)

- Brand combines **traditional product values** with a new model:

Digital Development
Responsible Tourism
Team

Efficiency
Sustainability
Expertise and specialization

- Belonging to a **large group: IBEROSTAR htl**s

Product and distribution synergies



ICARION

ICÁRION IS PART OF



100% Group

IBEROSTAR ★
HOTELS & RESORTS

60 years

Of history

100%

Family owned

35 countries

Presence in 35 countries

+38.100 Rooms

+120 Hotels

+34.000

Team

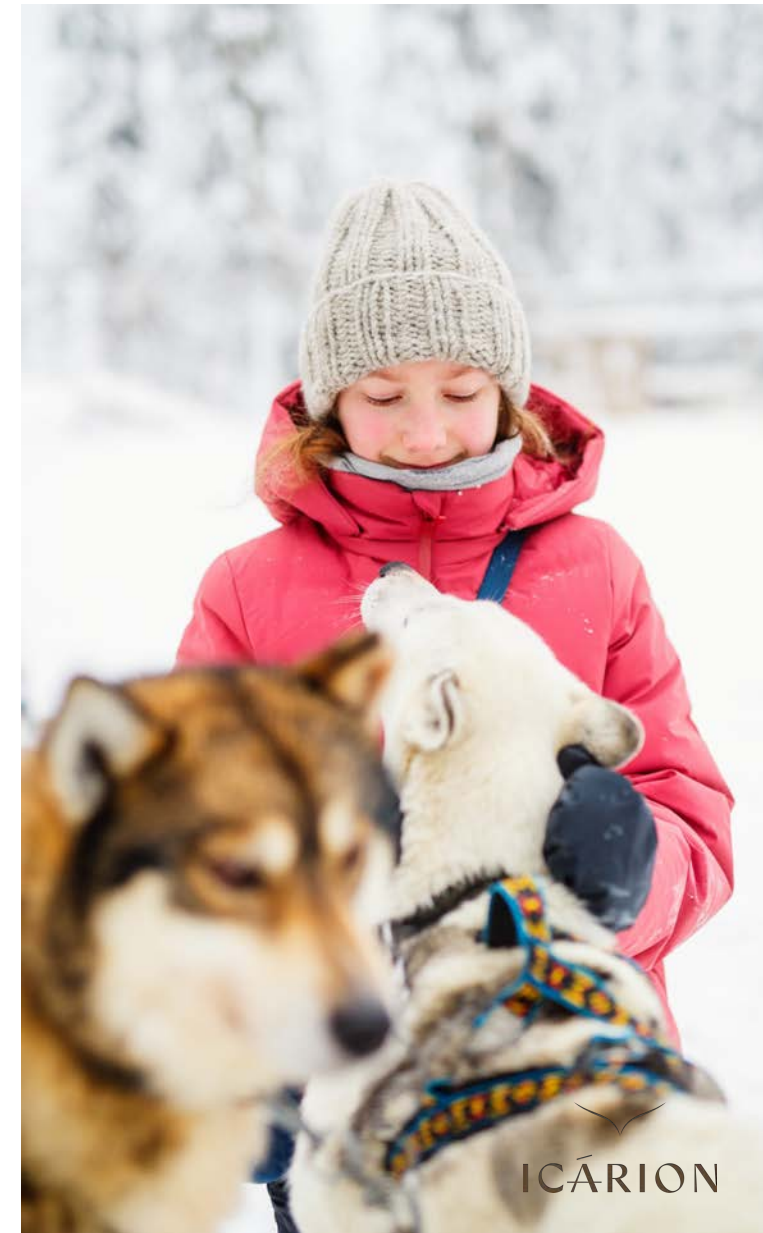
2.353€

Million revenue 2019
(+5% YOY)


ICÁRION

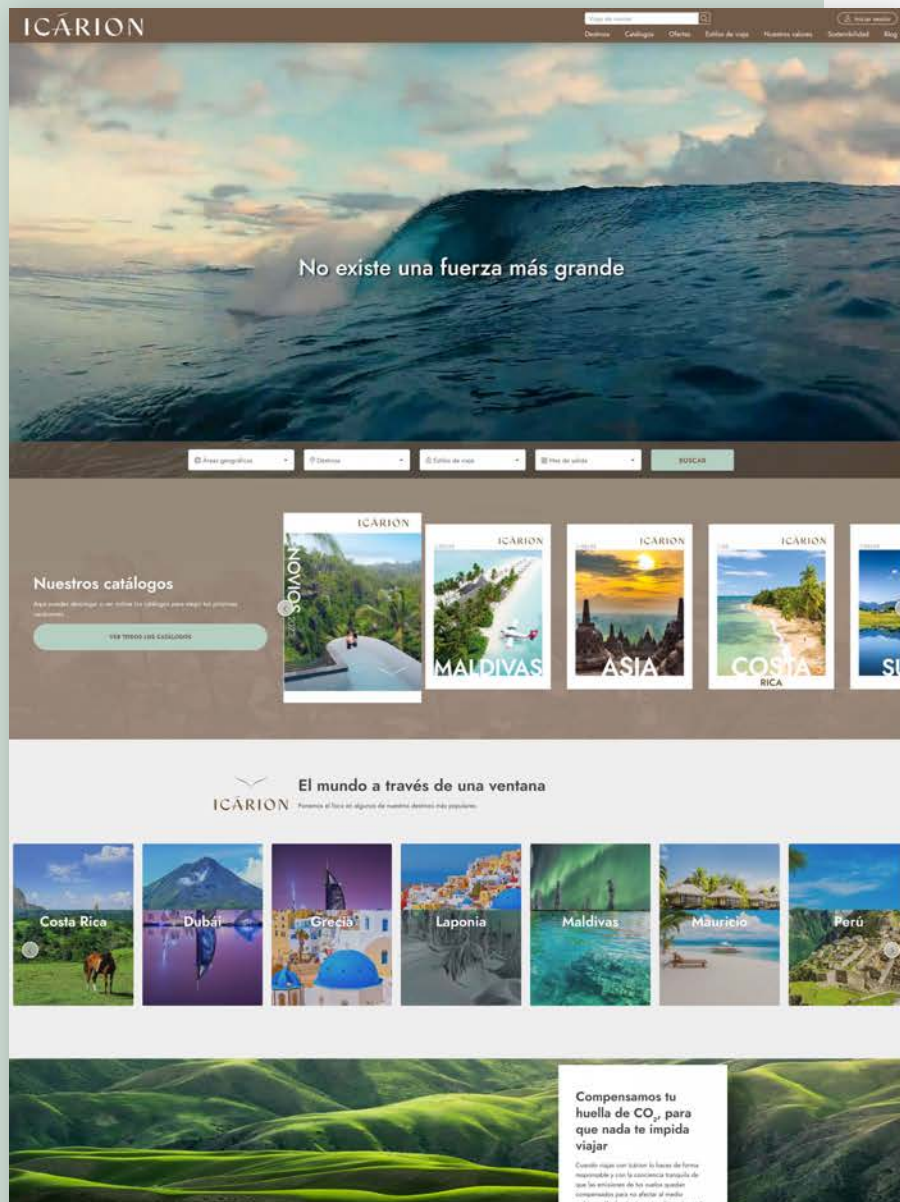
PRODUCT

- FIT (mainly) & grps
- Based in regular flagship airlines. TTOO Agreements with majority of airlines.
- Charter flights in special periods (December & Easter)
- Largest product on the market: 150 Countries / +1.500 different programs
- ONLINE CONFIRMATION (full packages):
 - Travel agents can book online full package & pre-book only flights
 - Final consumer can quote only without booking
- Value for money programs for medium-high/high customers
- Specialization in certain destinations.
- Special groups dept.
- VIP/Luxury Dept.



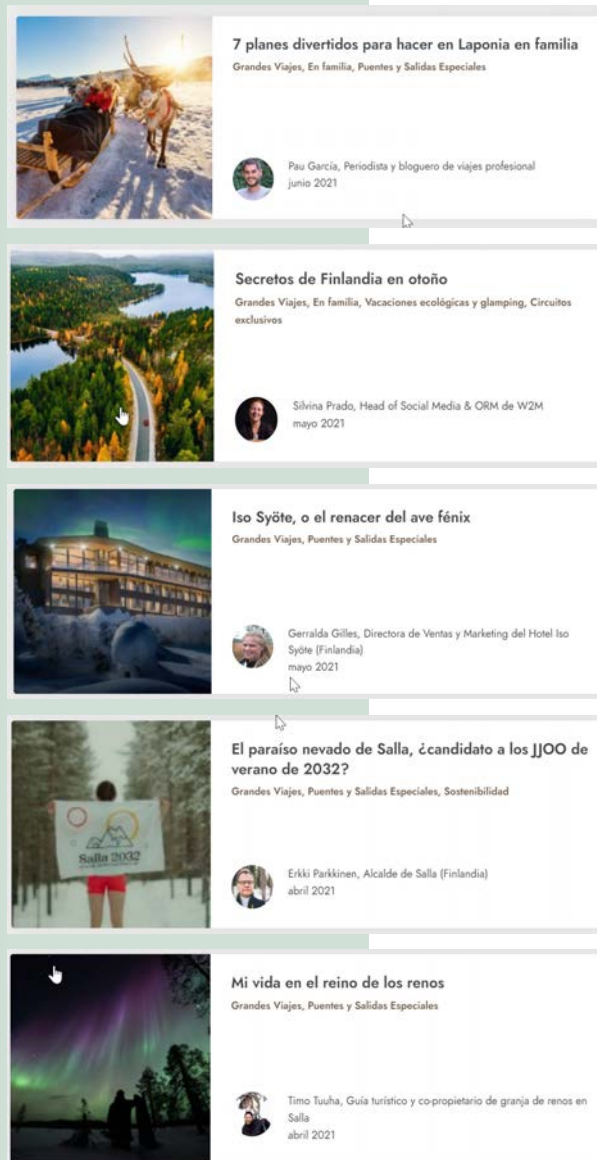
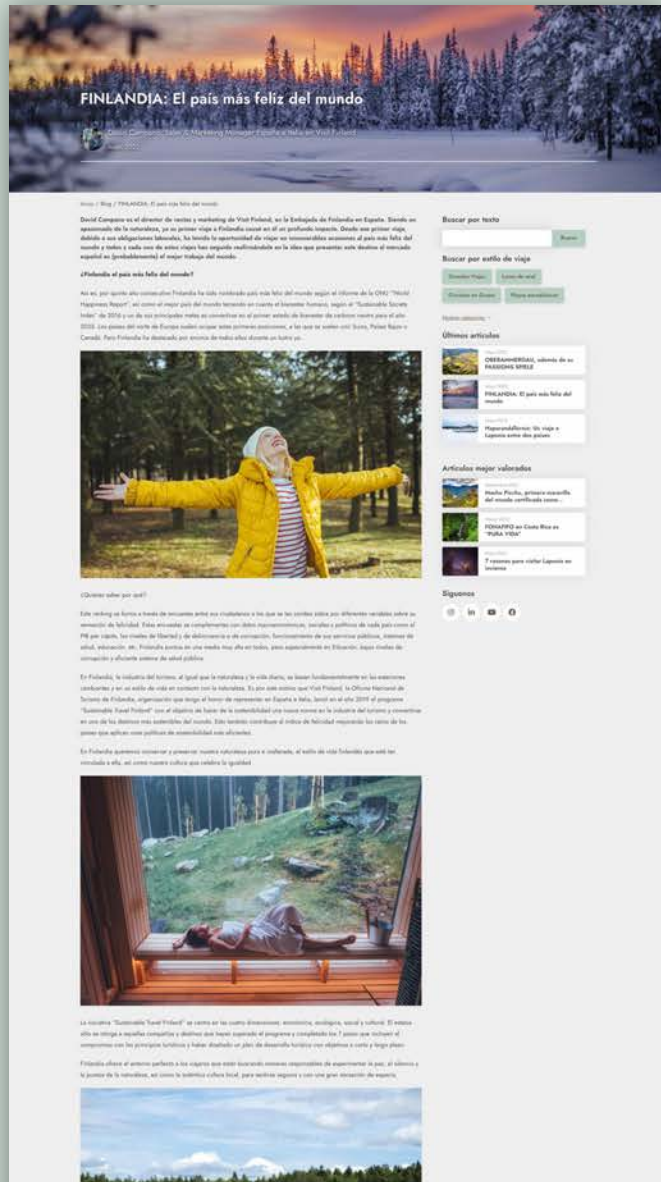
BEST SOLD DESTINATIONS SUMMER 2021 & 1Q 2022

- Maldives
- Sri Lanka
- Dubai
- Kenia
- Tanzania
- Egypt
- Costa Rica
- U.S.
- Finland (**winter**)
- Greece



ICARION.ES

- Advanced filter for product
- Online quotation tool POP
- Fast
- User-friendly
- Extensive programming
- Travel Blog with updated destination information



BLOG

- Non commercial info
- SEO position
- Written by experts: DMOs, guides, bloggers, locals, etc.
- +50 posts so far
- +10 about Finland

Customized filters by destination.

Borrar filtros seleccionados

FILTRAR POR

Transporte

☐ Vuelo Directo

☐ Vuelo via Helsinki

Traje Térmico

☐ Traje térmico incluido

Ciudades de Salida

☐ Barcelona

☐ Madrid

☐ Bilbao

Fechas de Salida

Tipo de Viaje

Alojamiento

☐ Hotel 4*

☐ Hotel 5*

☐ Hotel con Spa

☐ Cabaña de madera

☐ Cabaña premium/de lujo

☐ Iglú de cristal


☐ Apartamento

☐ Sauna privada en alojamiento

Régimen

☐ Pensión Completa

☐ Alojamiento y desayuno



PLAZAS AGOTADAS

PUENTE DE DICIEMBRE EN RUKA - CABAÑAS...


FINLANDIA: Ruka. Salidas 3 y 7 de Diciembre 2022

CIRCUITOS EN GRUPO

5 días / 4 noches

Precio orientativo 2.480€

VER VIAJE



ÚLTIMAS PLAZAS DESDE BARCELONA

PUENTE DE DICIEMBRE EN RUKA - CABAÑAS...

FINLANDIA: Ruka. Del 3 al 7 de diciembre 2022


CIRCUITOS EN GRUPO

5 días / 4 noches

Precio orientativo 2.855€

VER VIAJE

COTIZAR ONLINE



VUELO DIRECTO DESDE MADRID

PUENTE DE DICIEMBRE EN RUKA - CABAÑAS DE...

FINLANDIA: RUKA (FINLANDIA). Puente de Diciembre: Salida 3 de...


CIRCUITOS EN GRUPO

6 días / 5 noches

Precio orientativo 2.140€

VER VIAJE

COTIZAR ONLINE



VUELO DIRECTO MADRID

PUENTE DE DICIEMBRE EN RUKA VALLEY HOTEL

FINLANDIA: RUKA. Puente de Diciembre: Salidas 3 de Diciembre...


CIRCUITOS EN GRUPO

6 días / 5 noches

Precio orientativo 2.470€

VER VIAJE

COTIZAR ONLINE



VUELO DESDE MADRID

PUENTE DE DICIEMBRE EN RUKA - CABAÑAS...

FINLANDIA: Ruka. Salida 3 de diciembre 2022


CIRCUITOS EN GRUPO

6 días / 5 noches

Precio orientativo 2.590€

VER VIAJE

COTIZAR ONLINE



VUELO DESDE MADRID

PUENTE DICIEMBRE - CABAÑAS EN RUKA

FINLANDIA: Ruka. Salida del 03 diciembre 2022


CIRCUITOS EN GRUPO

6 días / 5 noches

Precio orientativo 3.085€

VER VIAJE

COTIZAR ONLINE



An aerial photograph of a dense forest with a mix of green and yellow foliage. A white silhouette of a bird in flight is positioned in the upper center of the image.

Sustainability

Offsetting CO₂ footprint & more

The logo consists of a white bird silhouette in flight, identical to the one in the upper center of the image.

ICARION

SUSTAINABILITY

- We've noticed a demand increase during/after pandemic for Sustainable product
- DNA IBEROSTAR, Spanish hotel company most committed to the environment
- The most complete and best developed CSR in the Spanish wholesale market

SUSTAINABILITY



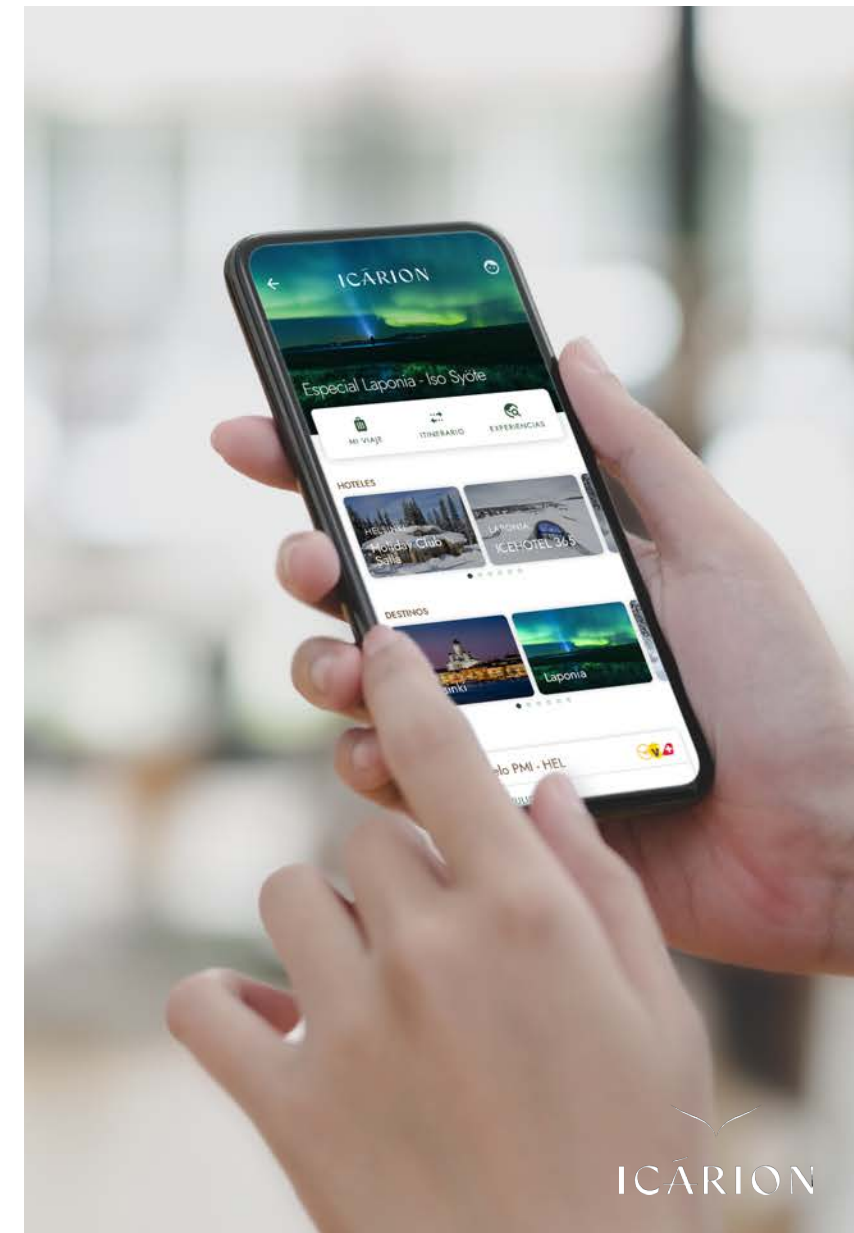
EARTHCHECK

- EARTH CHECK Label (ongoing)
- CO₂ footprint offsetting policy: Applied to reforestation and forest conservation projects in Zambia, Kenia, Uganda & Costa Rica.
- 1st Tour Operator in the World to sign with Air France/KLM a SAF (Biofuel) agreement

SUSTAINABILITY

Digitalisation: Our App

- Elimination of traditional paper + plastic travel documents
- Notifications of flight times, changes and gates
- Guide messages about important schedules.
- Messages from the **travel agency** or Icáron.
- No need for email or whatsapp accounts.
- Interactive itinerary.
- Flight tickets.
- Hotel and service **vouchers**.
- Insurance policy.
- Access to the **destination file**.
- Link to the tourist office website.
- Link to leisure guides at the destination (shows, special events, etc.),
- Real-time **weather forecast** at the destination.
- Location of **hotels**.
- 24-hour **assistance** phone number.

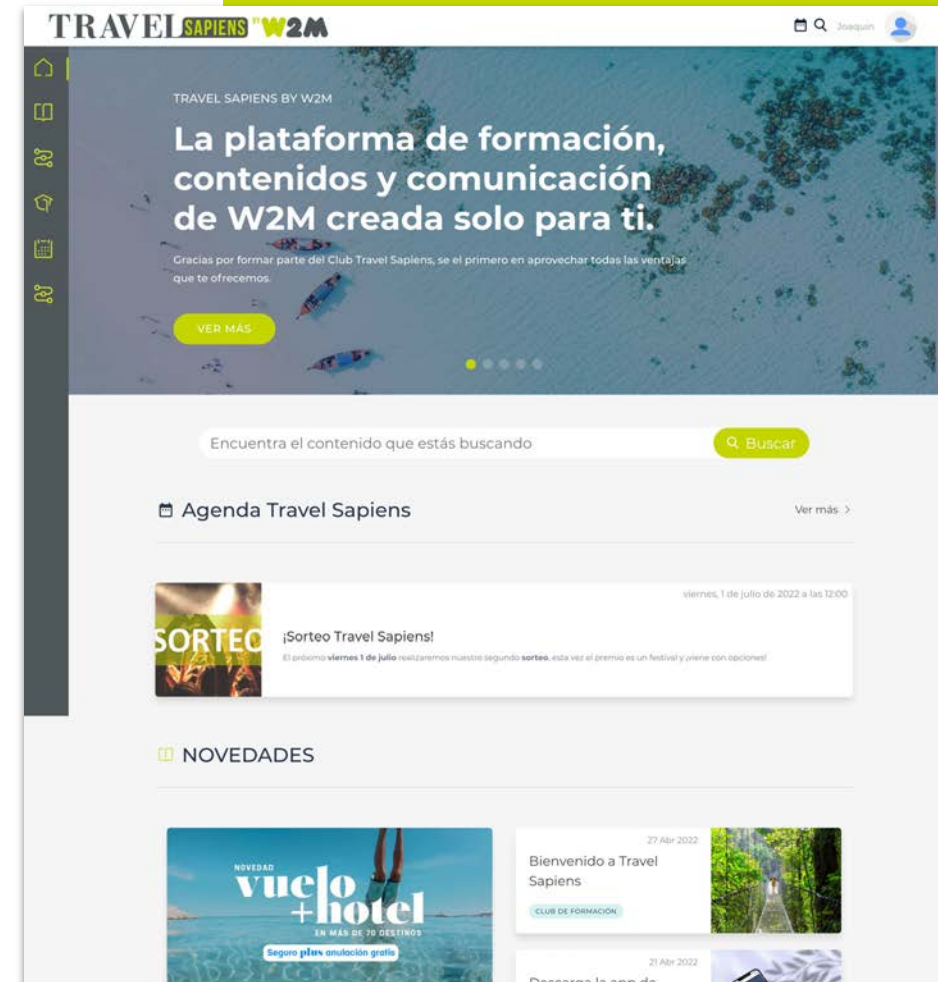





TRAVEL **SAPIENS** BY **W2M**

Is the platform with
all Info, courses and
content from
World2meet for
travel agents.

CLICK HERE TO DISCOVER IT



A man in green shorts is jumping from a rocky cliff into the ocean. The water is a deep teal color, and the sky is a clear blue. The man is in mid-air, with his arms outstretched and legs bent. The rocky cliff is in the bottom left corner of the image.

YOU ARE REWARDED FOR LEARNING.

A PRIZE EACH MONTH AND A SUPER PRIZE EVERY 6 MONTHS!

Our courses and trainings have a little test at the end that will give you points for each correct answer, check your total points and your place in the ranking in your user profile.

MONTHLY PRIZES:

- MAY: 2 first row tickets to the Rolling Stones concert in Madrid
- JUNE: 2 day tickets to Bbk Live or Mad Cool (winner's choice)
- JULY: Amazon gift card valued 150€
- AUGUST: annual subscription to HBO / Netflix
- SEPTEMBER: 2 annual suscriptions to Spotify premium
- OCTOBER: The Fork gift card valued 150€.

BIG PRIZE EVERY 6 MONTHS:

- TRIP TO THE CARIBBEAN WITH ALL INCLUSIVE!

TRAVEL **SAPIENS**

An aerial photograph of a dense, snow-covered forest in Finland. The trees are heavily laden with snow, creating a white and blue landscape. In the background, a low sun is visible on the horizon, casting a warm orange and red glow across the sky and the forest. A white, stylized wing-like graphic is positioned above the word "Finland".

Finland

A small, white, stylized wing-like graphic, identical to the one above the word "Finland", is positioned above the word "ICARION".

ICARION

Spanish market perception of Finland

- LAPLAND is one of the **Best destinations for Winter** (Top 3 among families probably!)
- LAPONIA is a **well-known brand already**. But associated “always” with **Winter**.
- Winter trips are done basically in **December**
 - **Long bank holidays 6 & 8th December**
 - X-Mas / NY / Epiphany (until 6th January)
- **Summer** was well known long ago (F&D Cottage packages in **Lakeland Area**).
 - Disappearing from the market year by year.
Airbnb?
- Clear idea that the **Northern Lights** can be seen in Finland, but it is not known when, how or where.
- Low demand for **Lapland in summer**. Low offer also due to prices.





ICÁRION Finland product

- WINTER specialists
- December 2021
 - 8 direct charter flights to KAO & KTT
 - From BCN, MAD & VLC (100% sold out)
- Using both **DMC & Final suppliers** - November 2021: opened own DMC in Ruka (e-North Safaris)
- December 2022
 - 15 direct charter flights to KAO & KTT from BCN, MAD & BIO (so far 35% sold)
 - +300 FINNAIR seats to RVN, IVL and KAO (Igloos, only adults, special packages...)
- SUMMER/AUTUMN: Lakeland Area & Lapland



ICĀRION FINLAND PRODUCT GOALS

- **Extend the winter** volume operation **beyond December**: until April
 - We need to work harder in our market. We have the product. Main problem for FIT are private transfers from/to Airports to resorts that increase the package price.
- **Re-position summer FIT product in the Lake District and Archipelago**
 - We need product (independent cabins and cabins in complexes/hotels).
- Make it possible to **sell summer in Lapland**
 - Air fares to Lapland in Summer are too expensive. Need to also develop train product.
- Consolidate a broad **summer family product**
 - Ideas
- Define and consolidate a **Northern Lights Lapland autumn product**
 - I'm all ears

Future opportunities

TOURISM TRENDS TO DEVELOP?

- +IMMERSIVE EXPERIENCES
- GASTRONOMY
- WELLBEING & LIGHT SPORTS
- PREMIUM & HIGH END SEGMENT
- ACCESSIBLE WINTER TOURISM
- SLOW TRAVEL
- EVENTS
- SUSTAINABLE TOURISM
- REGENERATIVE TOURISM
- DIGITAL NOMADS
- ...

A plea PLEASE



Do not forget traditional tourism intermediation

- Remember what we have achieved together
- Remind we are making great efforts to adapt to the times
- Although it is difficult to avoid their siren songs the OTAs & the (misnamed) “sharing economy” platforms are not the (only) solution for your distribution





Pleased 2MEET YOU



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W2M (Iberostar Htl Group)

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+25 years experience in Touroperation

+20 years specialization in FINLAND & Nordics

Master in *Sustainable Tourism & ITC*

Academic researcher. Topics of published scientific articles in international peer-reviewed journals: tourism intermediation, rural tourism, tourism sustainability, platform economy (Airbnb, free tours, ...).



Pulsa QR para ver e-Card



ICĂRION