

#### Market

The ONT Carpați Group is one of the largest Romanian tour operators, founded in 1936. With an impressive history of tradition and experience, shared by a professional and dedicated staff, ONT enjoys a well-deserved leading position on the Romanian tourism market.

The support which the international group New Marathon offered ONT in 2000 had numerous positive implications for the brand. The association with the global tourism group has brought ONT a well-deserved international recognition and also the possibility to expand its activities, benefiting of the logistical and financial capabilities of the Cypriot group.

Founded in 1989, the New Marathon Group has today more than 1,000 employees in nine international companies. With its actives valued at more than US\$ 140 million, the company is present on many tourist markets: Cyprus, Lebanon, Romania and Egypt. The New Marathon Group is a full member of ACTA, IATA, UFTAA, ASTA and JATA and boasts a portfolio including all kinds of tourism companies: incoming and outgoing tourism (Europe, the Middle East, Africa), naval and air ticketing, car rental, and hotel activities. The company carries out these activities through its own companies, and also through permanent collaborations with foreign tour operators.

Benefiting from the know-how and support of New Marathon Group, as well as having earned the trust and loyalty of clients and partners, the ONT Carpați Group's goal is to remain amongst the leaders of the tourism business and to hold the main part of the market share in the national and international tourism sector.

The company plans to increase its growth by investing in new branches, offices, and hotels (i.e.

New Montana, JW Marriott) so that the company's services can cover every area of Bucharest and the surrounding area, as well as other major cities with enough potential for investment. Moreover, the company hopes to make it even easier for its customers to buy tickets by introducing new booking system technology.

#### Achievements

The ONT Carpați Group's professionalism and fairness in doing business have brought the group countless distinctions over the years.

In 2005, the Crowne Plaza Hotel awarded ONT the title of Best Agency of the year. The same year, Hotel JW Marriott in Bucharest awarded the company first place in the Tourist Holidays category, first position in the Wholesaler category, and second position in the Events and Conferences group.

Also in 2005, the ONT Group was awarded second place in the Tourist Holidays category by Hotel Continental and first place for Best Collaboration with a Tourism Agency, awarded by Hotel Crystal Palace.



Amongst the group's achievements lie several other awards, such as Best Agency of the Year offered by Crowne Plaza Hotel in December 2004; the Top Leisure Market Booker 2004 Award presented by the Athénée Palace Hilton; the Excellence Award offered on March 4<sup>th</sup> 2002 by the Ministry of Tourism; the award for Best Collaboration with a Tourism Agency in 2001 offered by the Continental Hotel chain; the Excellence Award for 2001, also given by the Ministry of Tourism; and first place in Top Companies awarded by CCIIRB in 1999.

#### History

Founded back in 1936, ONT Carpați Group is the biggest Romanian tour operator, with 70 years of existence and excellence on the Romanian market, celebrated in 2006.

Over the years, the company's professional, dedicated and ambitious team built the company's image on the principles of honour, quality, responsibility and respect towards the customers.

The involvement of the New Marathon Group represented a turning point in ONT's recent history. With headquarters in Cyprus, motivated by the goal of promoting and re-launching the Romanian tourism, New Marathon took over the most important national tourism company, ONT Carpați in 2000. This take-over by a foreign investor was not accidental, with ONT's leading position on the market and over 65 years of experience in tourism (at the time of the acquisition) being the motivating factors behind it.

As for the future, the major objectives of the New Marathon in Romania are transforming the ONT Carpați Group into a key agency on the tourist market; initiating a project for strengthening relations between ONT and other European agencies; improving and reshaping the image of the Romanian tourism by putting the nation's tourist potential to good use; creating consumer loyalty and attracting foreign tourists through the new international status of the company; encouraging and promoting foreign investments in Romanian tourism; and re-launching this sector with the aid of international collaborators.

#### Product

The services offered by ONT Carpați Group are diverse and cover a range of sectors such as:

- Corporate Travel - the ONT Carpați Group has been providing comprehensive value-added travel services to its corporate clients for more than 25 years through its ONT Carpați Group Travel office. The company understands and values the needs of today's business traveller and works according to his needs. Ticketing, hotels, car rental and limo service are among a long list of services offered by the Romanian tour operator.

- Incentive Travel - This segment has proven to be a successful and modern method of rewarding staff, developing their future performance and maintaining their loyalty.

partner for tourists seeking fun and relaxation. ONT guarantees satisfaction when it comes to the group's special holiday packages, entitled ONT Carpați Group Holidays.

- Special Interest Groups - ONT's real strength is in tailoring programs to fit the client's special interests, length of stay and price range. Educational tours for college and university groups are considered something of an office speciality.

- Ticketing Services, Airtour Carpați - Founded in 1996, Airtour Carpați, which belongs to the ONT Carpați Group, has been an IATA member since 2001. By collaborating with the most important international airlines, Airtour Carpați offers its customers ticketing services (booking and issuing tickets) for any requested destination. Airtour Carpați can also offer preferential services by organising chartered flights on request, both for leisure and business trips.

#### Recent Developments

In 2001, ONT Carpați Group inaugurated the New Montana Hotel located in Sinaia. This is one



of the newest and the most modern hotels in Romania's mountain resorts. The hotel offers luxurious facilities and the highest quality services (four stars), guaranteed to live up to the most exigent demands.

Benefiting from a great location, the hotel is staffed by highly qualified and experienced personnel, making the New Montana Hotel the perfect destination for both leisure and business tourism - reunions, business meetings, conferences and other similar events.

The hotel has 177 rooms and apartments, five conference rooms (15, 35, 50, 100 and 300 seats) boasting all the necessary equipment, a restaurant, bar, pub, half-size Olympic swimming pool,

Jacuzzi, sauna, beauty centre and fitness centre. At the same time, ONT Carpați holds 30% of the shares in the JW Marriott Hotel, Romania. Within the country, JW Marriott Bucharest Grand Hotel enjoys the highest share on the luxury hotels market, being renowned for its impeccable services, relaxed luxury, architectural grandeur and kind hospitality.

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#### Promotion

The strategy of ONT Carpați Group is mainly focused on promoting the economic benefits of tourism in the area, in consultation with the community, businesses and regional organisations. Moreover, the company strives to promote the unique cultural and natural environment of the area, to encourage the development of tourist



Tourists can choose from many different incentive concepts and activities, such as theme nights, team building activities, Olympic mini-tournaments, as well as a wide range of other imaginative activities to suit every business.

- Meetings & Conferences - ONT Carpați Group is proud of its record in organising conferences, congresses, medium and small size meetings, whether locally or abroad. The group skilfully handles all travel requirements and associated services, ranging from regional meetings for ten executives to conferences with multiple delegates.

- Leisure Travel - ONT believes that travelling for pleasure is as important as travelling for business. The company considers itself a genuine

#### Brand Values

The company has expressed and followed the same values ever since its foundation - values that guide its approach to business and customer relations. These include: professionalism, tradition and experience; respect, honour and responsibility towards customers; top quality standards for services; cooperation and collaboration with Romanian tourism institutions.

What's more, the ONT Carpați Group is deeply involved in supporting and promoting Romanian tourism and Romania as an important European tourism destination, contributing to increasing the country's image asset abroad.

[www.ont.ro](http://www.ont.ro)

#### THINGS YOU DIDN'T KNOW ABOUT

#### ONT Carpați

- › In 2006, ONT Carpați Group celebrated 70 years of history on the Romanian market
- › Over 300 travel agencies in Romania resell the ONT Carpați Group's products
- › Every year, the company operates 23 chartered flights on the most important holiday routes and 36 round trips, including: Thailand, Peru - Bolivia, Mexico, India - Nepal, Scotland - England, Malaysia - Indonesia - Singapore, Australia - New Zealand, Nepal - Tibet, South Africa, China, Kenya - Tanzania - Zimbabwe, South America