

Close-Up 2018



The year 2018 of Lufthansa City Center International

**Your travel agency.
World-wide.**

Throughout the year 2018, the Lufthansa City Center International (LCCI) network operated in 272 locations in 92 countries.

The year 2018 marks an important milestone for LCC with the launch of its own global distribution platform called Lucy, the worldwide network enters an advanced digital era. The new platform gives travel agents and end customers direct access to products of many airlines, hotels and car rental suppliers, thus achieving advantageous rates for their clients. At the same time, traditional GDS content can still be accessed through the Lucy platform.

In corporate travel, the continuous growth in local and multi-national business was successfully developed. Our target remains further building our position as a market leader for medium-sized companies. 2018 was another year of European-based customers globalizing their travel management services together with many of our international LCC corporate agencies.

Following the successful implementation of the incoming specialised group LCC GIN (Global Incoming Network), LCCI now focuses on another competence of its franchisees. Together with its LCC entrepreneurs in over 90 countries, the new outbound concept LCC Meetings & Events has been put into action. The LCC Global Incoming Network has seen another strong year and counts 78 members. In comparison with last year, the turnover has increased by 34%. LCC travel agencies can access insider and product knowledge of business partners of the LCC network in different markets via a dedicated online platform.

Figures 2018



3,700 million turnover
2,610 m business travel turnover
1,080 m leisure turnover



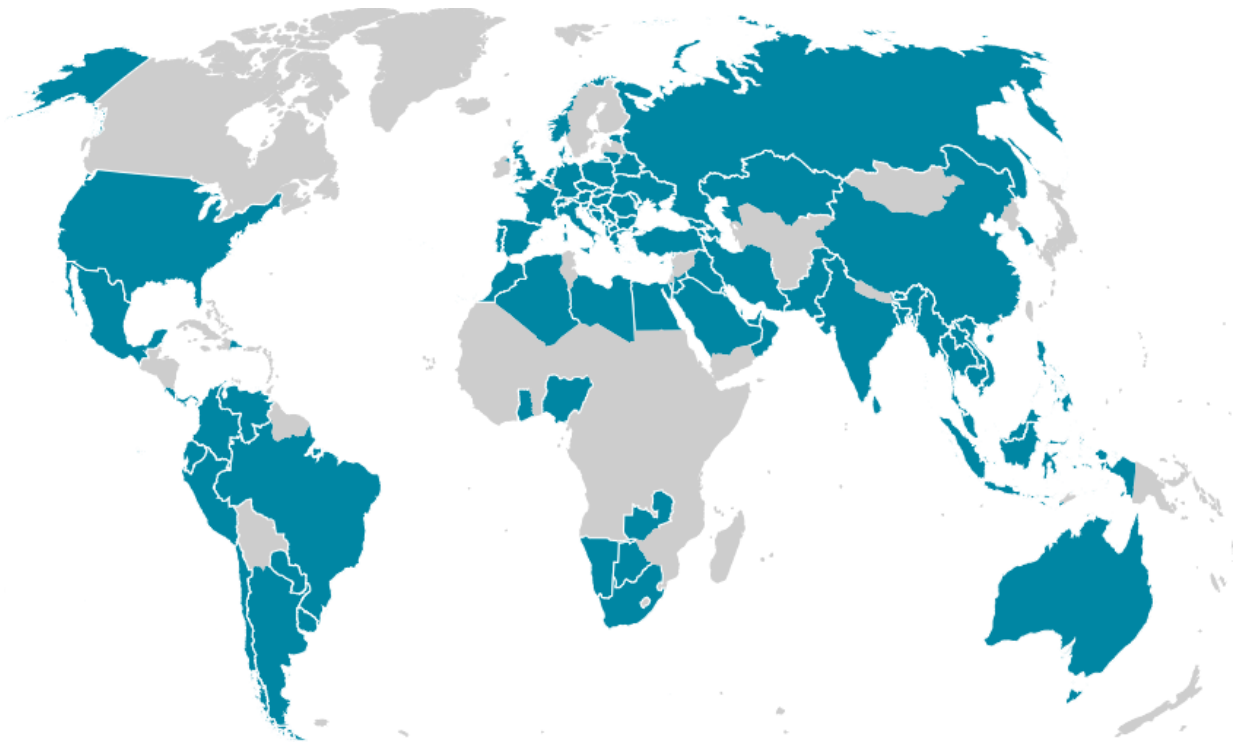
272 Agencies
58 Business Travel Members
15 Global Travel Members
73 Global Incoming Network Members



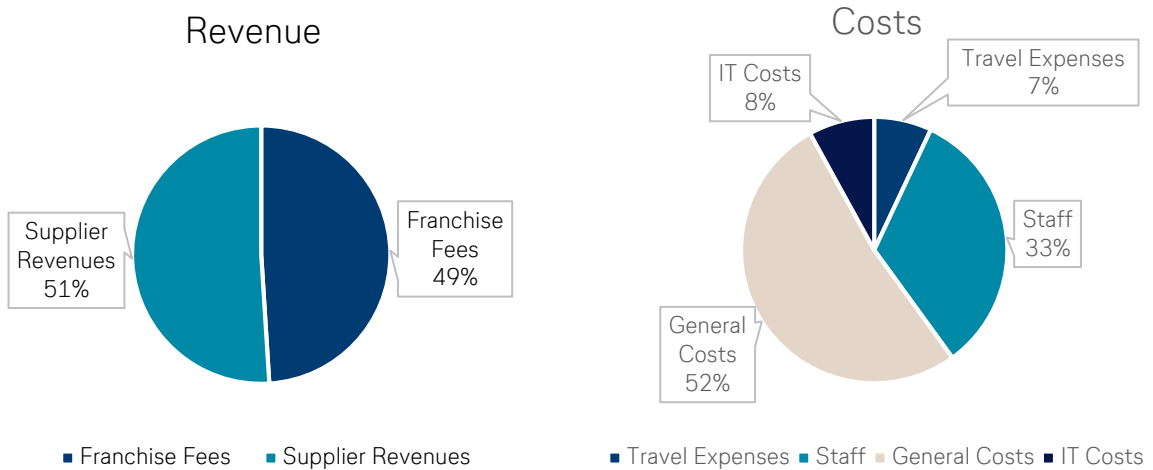
3,050 Employees
68% Corporate
32% Leisure



92 Countries
Albania, Argentina, Armenia, Australia, Austria, Azerbaijan, Bahrain, Bangladesh, Belarus, Belgium, Bhutan, Bosnia and Herzegovina, Botswana, Brazil, Brunei Darussalam, Bulgaria, Cambodia, Chile, China - Hong Kong, China - Mainland, Colombia, Costa Rica, Croatia, Cyprus, Czech Republic, Denmark, Dominican Republic, Ecuador, Egypt, Estonia, France, Georgia, Ghana, Greece, Hungary, India, Indonesia, Iran, Iraq, Israel, Italy, Jordan, Kazakhstan, Kenya, Kosovo, Kuwait, Lebanon, Lithuania, Macedonia, Malaysia, Malta, Mexico, Moldova, Montenegro, Morocco, Myanmar, Namibia, Netherlands, Nigeria, Norway, Oman, Pakistan, Panama, Paraguay, Peru, Philippines, Poland, Portugal, Qatar, Romania, Russian Federation, Saudi Arabia, Serbia, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sri Lanka, Switzerland, Thailand, Turkey, Ukraine, United Arab Emirates, United Kingdom, United States of America, Uruguay, Venezuela, Vietnam, Zambia



The total revenue 2018 of Lufthansa City Center International has increased to 3.7 bn Euro in comparison to last year (2017: 3.6 bn Euro). This revenue is divided as follows: 70% corporate business and 30% leisure business.



The main income streams of LCC are still franchise fees and supplier revenues with the same spreading as in 2017. The strategic goal of LCCI for the next three years remains to establish an additional income stream: by becoming a network provider for other companies. Due to the development of the global distribution platform

Lucy with technology experts, the staff costs were raised by 1% meanwhile the travel expenses could be reduced also by 1%. The major cost block with general costs such as distribution costs, marketing and events, office rent and system costs have remained stable for the past year.

2019 continues with a strong focus on advancing the rollout and adoption of the global distribution platform Lucy, while adding more and more NDC air content with the aim to implement the platform in all relevant LCC markets.

The LCC Concept Diversification Programme will be further developed as a new scheme offering new categories of membership participation into LCC network for aspiring travel agencies, which comprise LCC Affiliates and LCC Travel Consultants.

Another important focus is the completion of the rebranding process that started only in the beginning of this year. LCCI follows the changes that were made within the branding of the mother company Lufthansa to strive for simpler, more sophisticated, modern and clear image.

Further plans include the opening of the LCC Global Incoming Network towards the business-to-business market and a LCC network expansion with focus on Japan, Korea, Canada, Sub-Saharan Africa and the Scandinavian countries.