I) Thomas cook creation
II) Thomas cook, a growing company
III) Thomas Cook for the best and the worth

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Thomas Cook Creation

Its Founder: Thomas COOK (1808-1892)

Native of a poor English family
He became a Baptist missionary in 1828
Fight against alcoholism: meetings to help anti-liquor processions

The First Excursions

On 5 July 1841, Thomas COOK organized the first-ever excursion:
Charging 1 shilling per person, the travel from Leicester to Loughborough included rail tickets and food
After 1844

T. COOK began to work for local companies by arranging excursions.
He started his own business in 1845: first commercial venture (trip to Liverpool).

His first big success

A trip to attend the Great Exhibition in London in 1851 for 160000 people.
Thomas COOK a worldwide company
The first firms in the world who began to develop touristic travels

1865 first shop on Fleet Street, in London

In 1866 John Mason Cook conducted the first American tour

In 1868, the ‘hotel coupon’ is introduced: detachable coupons which could be used by travellers to pay
In the 1870's development of agencies in Bruxelle, Cologne, Vienne and Paris

1872 and 1873, Thomas COOK organized and led the first round-the-world tour

1871, Thomas COOK became Thomas Cook and Son

1879, publication of "the excursionist",

In 1919, Thomas Cook & Son became the first travel agent to advertise pleasure trips by air
Thomas Cook, an international firm with a turbulent past

97 aircraft
2,926 stores
32,722 employees
19.1 million annual customers

Largest company in the Scandinavian, French, Dutch, German and North American markets.

1924 : Birth of Thomas Cook & Son Ltd

1948 : Nationalisation of the company by the British Transport Commission

2002 : T.C & Son sold to C&N Touristic AG, a German group, and become Thomas Cook AG
STRENGTHS

the leader of the touristic and leisure market in France
The second tour operator with 13% of the market share
the focus on relationships with clients
"Travel everywhere but not anyhow".
The sustainable development and the idea of green tourism
A real international touristic brand

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