

The History of Hapimag

Hapimag is a success story - and has been for over 45 years! This history can be summarised in five phases. From 2004 to 2009, Hapimag has enjoyed a successful fifth phase. This is now giving way to a sixth phase, in which major changes are anticipated.

Storm and Stress

The formative years from 1963 to 1968: Following an initial start-up phase, the company reports its first great successes from the sale of shares.



Reorganisation and Regeneration

Between 1969 and 1984, Hapimag tackles major projects such as the points system and accounting, and develops into a consolidated company.



Stability and Prosperity

Between 1985 and 1998, Hapimag quadruples its membership. Growth begins to level out in the 1990s.



Red Figures and Uncertainty

In 2004, the company is able to avert a hostile takeover bid. Ninety-five percent of members gave a vote of confidence to management.



Stability: Five years in the black

From 2004 to 2009, Hapimag has strengthened its four major foundations. The company has expanded its room capacity, the accounts are back in the black, and the booking system has been simplified thanks to new IT systems. In 2007, the introduction of the "Share_21" scheme brought significant improvements for Hapimag members. Members were granted a right of termination, and Hapimag improved the buyback rights for shares. The company's annual profits have now been in the black every year since 2005. Even during the economic crisis year of 2008, Hapimag was able to build on the positive figures from previous years and is now once again on the road to success.



Shaping the Future

Another important project known as "2012" was initiated in 2008, aimed at the long-term repositioning of Hapimag. The aim of the "2012" project is to increasingly open up the current offer of 56 top addresses as a versatile platform for members to live their individual lifestyle and to extend the focus of the offer beyond the pure leisure and holiday experience. Members have already experienced the first steps of this implementation in September 2009. The optimisation of processes and process support have also been centred around the requirements of members.

The aim of these efforts is maximum flexibility and individualisation of the Hapimag offering.

