

Our Mission

Our philosophy

We...

- ... are dedicated to «social value» and strive to enable as many families as possible to enjoy holidays, travel and leisure activities, principally in Switzerland. We focus mainly on sections of the population with small holiday budgets.
- ... endeavour to safeguard our competitiveness and the Reka's continued development and expansion in the long-term in accordance with free enterprise, and based on ecological and social principles.
- ... encourage a living, credible Reka culture embodying openness to change, courage to embrace new ideas, the ability to act quickly and the guarantee of the quality and reliability of all Reka products and services. Our innovations underpin new and better solutions to satisfy our customers' requirements.

Our legal form

We...

- ... are a non-profit-making organization in the legal form of a cooperative society, founded on June 22, 1939. No interest is paid on shares in the cooperative's capital.

Our social activities

We...

- ... reduce the price of Reka-Checks.
- ... provide holiday help for families with low holiday budgets.
- ... organize Rekalino leisure programmes in our Holiday Villages.
- ... run the «Holidays for the Economically and Socially Disadvantaged» Foundation.

Our staff

We...

- ... respect our employees' individual personalities and treat them with respect.
- ... support and encourage our personnel regarding their professional qualifications and personal development.
- ... communicate with our staff in an open, comprehensive and purposeful manner in order to encourage the transfer of knowledge within the organization.
- ... motivate our employees to think and act in company-wide terms.
- ... expect high quality from our staff.
- ... conduct business based on personal agreement on our objectives and assess our performance.
- ... we go out of our way to provide an attractive, secure workplace.

Our partners

- Employers, employees' associations, Coop, etc.
- Service providers in the transport, tourism and leisure sectors
- Cooperative partners
- Suppliers

We...

- ... treat our partners fairly and with respect.
- ... maintain efficient, long-term professional relationships with our partners.
- ... shape relationships with our partners on the win-win philosophy model.

Our products and commercial activities

- Reka-Checks and other means of payment
- Reka Holidays

We...

- ... create, distribute and administer attractive, up-to-date payment methods for reduced-price holidays, travel and leisure activities as well as promoting tourism, especially in Switzerland.
- ... provide good-value family-friendly holiday offers.

Our customers

- Reka-Check users
- Reka Holiday guests

We...

- ... give priority to customer satisfaction in our everyday operations.
- ... produce our services efficiently and costconsciously.
- ... consider that customer satisfaction is a measure of our business success.
- ... regard complaints as an opportunity to strengthen our customer relations.

Our environment

We...

- ... contribute to better use of existing capacities in transport, accommodation and leisure facilities.
- ... build and run holiday facilities whose architecture and technology take responsible care of the environment.
- ... encourage the use of public transport and support environmentally compatible leisure activities.

- ... acknowledge that private transport also has a right to exist for family holidays and leisure travel.

Our relations with the public

We...

- ... communicate openly and honestly.
- ... expect supportive conditions from public authorities to help us reach our objectives.
- ... represent the interests of social tourism with the public through our active involvement in the market and by participating in organizations.
- ... foster contacts with the economy, associations and scientific institutions in our various fields of activity.

Our relations with civil society

We...

- ... produce our services within the free market with a strong focus on social commitment.
- ... support a sustainable tourism economy.