

Marktaktivitäten Australien 2018

Winterinfos folgen

	Entdeckungsreisen*	Winter
Pakete	<ul style="list-style-type: none"> - Basis - Destinationen - Austria Hotel Collection - Kulturpartner <p>USD 1.550,- bis 15.000,- (ca. EUR 1.480,- bis 14.290,-)</p>	<ul style="list-style-type: none"> - Basis - Destinationen <p>AUD 3.560,- bis AUD 7.390,- (ca. EUR 2.455,- bis 5.096,-)</p>
	Verstärkung der Präsenz durch Add-Ons	
Workshop	14. - 21. Oktober 2018: Austrian Destination Summit*	
Presse	Pressegespräch, Pressekonferenz, Redaktionstour, Einzel- und Gruppenpressefahrt, Exklusiver Newsletter	
Reisebranche	Sondierungsreise, Exklusiver Newsletter	
Agenturleistungen	Erstellung individueller Angebote auf Partnerwunsch	

Aktivitäten zu unterjährigen Marktchancen möglich

Marktaktivitäten Australien 2018

Übersicht/Beispiele der Marketinginstrumente

Marktaktivität Entdeckungsreisen USA und Australien



35+ Jahre, hohe Bildung und Einkommen,
hohe internationale Reiseerfahrung



Amerika- und australienweit mit Schwerpunkt auf
Ost- und Westküste sowie Großstädte (USA) und
Ballungszentren Sydney und Melbourne
(Australien)



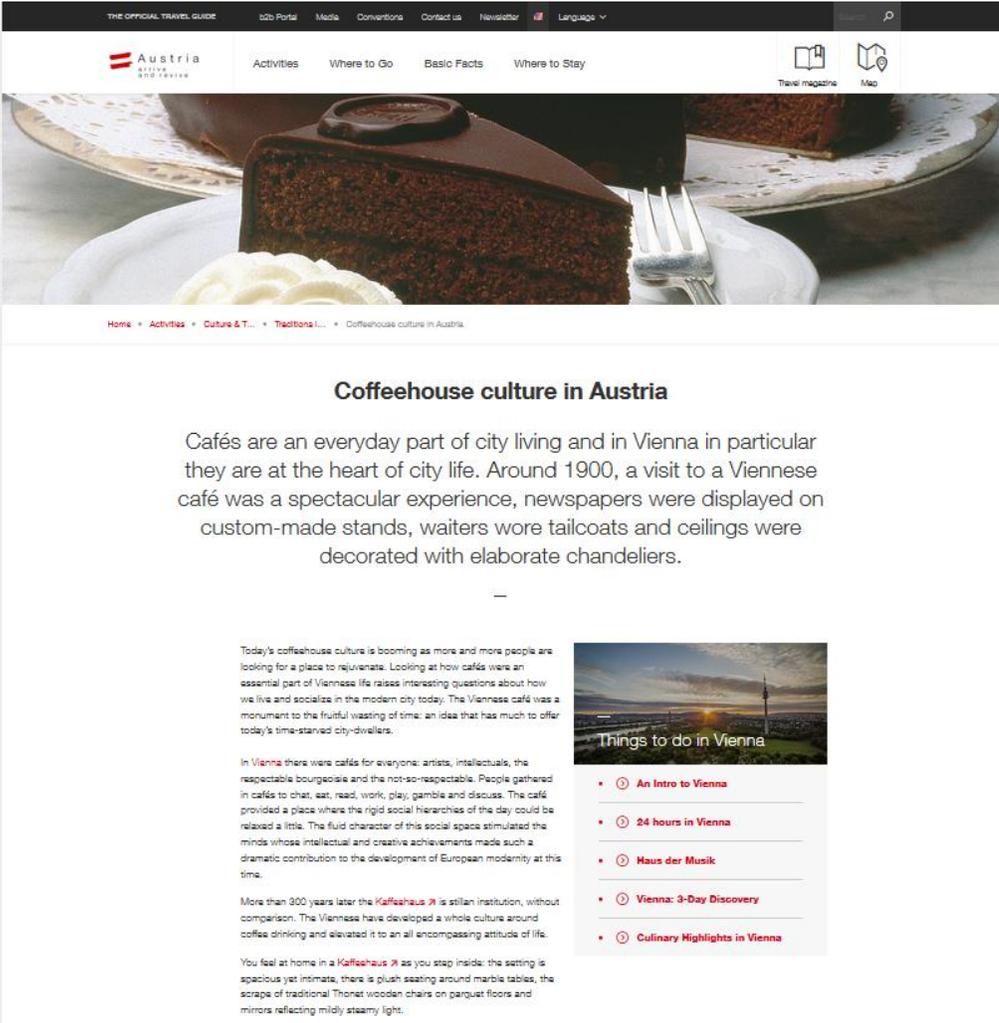
Preis (inkl. Basis):
EUR 1.480,- bis 14.290,-



Laufzeit: Februar bis Oktober 2018
Anmeldeschluss: 15. November 2017



1 Artikel auf austria.info (USA & Australien) thematisch passend platziert



The screenshot shows the Austria.info website interface. At the top, there is a navigation bar with links for 'THE OFFICIAL TRAVEL GUIDE', 'E2B Portal', 'Media', 'Conventions', 'Contact us', 'Newsletter', and 'Language'. Below this is the Austria logo and a secondary navigation menu with 'Activities', 'Where to Go', 'Basic Facts', and 'Where to Stay'. On the right side of the header, there are icons for 'Travel magazine' and 'Map'. The main content area features a large image of a chocolate cake slice on a white plate with whipped cream. Below the image is a breadcrumb trail: 'Home > Activities > Culture & T... > Traditions &... > Coffeehouse culture in Austria'. The article title is 'Coffeehouse culture in Austria'. The text describes the historical and modern significance of coffeehouses in Vienna. To the right of the text is a section titled 'Things to do in Vienna' with a list of links: 'An Intro to Vienna', '24 hours in Vienna', 'Haus der Musik', 'Vienna: 3-Day Discovery', and 'Culinary Highlights in Vienna'.

Basis Paket

Digitale Medienkooperation

Social Media Marketing

Video Marketing

Übersichtsseite auf austria.info inkl.

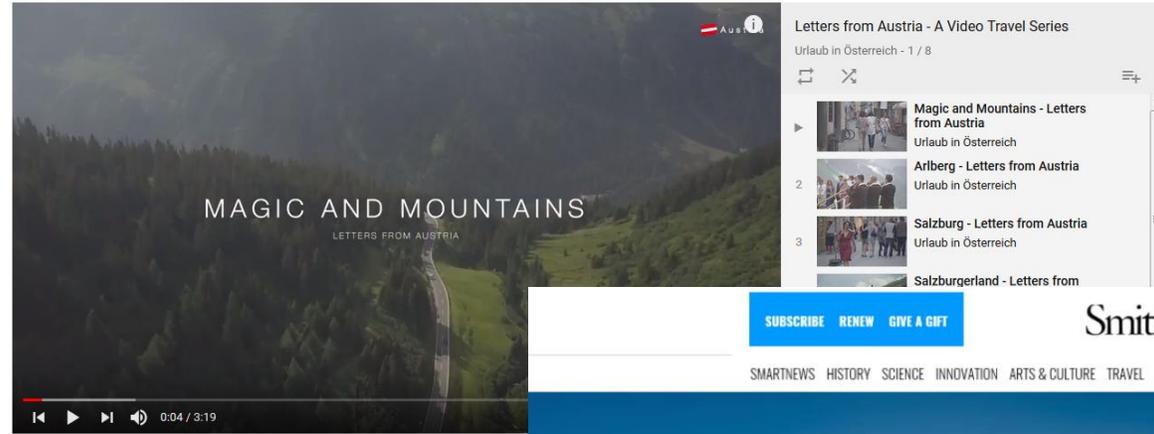
SEM und CPC Bewerbung

ÖW B2C Newsletter

Digitale Fachmedienkooperation

ÖW B2B Newsletter

Wirtschaftskooperation



Facebook Live Series

Destinationen (Pakete Premium und Klassik)

Digitale Medienkooperation

Social Media Marketing

Übersichtsseite pro Hotel auf
austria.info inkl. SEM und CPC
Bewerbung

Digitaler und Print Hotel Guide

ÖW B2C Newsletter

ÖW B2B Newsletter

The screenshot shows the website for Interpalpen-Hotel Tyrol, part of the Austria Collection. The top navigation bar includes 'Activities', 'Where to Go', 'Basic Facts', and 'Where to Stay'. A large hero image at the top shows a modern hotel building with a glass facade and a pool area, with a price tag of 'from € 222.--'. Below the hero image is a red 'Check Availability' button. The main content area features the hotel name 'Interpalpen-Hotel Tyrol' and a 'More Details...' link. A descriptive paragraph follows, highlighting the hotel's location on a sunny Alpine plateau and its amenities, including a restaurant and proximity to Innsbruck. Below this is a 'Your Host' section featuring General Manager Karl Brüggemann and Guest Relation Manager Christine Riedl. A 'Concierge Recommendation' section suggests a trip to Innsbruck, mentioning the Golden Roof and the Olympic ski jump. At the bottom, there are two images: an aerial view of the hotel complex and a photograph of a woman in a red apron pouring wine for a couple seated at an outdoor table.

Austria Hotel Collection

Digitale Medienkooperation

Social Media Marketing

2-3 Artikel auf austria.info inkl. SEM
und CPC Bewerbung

Digitale Fachmedienkooperation

ÖW B2C Newsletter

ÖW B2B Newsletter

The image is a composite of three elements related to Austria's cultural promotion. At the top left is a screenshot of the Smithsonian.com website, showing a sponsored article titled "Austria's Best Culture Tips 2017" from "TRAVEL AGENT CENTRAL". The article is dated May 19, 2017, and is sponsored by the Austrian Tourist Office. To the right of this is a large, ornate interior space with a ceiling covered in classical frescoes, overlaid with the text "12 REASONS WHY YOU NEED TO MAKE AUSTRIA YOUR NEXT TRAVEL DESTINATION". At the bottom right is a Facebook post from "Austria Official Travel Info" dated June 29, 2017, about the "Festival Erl" in the mountains of Tirol. The post includes a link to visit.austria.info and a photo of a modern building in a scenic landscape.

Kulturpartner Paket

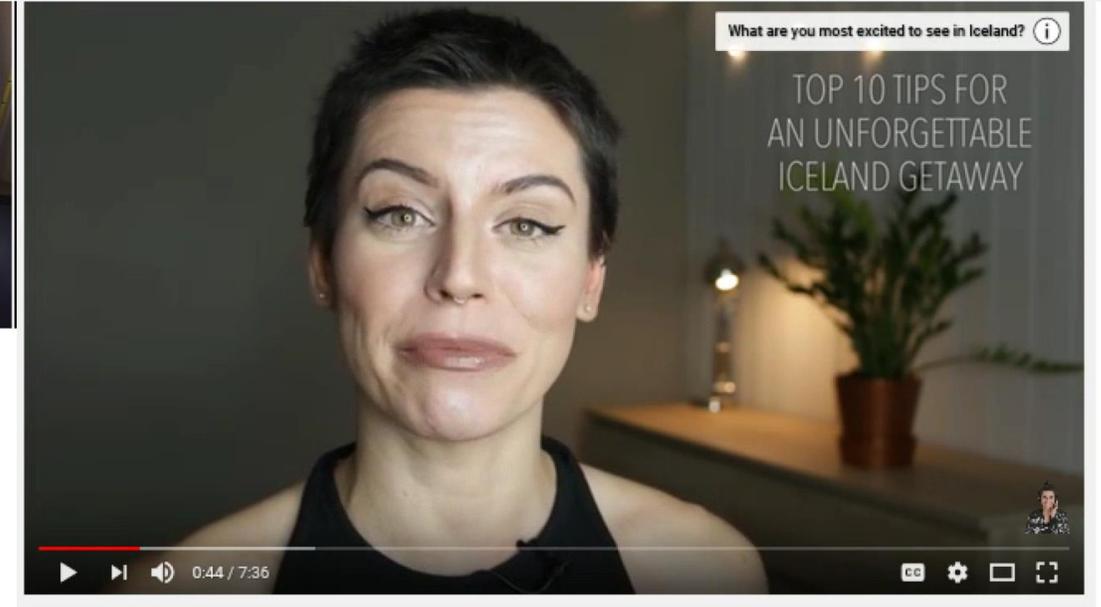
ADD-Ons Australien 2018

Übersicht/Beispiele

Educational Videoproduktion inkl.
lizenzfreie Verwendung

Sales Tour

Webinar



[Sample Video Link](#)

ADD-On B2B Paket USA

Beratungsgespräch

Visit Europe Media Exchange
(VEMEX)

2 Beiträge im Medien Newsletter

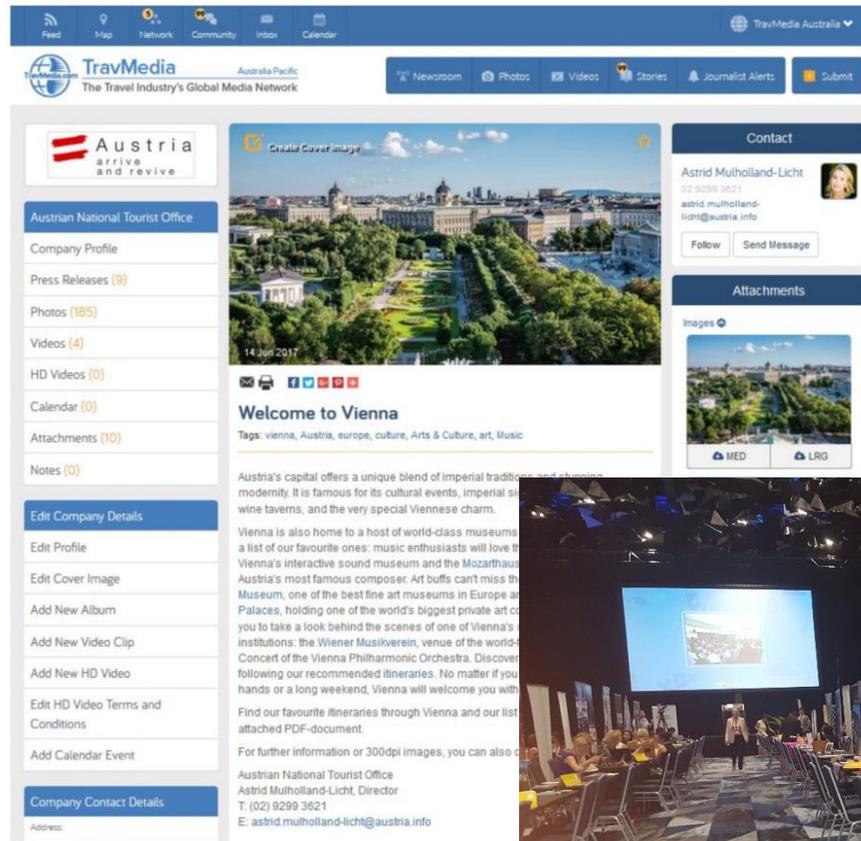
Story Pitching

Clippings



ADD-On Presse Paket USA

International Media
Marketplace
Presseausendung
Einzelpressereise bzw. Social
Influencer Reise
Clippingservice



ADD-On Presse Paket Australien

Marktaktivität Austria Destination Summit USA & Australien



60 Top Travel Designer und Travel Advisors aus den USA und Australien



Ganz USA und Australien



Preis (inkl. Basis):
Von USD 1.900,- (EUR 1.800,-)



Laufzeit: 14. - 21. Oktober 2018
Anmeldeschluss: 28. Februar 2018



Teilnahme am
Eröffnungsabend (14. Oktober)
und Destination Day
(15. Oktober)

Networking

Inkludierung in umfangreichen
ADS Unterlagen



Destination Day Paket

ADD-ONS

Übersicht/Beispiele

Studienreise für 12-15 ADS
Teilnehmer

Programmgestaltung
gemeinsam mit der Österreich
Werbung



ADD-On Studienreise

Die Möglichkeit, gewisse
Programmpunkte beim
Destination Day und
Eröffnungsabend zu sponsern



ADD-On Sponsoring

Marktaktivität Winter Australien



Sportliche **Genuss-Skifahrer**
Wohlhabende **Familien**



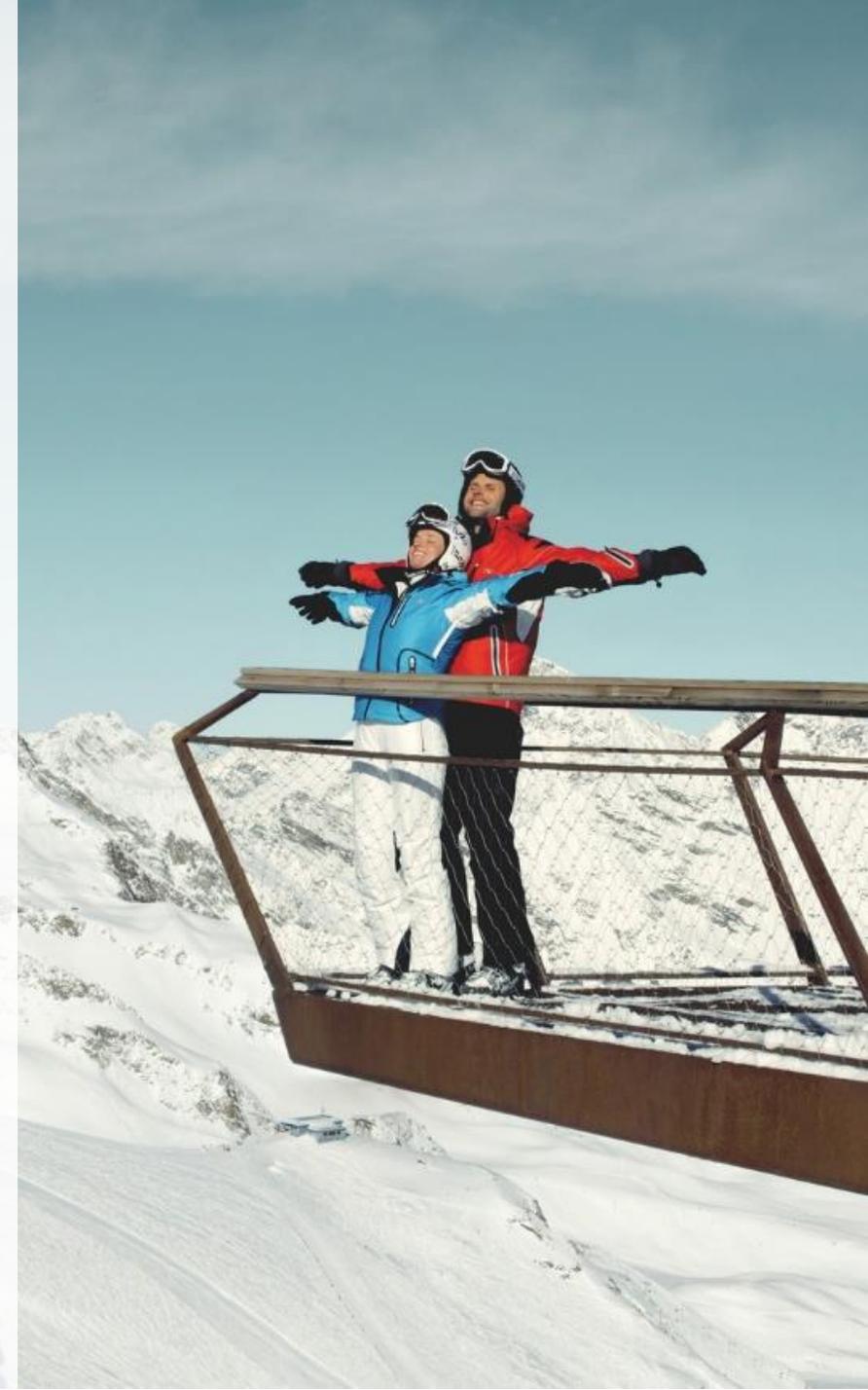
Ganz Australien mit Fokus auf
Sydney und Melbourne



Preis (inkl. Basis):
ca. EUR 5.096,- bis 8.978,-



Laufzeit: Jänner bis Dezember 2018
Anmeldeschluss: 22. Dezember 2017



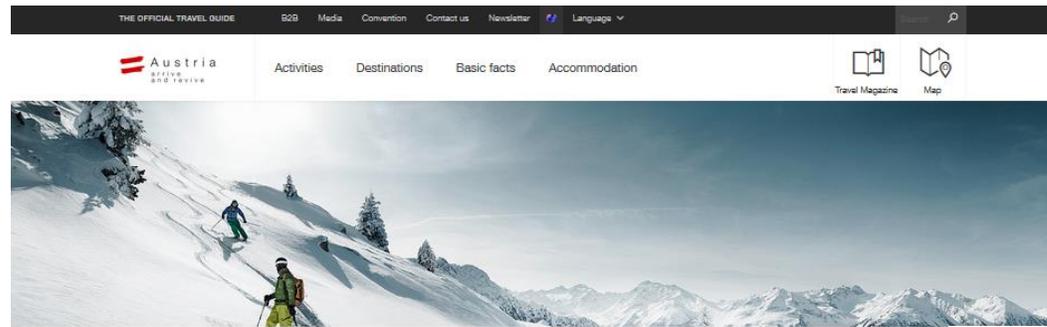
Übersichtsseite auf austria.info
Länderportal USA/AUS

Integration ÖW B2C-Newsletter

Integration ÖW B2B-Newsletter

Integration Lufthansa Group B2B-
Newsletter

Social Media Integration

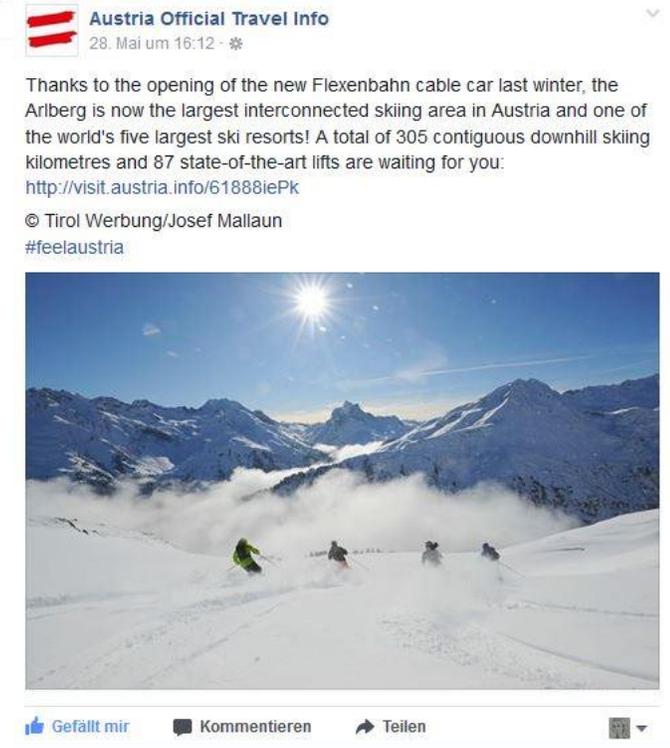


Home • Activities • Wintersports • Austria's Top Ski Resorts

Austria's Top Ski Resorts

Pure joy on skis - this is what you will find in Austria's top ski resorts. Stay at the **Arlberg**, the cradle of Alpine skiing or enjoy snow reliability from October to May on the glaciers in **Sölden**.

Whether you want to coast down the piste leisurely or fly down the expert downhill run, in these resorts you will be spoilt for choice.



Basis Paket



Publikummessen Sydney und Melbourne, Vertretung der Partner durch ÖW-Mitarbeiter am Gemeinschaftsstand

Auf Wunsch: Auflage von Packages australischer Veranstalter in Destination/Hotel



Snow Travel Expos

<https://snowtravelexpo.com.au/>

Gruppenpressefahrt mit 5
Journalisten in Partnerdestination
ÖW Presseausendung



ADD-On Presse



A perfect ski holiday in Austria

Austria's top ski resorts



Arberg
The opening of the new Flexenbahn cable car will make the Arlberg Austria's biggest interconnected ski area with over 300 km of slopes. On this occasion a new skiing loop has been established - the 'Run of Fame'.

[Find out more](#)



Sölden
Sölden doesn't only offer perfect skiing conditions and stunning views at over 3000 metres above sea level, but also culinary delights at the ice Q gourmet restaurant, the Alpine Ski World Cup Opening and unrivaled après-ski all winter long.

[Find out more](#)



Innsbruck
Innsbruck is the perfect destination to combine winter sports with a city break. The Olympia Ski World Innsbruck consists of 9 ski resorts, which are easy to reach from the city and can all be accessed with just one ski pass!

[Find out more](#)

Hotels at the Arlberg



For the perfect accommodation at the Arlberg we recommend the members of our Austria Collection. These properties are family-run hotels representing Austria's unique Alpine hospitality.

[Find out more](#)

Austrian winter images



Writing a story about winter in Austria? Download relevant images from our online picture database or write an email to info@antosyd.org.au. We are happy to put together a selection of images for you.

[Download images now](#)