

# Marktaktivitäten Australien 2018

Winterinfos folgen

	Entdeckungsreisen*	Winter
Pakete	<ul style="list-style-type: none"> <li>- Basis</li> <li>- Destinationen</li> <li>- Austria Hotel Collection</li> <li>- Kulturpartner</li> </ul> <p>USD 1.550,- bis 15.000,- (ca. EUR 1.480,- bis 14.290,-)</p>	<ul style="list-style-type: none"> <li>- Basis</li> <li>- Destinationen</li> </ul> <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,-

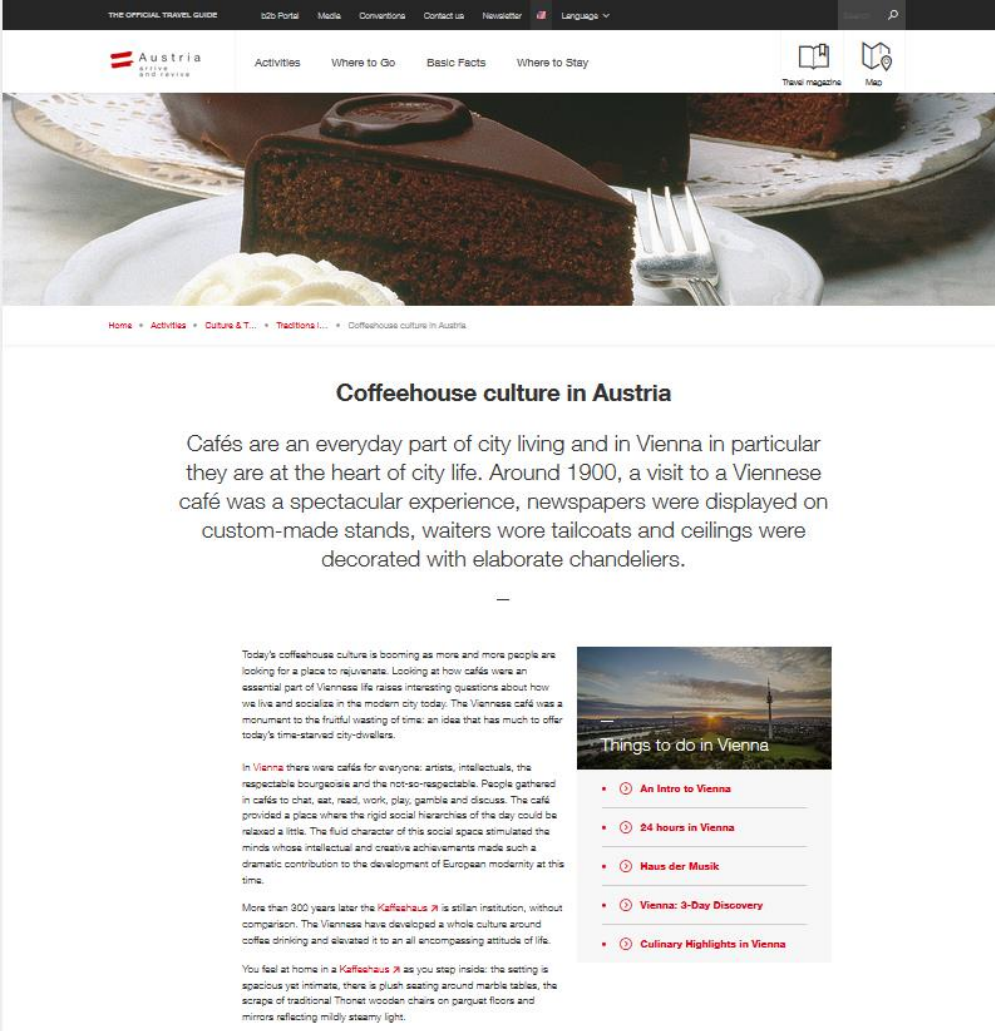


**Laufzeit:** Februar bis Oktober 2018  
**Anmeldeschluss:** 15. November 2017





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 sidebar 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.

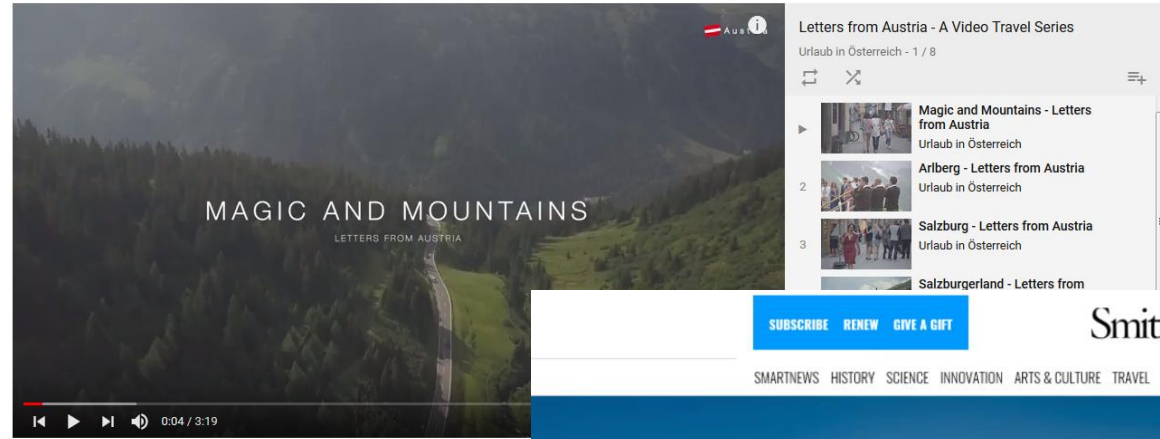
SEM und CPC Bewerbung

ÖW B2C Newsletter

Digitale Fachmedienkooperation

ÖW B2B Newsletter

Wirtschaftskooperation



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

Austria  
Activities Where to Go Basic Facts Where to Stay  
Travel magazine Map

from € 222.--

Home Accommo... Download... Hotels in TI... Interpalpen-Hotel Tyrol

Member of the Austria Collection

[Check Availability](#)

### Interpalpen-Hotel Tyrol

[More Details...](#)


Located on a sunny Alpine plateau, the five-star superior Interpalpen-Hotel Tyrol perfectly marries... with Alpine luxury. It combines all the key elements that make a vacation truly memorable: pristine landscapes for outdoor enthusiasts; proximity to historic towns like culture-soaked Innsbruck; an... restaurant, which skilfully combines regional ingredients with international influences; and its own... those looking to relax and unwind.

**Your Host**  
General Manager Karl Brüggemann and Guest Relation Manager Christine Riedl are dedicated hos... soul. Karl joined the Interpalpen-Hotel in 2012 after many years with Kempinski Hotels, the Waldorf... York and the Plaza Athenee in Paris, to name a few. Christine, a Tyrol native, has been with the hos... years and knows the hotel and the region inside and out.

**Concierge Recommendation**  
Take a trip to Innsbruck, the state capital with its many sights including the famous Golden Roof, V... the Olympic ski jump designed by architect Zaha Hadid.

## The Austria Collection

A family of hand-selected hotels inspired by Austrian hospitality



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

Kulturpartner Paket

Smithsonian.com

SMARTNEWS HISTORY SCIENCE INNOVATION ARTS & CULTURE TRAVEL AT THE SMITHSONIAN PHOTOS VIDEOS & PODCASTS GAMES SUBSCRIBE SHOP

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TRAVEL AGENT  
**CENTRAL**

RESOURCES DESTINATIONS HOTELS CRUISES TRANSPOR

Sponsored

Austria's Best Culture Tips 2017

Sponsored by Austrian Tourist Office | May 19, 2017 3:34pm

12 REASONS WHY YOU NEED  
TO MAKE AUSTRIA YOUR NEXT  
TRAVEL DESTINATION

SPONSOR CONTENT BY

Austria Official Travel Info added 3 new photos to the album  
Festival Erl.  
29 June · 🌐

In the mountains of Tirol you can have a very special experience: listen to classical concerts and watch opera performances in the small, picturesque village of Erl. The venerable music festival takes place every summer and winter and transforms the Alpine landscape into a dramatic backdrop for world-class music. #feelaustria

Have you been to the Kufstein region in Tirol?  
<http://visit.austria.info/61868oUQy>

# ADD-Ons Australien 2018

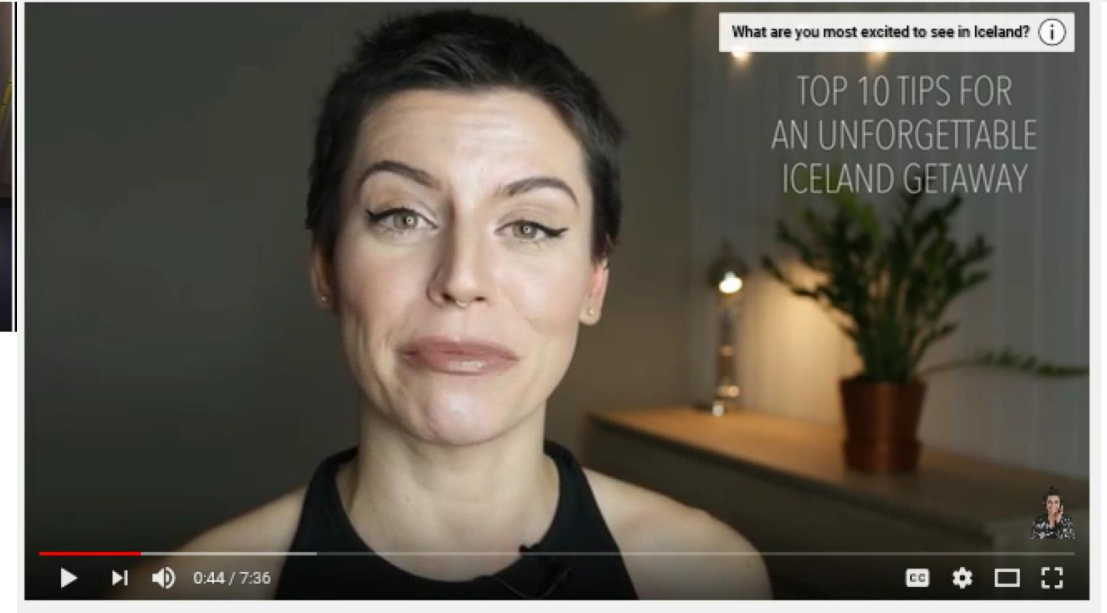
Übersicht/Beispiele



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

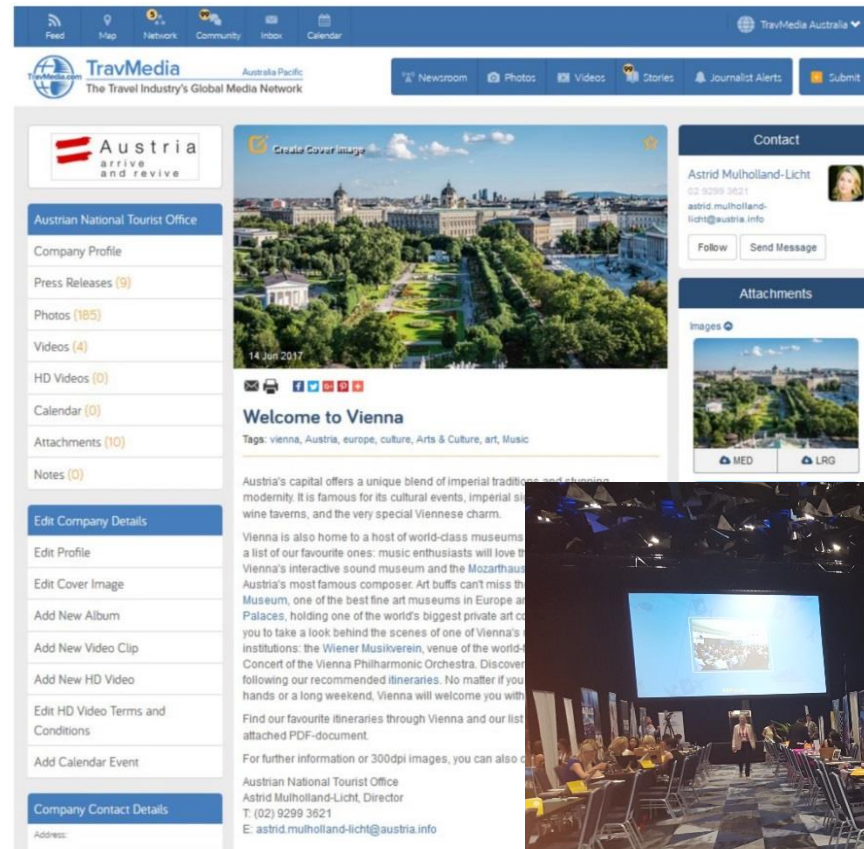
Story Pitching

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



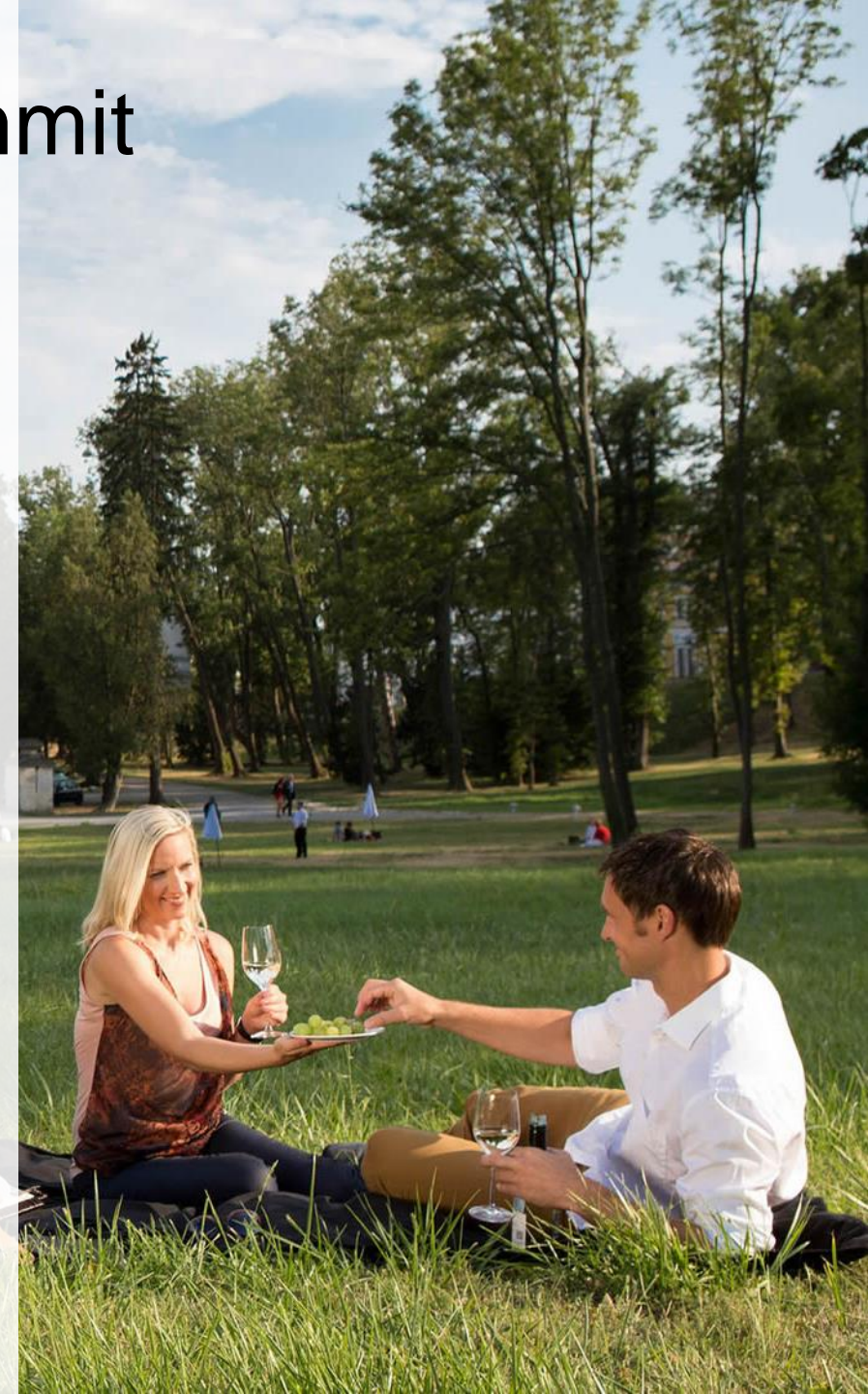
Ganz USA und Australien



**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

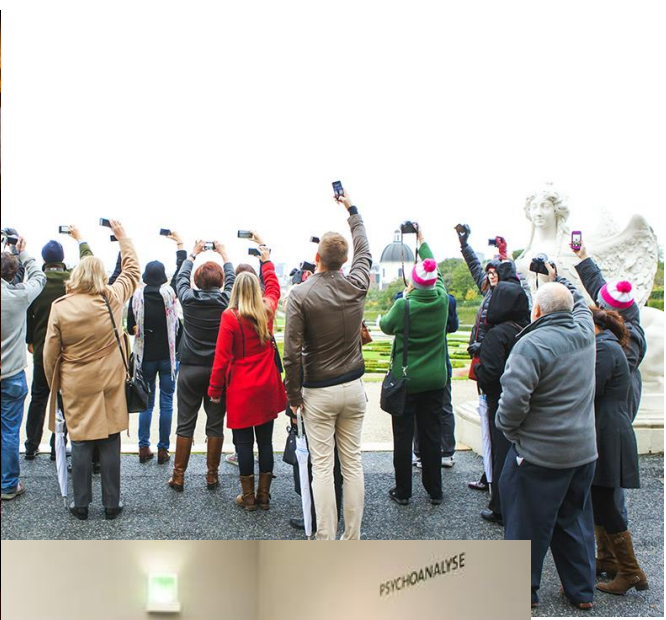
# ADD-ONS

Übersicht/Beispiele



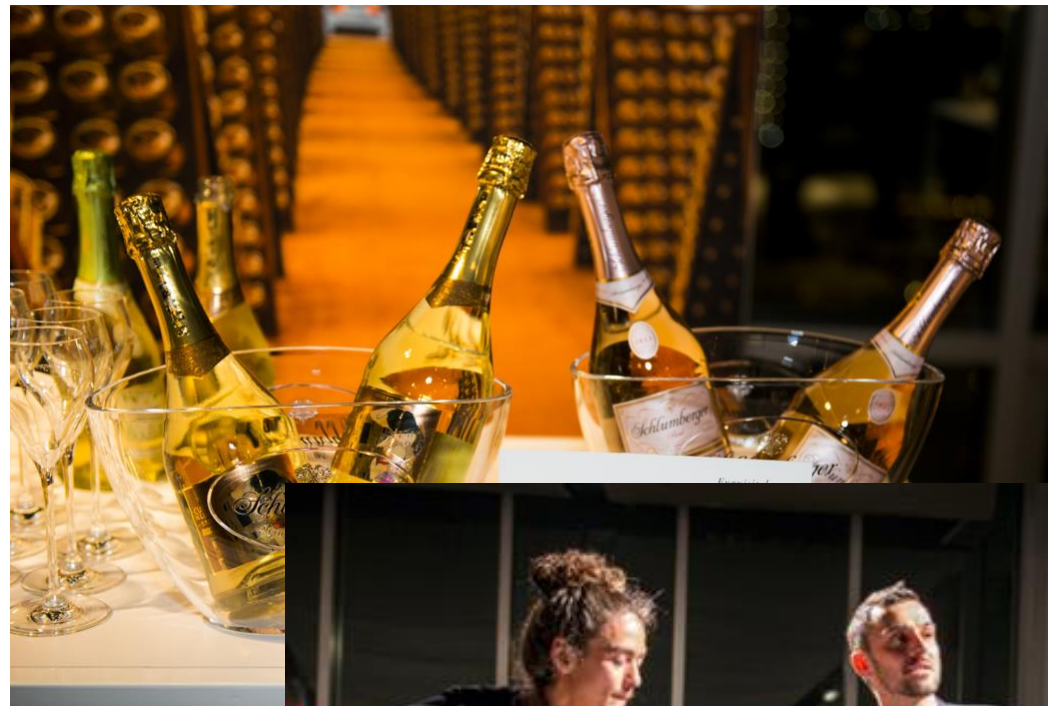
Studienreise für 12-15 ADS  
Teilnehmer

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





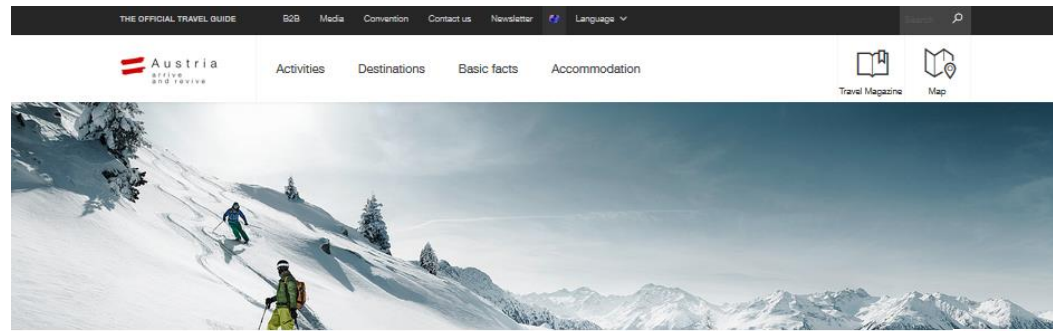
Übersichtsseite auf austria.info  
Länderportal USA/AUS

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](mailto:info@antosyd.org.au). We are happy to put together a selection of images for you.

[Download images now](#)