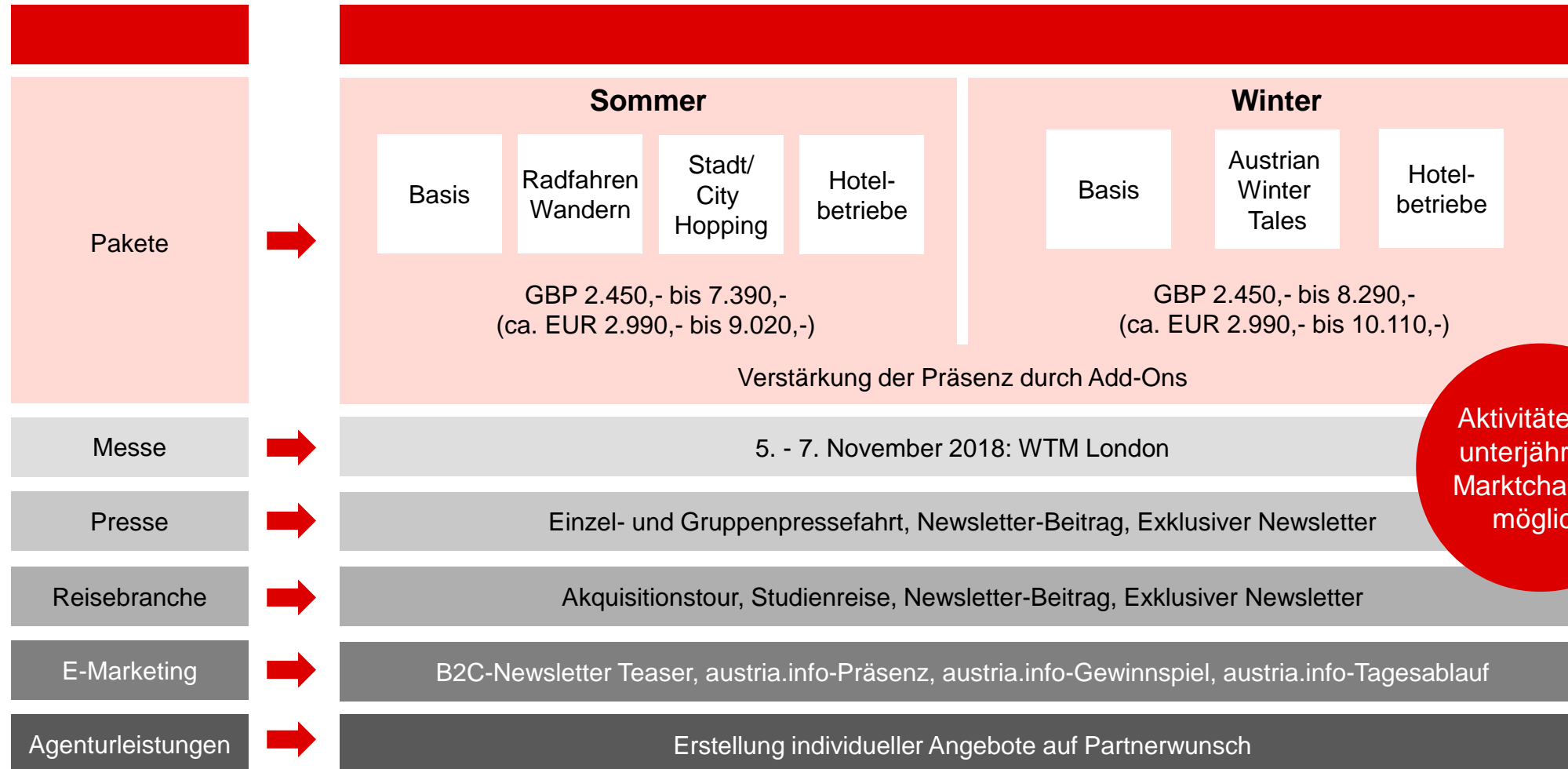


Marktaktivitäten Großbritannien 2018



Aktivitäten zu unterjährigen Marktchancen möglich

Stand 15.02.2018, Änderungen vorbehalten.

Richtpreis in EUR gemäß dem derzeit gültigen Kassawert des Bundesministeriums für Finanzen (Umrechnungskurs des BMF). Die Verrechnung erfolgt in lokaler Währung zum Zeitpunkt der Rechnungslegung gültigen Kassawert des Bundesministeriums für Finanzen.

Marktaktivität Großbritannien

Winter 2018

Marktaktivität „Austrian Winter Tales“



30 – 60 Jahre, **gut situierte wintersport-
affine Personen (ABC1)**



Kernregionen und Ballungszentren
in London, Südostengland, den
Midlands und Schottlands



Preis (inkl. Basis): ca. EUR 9.420,-



Laufzeit: September 2018 – Februar 2019
Anmeldeschluss: 15. Februar 2018 bzw.
30. März (Hotelbetriebe)



Austrian Winter Tales

Let your host take
you on an adventure

Neues erleben. Authentische, der Masse noch unbekannte Erlebnisse. Persönliche Begegnungen mit Gastgebern. Eintauchen in die lokale Kultur.

Das sind die Hauptmotive von britischen Auslandsreisenden.

Mit „Austrian Winter Tales“ und den Videos werden Geschichten erzählt, mit denen genau diese Motive bedient werden: Lokale Gastgeber gewähren einen persönlichen Einblick in ihre Heimat und offenbaren Urlaubserlebnisse abseits der Mainstream-Reiseführer.



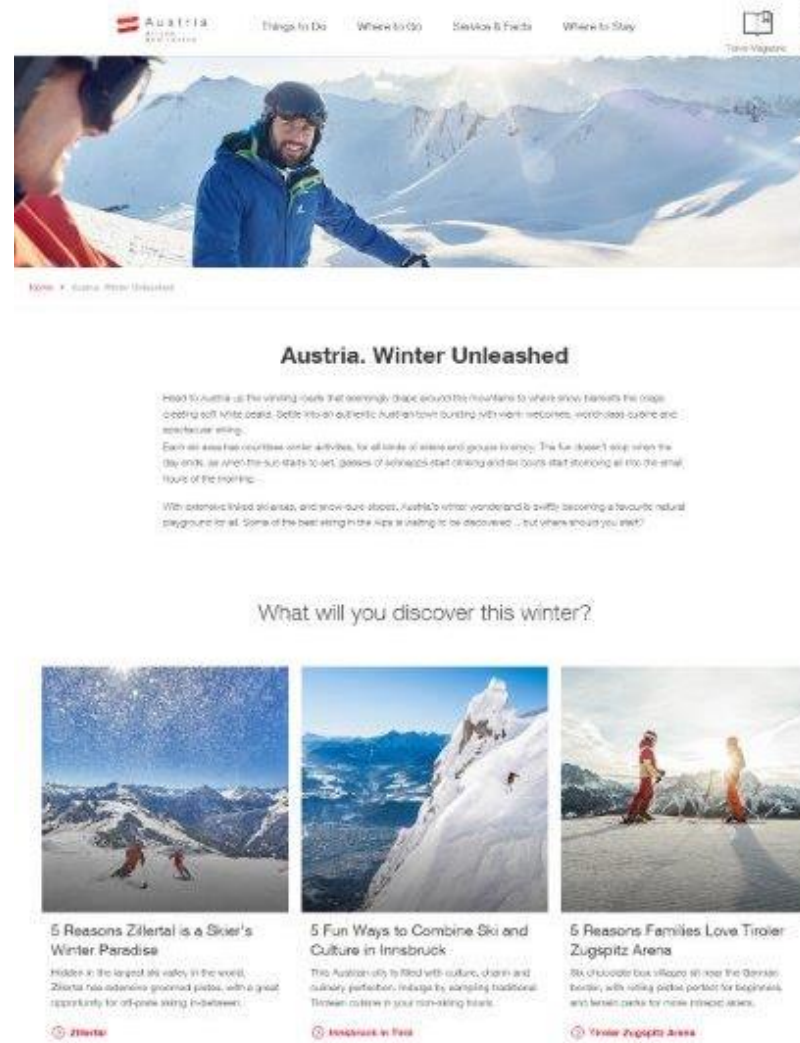
Übersichtsseite auf austria.info

Themenwahl/USP pro Partner
(Jeder Partner wählt EINEN USP, der ihn von anderen abhebt. Dieser zieht sich durch die gesamte Aktivität zieht und wird bei der weiteren Bewerbung/Auswahl der Medien berücksichtigt.*)

Teaser in ÖW B2C-Newsletter

Social Media Integration in Teaser (52.800 Fans)

Preis: ca. EUR 2.780,-



Basis-Paket

*Ski alpin bleibt weiterhin ein zentraler Bestandteil der Kommunikation.

Videoproduktion „Austrian Winter Tales“

Ein Gastgeber nimmt die Zuseher mit auf eine Reise durch „seine/ihre“ Region. Das Skigebiet/die Region dient dabei als Setting und wird durch die Geschichte rund um das gewählte Schwerpunktthema zum Leben erweckt. Durch den Fokus auf ein Thema/USP und die entsprechende Kommunikation auf themenrelevanten Kanälen wird ein Alleinstellungsmerkmal garantiert.



Video „Austrian Winter Tales“ I

1 Video

25.000 garantierte Views

Die Videos werden auf Teads TV, Youtube, Facebook Ads etc. beworben und sprechen die für das Thema relevante Zielgruppe an.

Online Contentkooperation mit Videointegration

Videos/Contents werden in einem zielgruppenrelevanten Medium für den jeweiligen USP beworben.

Bewerbung der **Übersichtsseite**

Pressearbeit

Preis: ca. EUR 9.400,-



Google
AdWords

In-Feed Native Ads



Video „Austrian Winter Tales“ II

Übersichtsseite auf **austria.info**

Redaktionelle Bearbeitung des bestehenden Contents aus britischer Sicht

Mystery Shopping

Pressearbeit inkl. Organisation einer Einzelmedienfahrt (Journalist oder Blogger)

B2B Sales Calls

Teaser in ÖW B2C-Newsletter

Social Media Integration (52.800 Fans)

Preis: ca. EUR 3.860,-



SECRET**SHOPPER**

Hotelbetriebe

TRAVEL

WHERE TO GO...

...for a bite of la dolce vita

IT'S GOT TO BE TUSCANY



WANT TO BAG AN ITALIAN BILLIONAIRE?

YES

NO



CASTIGLION DEL BOSCO

Make like a Medici at C d B (to old hands and oligarchs), a 4,500-acre private estate in the oil-painting-perfect Val d'Orcia. It started as a sort of bazillionaires' timeshare, but now non-members can rent the 17th- and 18th-century farmhouses (Ferragamo's CEO is partial to the one by the castle ruins). Rustic and sumptuous, they all have huge fireplaces and furniture carved by local craftsmen, plus flashy walk-in closets, flatscreen TVs and cashmere rugs thrown about the place. The details are an OCD dream: the pot pourri is no mere mash-up of petals – it's made from a 17th-century Florentine pharmacy's recipe. Of course it is. Keep busy, if you wish – there's a winery, an 18-hole golf course and a spa (they do a facial with champagne, gold powder and caviar), plus a fitness centre with wraparound glass so you can do crunches while watching wild boar frolic in the valley below.

Or rest on your laurels and do nothing – count butterflies in your private garden, loll in your own infinity pool and congratulate yourself on your excellent taste.

BOOK IT

Double, from £382
Website: castigliondelbosco.com
Tel: 00 39 0577 391 3651

CASTELLO DI CASOLE

Castello di Casole is an American idea of Tuscany. But put away that sneer. It's owned by US hotel group Timbers Resorts, which means a ton of money has been funnelled into sprucing up this very grand 11th-century villa to its former, frescoed glory. It also means that everything – bedrooms, pool, grounds, food portions, smiles – is big, big, big. Which rather suits this grand corner of Italy. And if the place, with its dappled sunlight and forest views, feels cinematic, you might be sensing the vapours of its former owner, Italian film director Luchino Visconti, who lived here in the Sixties. Pretend you're Sophia Loren in the fabulous bedrooms, decked out in autumnal hues: a burnt-amber linen sofa, brick tiles, exposed beams and reassuringly huge bathrooms. There's pilates in a former chapel, day trips to Siena, and bike riding on the dusty tracks that score the estate. But, gosh, doesn't that sound exhausting?

Best lie by the pool and sip a Bellini, delivered almost telepathically, while you mull over the success of this particular American invasion.

BOOK IT

Double, from £330
Website: castelloincasole.com
Tel: 00 39 0577 361 638

WANT A BLOCKBUSTER CLASSIC?

YES

NO



VILLA D'ESTE

Shelley had it on the nose. "This lake exceeds anything I ever beheld in beauty," he wrote about Lake Como and, wowzers, wasn't he right? Villa d'Este is Como's leading lady, a stately sort that perches poitely, proudly, on the very edge of the water – immaculately turned out and coiffed to the nines, with colonnaded terraces, gothic grottoes and formal gardens stuffed with statues. It's the sort of place where you might have a Barbara Cartland romance (in a good way). It has hosted everyone – Alfred Hitchcock, Greta Garbo, Liz Taylor, Bette Davis – so one wonders what the villa makes of her newish neighbour, George Clooney, who has been known to fill his Riva with visiting Hollywood chums and bomb up and down the lake. Rooms are stately, not state-of-the-art, but this is not the point. To stay here is to step back in time. Where else can you eat champagne risotto for breakfast, watch Italy's finest examples of *la belle figura* around the floating pool, and flop onto your Como-brocaded silk bed and stare up at 17th-century oil paintings? Bellissima!

BOOK IT

Double, from £158
Website: villadeste.com
Tel: 00 39 0322 265 1152

EREMO DELLA GIUBBIANA

They're a religious folk, those Sicilians – you can barely take a step without falling over an old chapel or crumbling monastery. How clever, then, of Vincenza Jolanda Nicosi, the heir to the aristocratic Nicosi family, to convert this 15th-century convent into a heavenly bolthole. The reception, full of artfully placed heirlooms, was once a chapel and the nuns' cells have been born again as beautiful bedrooms. The food's enough to make an ascetic faint: breakfasts of the sweetest ricotta in the refectory, and garden dinners served under ancient quince trees. Salvatore, Vincenza's son, is a god among guides, shutting guests in his 4WD (or six-wheeler Cessna) to the UNESCO-listed Eremo Valley to sip aqua minerale from streams, dip in rock pools and breathe great lungfuls of fig-scented air. Nearby are the baroque splendours of Syracuse and knock-your-socks-off catacombs. One for savvy travellers, yes, but the hotel also lures 1997 Italians in barely there swimwear. The nuns would not have approved.

BOOK IT

Double, from £158
Website: eremodellagiubiana.it
Tel: 00 39 0322 265 1152

WORDS: ADRIAN SIMPSON, CAROLINE PHILLIPS, OLIVIA PALCOM

Add-Ons

Winter 2018

On- und/oder Offline

Zur optimalen Darstellung des ausgewählten USP wird eine Print- und/oder Online-Contentkooperation mit einem passenden Medium oder Social Influencer vereinbart.

Preis: ca. EUR 6.200,-



An Amazing Culinary Destination

Where do you find Oregon micro-brews and wines, juicy berries, farm-to-table foods, unique eateries, adventure and the cream of the local Oregon Bounty crop? Right here in Oregon's **MT. HOOD TERRITORY**.

East on the elegant restaurants of Greater Portland, charming cafes of the Willamette Valley and the authentic ambience of fresh off the farm goodness that surround the amazing culinary destination of epic Mt. Hood.

Make sure your culinary adventure includes a visit to Allium restaurant. Chef Pascal Chureau is a master at picking the season's best from local farms to feature on his French-inspired menu. His personal connections to farms, farmers and food find their way straight to your plate. From heirloom tomatoes and lively fennel to farm raised poultry and ocean fresh seafood, it's all here and waiting to be devoured, in style, of course.

Now let's gain a little altitude.



of the majestic peaks of the Cascades and food to match. Chef Jason Stoller Smith works with local ingredients including lamb from SuDan Farm in Canby, fresh picked huckleberries and whatever else the good earth has to offer.

Back down the mountain, in the rich valley filled with food and farms, you'll find a perfect place overflowing with a bounty of flavor and fun. Stop by a winery and perhaps catch an "open house" weekend, where special music, food and new vintages are available.

Wine fills The Territory. For a taste, visit the timber frame tasting room of Christopher Bridge winery and enjoy a fine Pinot or a wood-fired pizza.



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On the hunt for a vegan restaurant? Take a look at our picks

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Ski in style

DATE
08 March 2014

CATEGORY
Travel Diary

SHARE



Forget chalet girls and Europe's ski resorts are date with gourmet meals digital gadgets galore

Well, it's that time of year again. The nights are drawing in starting to miss the summer. So the obvious thing to do is to can indulge in a highly dangerous sport that most of us only



Add-On Contentkooperation

*Bei der Buchung eines Add-Ons ist die Teilnahme an der Presseveranstaltung möglich.

Videobewerbung
durch Facebook Ads, Native
Video Advertising, Youtube
Ads etc.

Auch hier wird die Bewerbung
auf den USP abgestimmt und
die Ausspielung erfolgt auf
themenrelevanten Medien.

50.000 zusätzliche Views

Preis: ca. EUR 3.980,-



[Link Teads](#)

[Link Youtube](#)

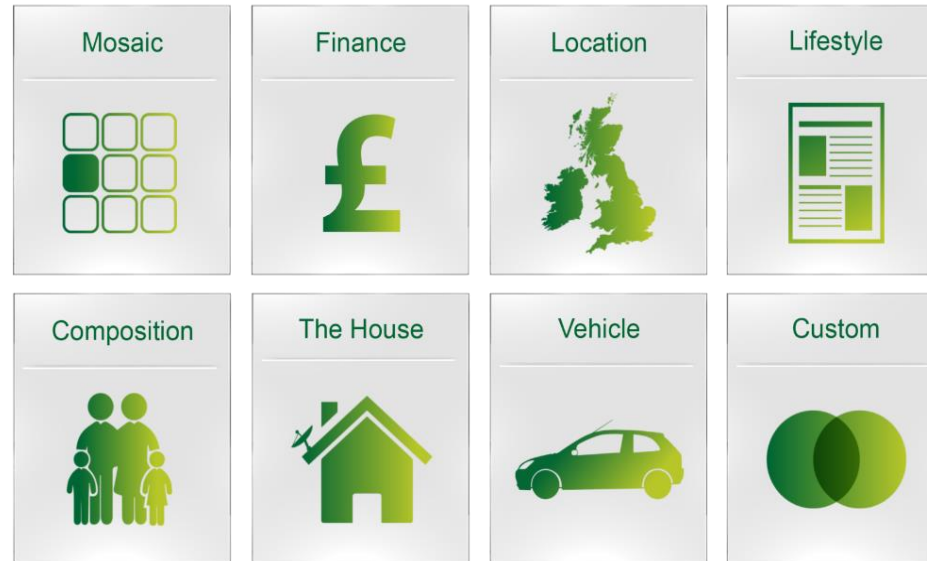
[Link Facebook](#)

Add-On Videoboost

*Bei der Buchung eines Add-Ons ist die Teilnahme an der Presseveranstaltung möglich.

Mit der **Ausspielung des „Winter Tales“-Video über die Kanäle des Sky AdSmart Netzwerk/VOD** ist eine punktgenaue, **dem USP entsprechende Auswahl der Zielgruppe** möglich. Dafür wird eine TV-taugliche und dem entsprechenden Format angepasste Version des Videos produziert.

Preis: ca. EUR 5.670,-



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sky MOVIES HD

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CHALLENGE

PICKTV

Add-On Sky AdSmart/Video on Demand

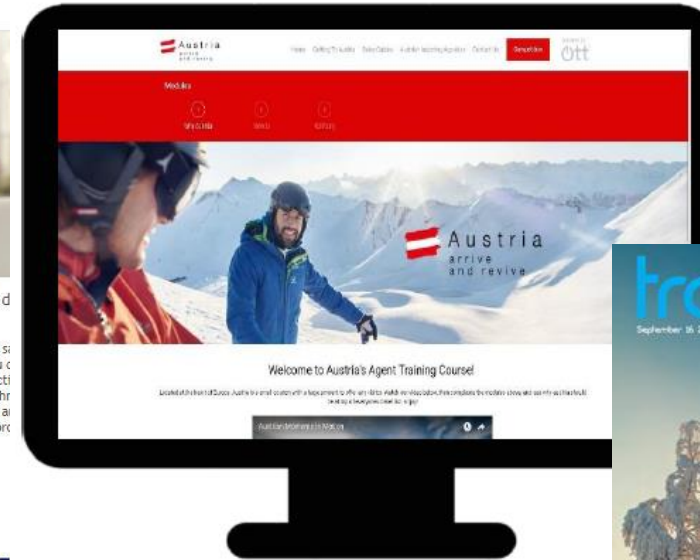
Modul im “Online Travel Agent Training” (OTT)
 Datenbank von über 90.000 in
 Großbritannien registrierten
 Reisevermittlern

**½ Seite Anzeige und
 Skyscraper**
 auf der Travel-Bulletin-Website

Akquisitionstour, Reisebüro-
 schulung, Studienreise**

Teaser
 im ÖW B2B-Newsletter

Preis: ca. EUR 3.400,-



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