

Indien
2019

Marktaktivität
In Harmony with Austria

Übersichtsseite auf
austria.info/in

Vielfältige Inhalte
pro Partner (Tipps,
Angebote, Video, Links)

Exklusiver
ÖW-B2B-Newsletter

Preis: EUR 1.790,-

Basis

Watch the video: In Harmony with Austria



Plan your holidays in Austria



Imperial Vienna

A stroll around Vienna can be like a journey back in time to the days of the empire: it comes as no surprise that the historic city center is a UNESCO world cultural heritage site. Vienna boasts 27 palaces and 163 other residences - examples of the city's illustrious history await on virtually every street corner.



Visa for Austria

Welcome to the Austrian Visa Facilitation Centres. This site provides information on procedures applicable to residents in India who wish to apply for a visa to travel to Austria. The visa applications will have to be submitted at Austria Visa Application Centres all over India.

In Harmony with Austria



Familien mit Kindern



Gesamtindien mit **Fokus Delhi, Mumbai, Chennai, Bangalore, Ahmedabad**



Preis (inkl. Basis): EUR 9.990,-



Laufzeit: Jänner – Juni 2019
Anmeldeschluss: 12. Oktober 2018



1 A4-Seite im Österreich-Beileger des Lonely Planet-Magazins (Auflage 130.000)

Editorial im Look-and-Feel des Lonely Planet-Magazins

Facebook Contest und Postings

Whatsapp-Kampagne mit Times Group of India (1,5 Mio. Kontakte)

10 Seiten im Schulungstool ACTS

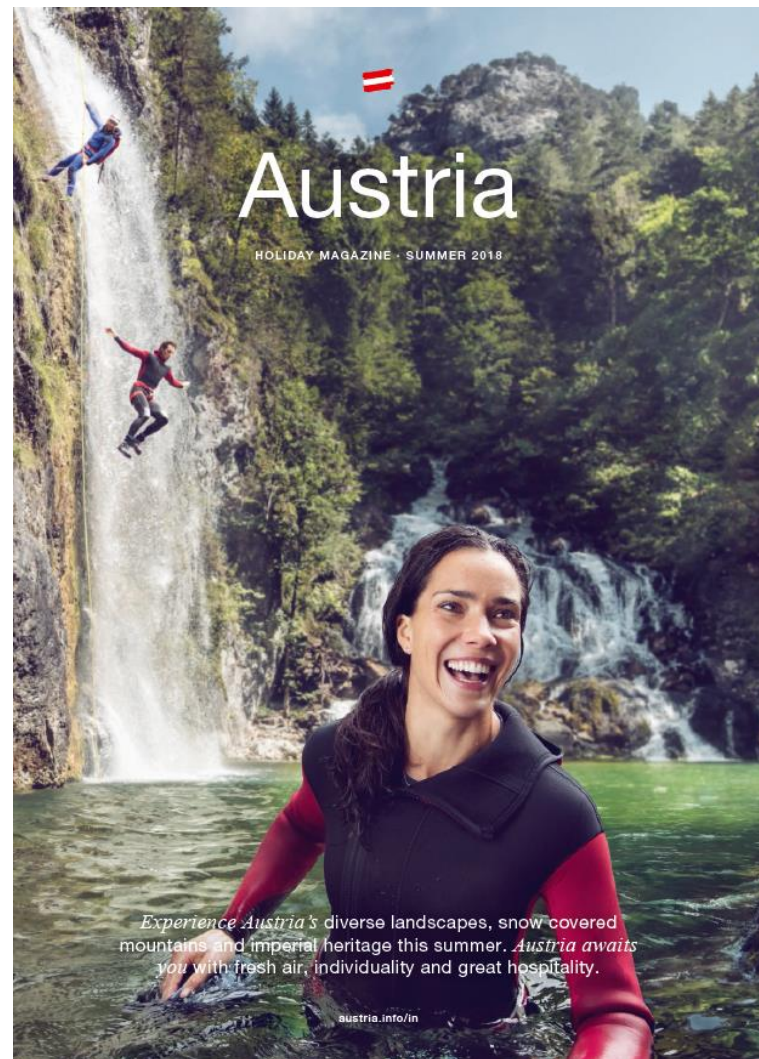
OTA-Kooperation makemytrip.com

Banner, Newsletter und Contentkooperation
Destination Guide Passenger 6A

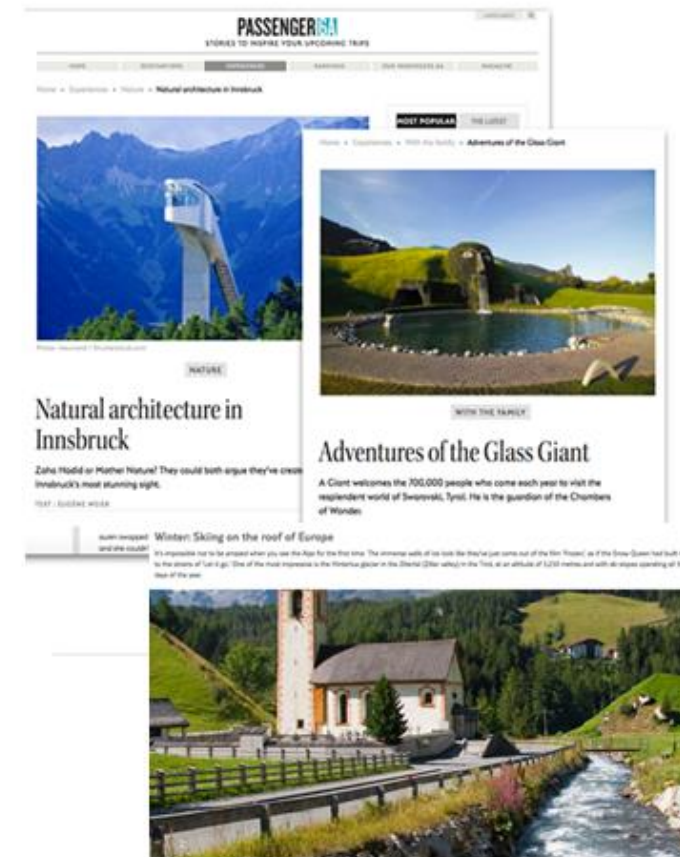
Destinationspromo durch Social Influencer
auf Lonely-Planet- und ÖW-Kanälen

ÖW-Press-Newsletter (2 Aussendungen)

Video-Content auf austria.info/in



PASSENGER6A.IN
X3 ARTICLES



Preis: EUR 9.990,-

Stadt oder Natur

Add-Ons

In Harmony with Austria

Radio Jingles
Red FM

Individualisierter Content

120 Spots
á max. 30 Sekunden

Delhi/Mumbai



Preis: EUR 4.990,-

Add-On: Radiowerbung

Studienreise
mit 8 ausgewählten Vertretern
von RV/RB und
Online-Portalen

2-Tages-Programm
zur Vorstellung der Destination
und der Angebots-Highlights



Preis: EUR 1.990,-

Add-On: Studienreise

Anzeige + Advertorial
 im Fachmedium "Trav Talk"
 2 Juniorpages

The image shows the cover of the TRAVTALK magazine. At the top, it says "1st circulation & readership" and "South Asia's Leading Travel". A red seal says "NO FAKE NEWS". The main title "TRAVTALK" is in large, bold letters. Below it, it says "Published from India Middle East". There are several smaller images and text boxes on the cover, including "WELLNESS", "GENTLE DREAM", and "GLOBAL VISA ASSISTANCE". The bottom half of the cover features the Expedia TAAP logo and the text "TRAVEL AGENT AFFILIATE PROGRAM". Below the logo, there is a large image of a woman sitting on a suitcase with her arms raised in a celebratory gesture. To the right of her, there are two small inset images showing hotel rooms, one with the text "FREE". Below the woman, it says "Enhance your business by partnering with Expedia TAAP the leading largest global travel agent affiliate program". At the bottom right, there is a small logo and the text "Take advantage of fast user-friendly technology with Expedia TAAP!"

Preis: EUR 990,-

Add-On: B2B Medienkooperation

The image is a promotional advertisement for Zell Am See-Kaprun. At the top, it says "Zell Am See-Kaprun" in large, bold letters, followed by "Glacier, mountains, lake – summer in the Alps". Below this, there is a large photograph of a family (a woman, a child, and a man) sitting on a large inflatable tube and tubing down a snowy glacier. The tube has "IBF" written on it. To the right of the main image, there is a circular inset photograph showing a group of people standing in a grassy field with mountains in the background. The text on the page describes the beauty of the region and lists various activities and attractions. It mentions the Zillertal Alps, the Lake Zell, and the surrounding mountains. It also lists several activities such as hiking, biking, water sports, and paragliding. The text is arranged in columns, with the main body of text on the left and the circular inset on the right. At the bottom right, there is a small text box that says "FOR MORE INFORMATION ON THE REGION, PLEASE VISIT WWW.ZELLAMSEE-KAPRUN.COM".

Zell Am See-Kaprun
 Glacier, mountains, lake – summer in the Alps

THE beautiful combination of glacier, mountain and the Lake Zell makes the Zell am See-Kaprun region in Salzburger Land absolutely unique. Nowhere else are Austria's most beautiful features situated as closely together as in Zell am See-Kaprun. This unique Alpine landscape offers sports lovers, families and people looking for relaxation a great choice of activities and adventures right on their doorsteps: hiking and biking on the Kitzsteinhorn, the Schmittenhöhe or the Maiskogel, water sports in and on the Lake Zell, which has water that is drinkable and paragliding with a view of the 3.000m peaks of Hohe Tauern, or around on one of the most beautiful golf courses in the Alps.

The trump card for more summer fun at the highest level: the Zell am See-Kaprun Summer Card
 The Zell am See-Kaprun Summer Card offers guests guaranteed adventure: you can use it to visit up to 40 attractions, including countless excursion destinations, places of interest

Glaciers and snow pleasure in summer
 It's not only skiers and snowboarders who can get moving on Kitzsteinhorn, the only glacier ski area in the Salzburg region. Visitors can also enjoy ice-cold activities on hot summer days at Austria's only ICE ARENA. There is also the Summer Playground with slides, a snow beach, a 'magic carpet' and a safe glacier trail that offers visitors a place to cool off in at a height of over 3.000m. Excursionists can glide through the snow or relax in the sun while enjoying some refreshing Gletscherpreise against the impressive backdrop of the national park.

AND museums in the region and throughout the Salzburg region. These include lidos, indoor pools, mountain railways and highlights such as the Sigmund Thun gorge, Kaprun high mountain reservoirs, Krimml waterfalls and the Großglockner High Alpine Road. Countless new evening bus lines, which are included in the bonus programme, offer even more service quality and make it easier for you to visit the numerous events and attractions. Guests can get the Zell am See-Kaprun Summer Card, which is valid from May 15 to October 15, from any of the 220 participating accommodation providers. As well as the attractions included, it also offers preferential conditions with bonus partners.

FOR MORE INFORMATION ON THE REGION, PLEASE VISIT WWW.ZELLAMSEE-KAPRUN.COM

Pressekonferenzen
in Mumbai und Delhi im
Rahmen der
ÖW Workshop Serie,
25 Medienvertreter pro
Destination



Preis: EUR 790,-

Add-On: Pressekonferenzen