

Marktaktivitäten USA 2018

Winterinfos folgen

		Entdeckungsreisen*				Young Professionals		Winter		Absolutely Alps	
		<ul style="list-style-type: none"> - Basis - Destinationen - Austria Hotel Collection - Kulturpartner 				<ul style="list-style-type: none"> - Basis - Destinationspaket 		<ul style="list-style-type: none"> - Basis - Destinationspaket 			
		USD 1.550,- bis 15.000,- (ca. EUR 1.480,- bis 14.290,-)				USD 1.550,- bis 4.990,- (ca. EUR 1.480,- bis 4.750,-)		USD 1.550,- bis 8.990,- (ca. EUR 1.480,- bis 8.560,-)		USD 4.990,- (ca. EUR 4.750,-)	
		Verstärkung der Präsenz durch Add-Ons									
Pakete	➔										
Workshop	➔	14. - 21. Oktober 2018: Austrian Destination Summit*									
Presse	➔	Pressegespräch, Pressekonferenz, Einzel- und Gruppenpressefahrt, Exklusiver Newsletter									
Reisebranche	➔	Akquisitionstour, Studienreise, Exklusiver Newsletter									
E-Marketing	➔	austria.info Präsenz									
Agenturleistungen	➔	Erstellung individueller Angebote auf Partnerwunsch									

Aktivitäten zu unterjährigen Marktchancen möglich

* Marktübergreifend mit Australien

Marktaktivitäten USA 2018

Übersicht/Beispiele der Marketinginstrumente

Marktaktivität

Paket „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)



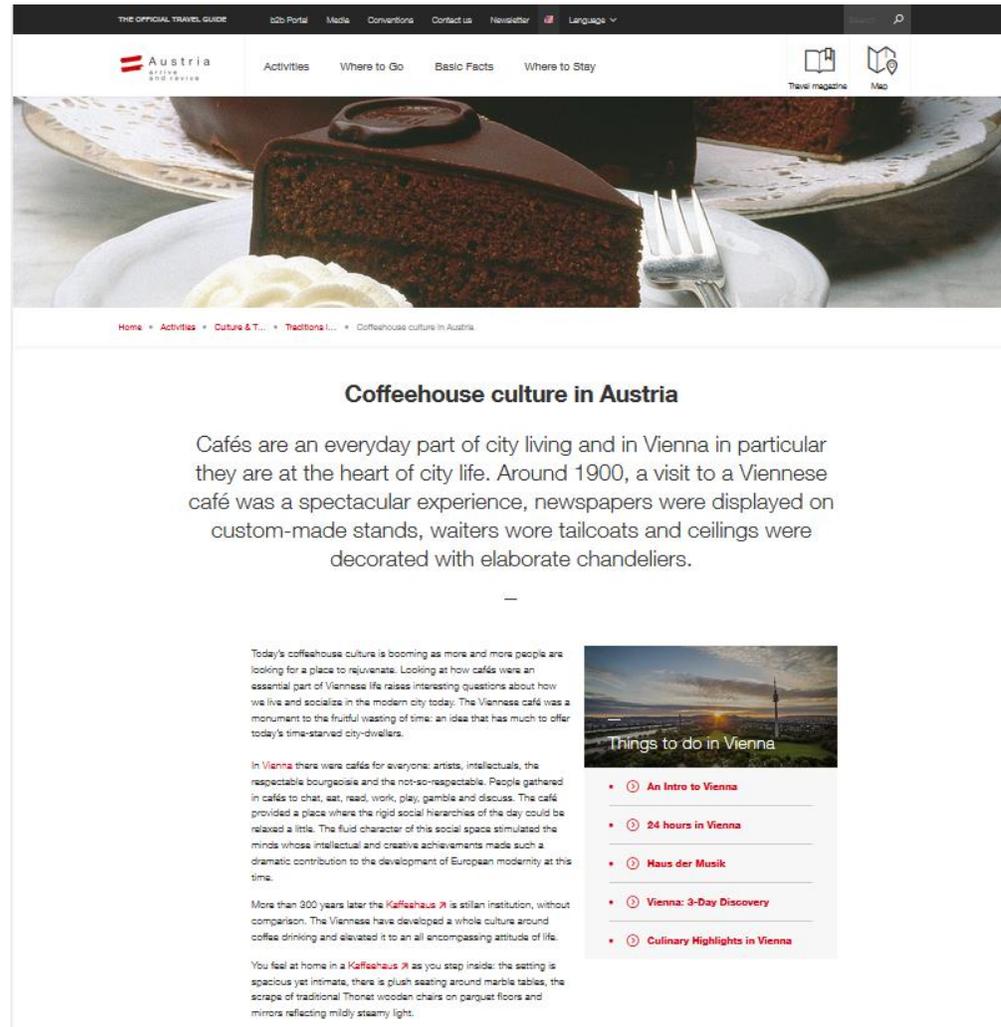
Preis (inkl. Basis):
EUR 1.480,- bis 14.290,-



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. The top navigation bar includes links for 'THE OFFICIAL TRAVEL GUIDE', 'B2B 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'. There are also 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'.

THE OFFICIAL TRAVEL GUIDE | B2B Portal | Media | Conventions | Contact us | Newsletter | Language

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

Home > Activities > Culture & T... > Traditions &... > Coffeehouse culture in Austria

Coffeehouse culture in Austria

Cafés are an everyday part of city living and in Vienna in particular they are at the heart of city life. Around 1900, a visit to a Viennese café was a spectacular experience, newspapers were displayed on custom-made stands, waiters wore tailcoats and ceilings were decorated with elaborate chandeliers.

Today's coffeehouse culture is booming as more and more people are looking for a place to rejuvenate. Looking at how cafés were an essential part of Viennese life raises interesting questions about how we live and socialise in the modern city today. The Viennese café was a monument to the fruitful wasting of time: an idea that has much to offer today's time-starved city-dwellers.

In Vienna there were cafés for everyone: artists, intellectuals, the respectable bourgeoisie and the not-so-respectable. People gathered in cafés to chat, eat, read, work, play, gamble and discuss. The café provided a place where the rigid social hierarchies of the day could be relaxed a little. The fluid character of this social space stimulated the minds whose intellectual and creative achievements made such a dramatic contribution to the development of European modernity at this time.

More than 300 years later the **Kaffeehaus** is still an institution, without comparison. The Viennese have developed a whole culture around coffee drinking and elevated it to an all encompassing attitude of life.

You feel at home in a **Kaffeehaus** as you step inside: the setting is spacious yet intimate, there is plush seating around marble tables, the scrape of traditional Thonet wooden chairs on parquet floors and mirrors reflecting mildly steamy light.

Things to do in Vienna

- An Intro to Vienna
- 24 hours in Vienna
- Haus der Musik
- Vienna: 3-Day Discovery
- Culinary Highlights in Vienna

Basis Paket

Digitale Medienkooperation

Social Media Marketing

Video Marketing

Übersichtsseite auf austria.info inkl.

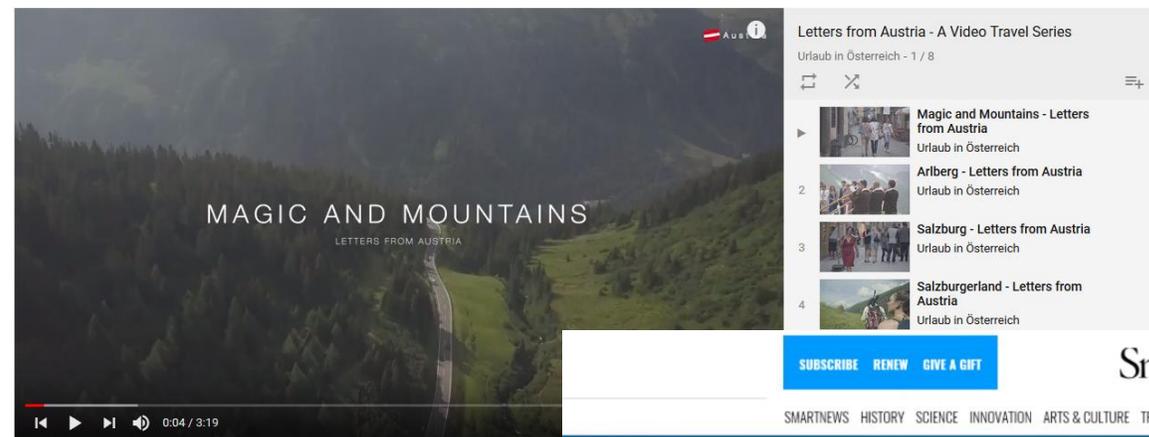
SEM und CPC Bewerbung

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 header includes the Austria logo and navigation links: Activities, Where to Go, Basic Facts, and Where to Stay. There are also icons for a travel magazine and a map. The main image shows a modern hotel interior with large windows overlooking a mountain landscape. A price tag indicates 'from € 222,-'. Below the image is a navigation menu with 'Home', 'Accommo...', 'Download ...', 'Hotels in TL...', and 'Interpalpen-Hotel Tyrol'. A red button labeled 'Check Availability' is visible. The text 'Member of the Austria Collection' is also present. The main heading is 'Interpalpen-Hotel Tyrol' with a link for 'More Details...'. The description states: 'Located on a sunny Alpine plateau, the five-star superior Interpalpen-Hotel Tyrol perfectly marries style and culture with Alpine luxury. It combines all the key elements that make a vacation truly memorable: pristine mountain landscapes for outdoor enthusiasts; proximity to historic towns like culture-soaked Innsbruck; an award-winning restaurant, which skillfully combines regional ingredients with international influences; and its own luxury spa for those looking to relax and unwind.' Below this is the 'Your Host' section, mentioning General Manager Karl Brüggemann and Guest Relation Manager Christine Riedl. The 'Concierge Recommendation' section suggests a trip to Innsbruck, highlighting the Golden Roof, Wilten Basilica, and the Olympic ski jump designed by architect Zaha Hadid. Two images are included: one showing an aerial view of the hotel complex in a valley, and another showing a waitress in a red apron pouring wine for a couple 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

Kulturpartner Paket

Newsletters Latest Issue Focus Series Travel Agent University

TRAVEL AGENT CENTRAL

RESOURCES DESTINATIONS HOTELS CRUISES TRANSPORTATION

Sponsored

Austria's Best Culture Tips 2017

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

Smithsonian.com

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

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

SPONSOR CONTENT BY: AUSTRIA

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 USA 2018

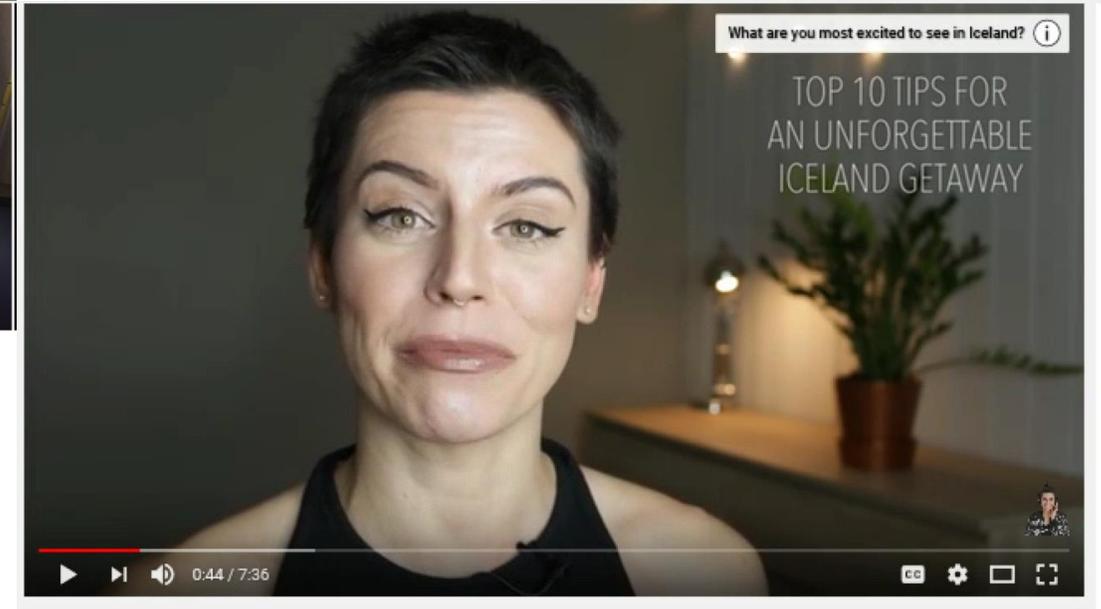
Übersicht/Beispiele

Entdeckungsreisen USA & Australien

Educational Videoproduktion

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

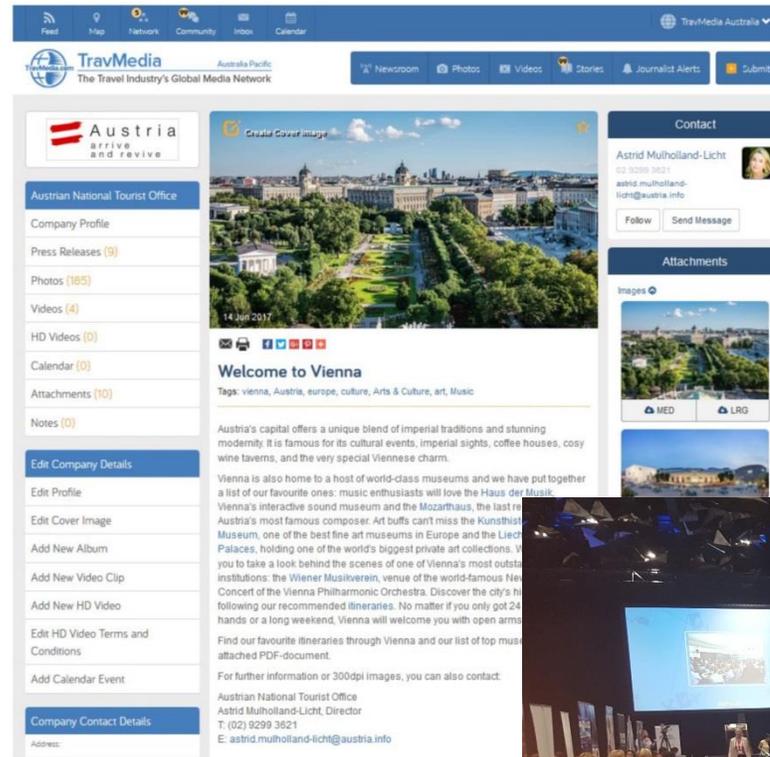
International Media Marketplace

Presseausendung

Einzelpressereise bzw. Social

Influencer Reise

Clippingservice



ADD-On Presse Paket Australien

Marktaktivität

Paket „Young Professionals“



25 - 35 Jahre alt, hohe Bildung, reiseerfahren, kulturell interessiert, kommuniziert via Social Media, „Digital Natives“



Ganz USA



Preis (inkl. Basis):
ca. EUR 1.480,- bis 4.750,-



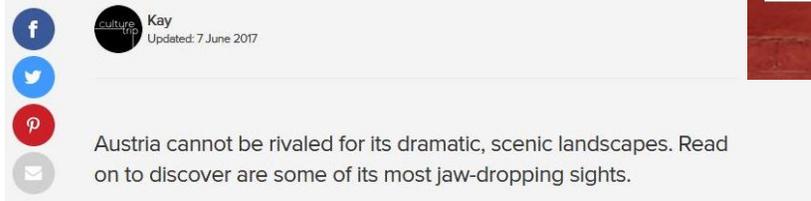
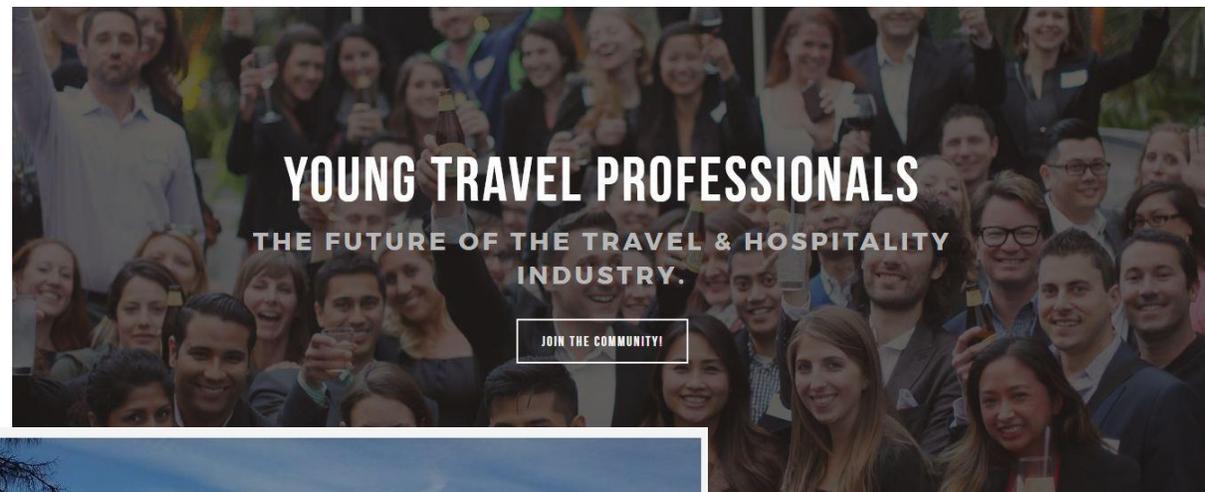
Laufzeit: März bis Juni 2018
Anmeldeschluss: 15. Dezember 2017



Digitale Content-Kooperation
und/oder Wirtschaftskooperation

Social Media Marketing

B2B-Events mit Millennial
Reisenetzwerken



Austria cannot be rivaled for its dramatic, scenic landscapes. Read on to discover are some of its most jaw-dropping sights.

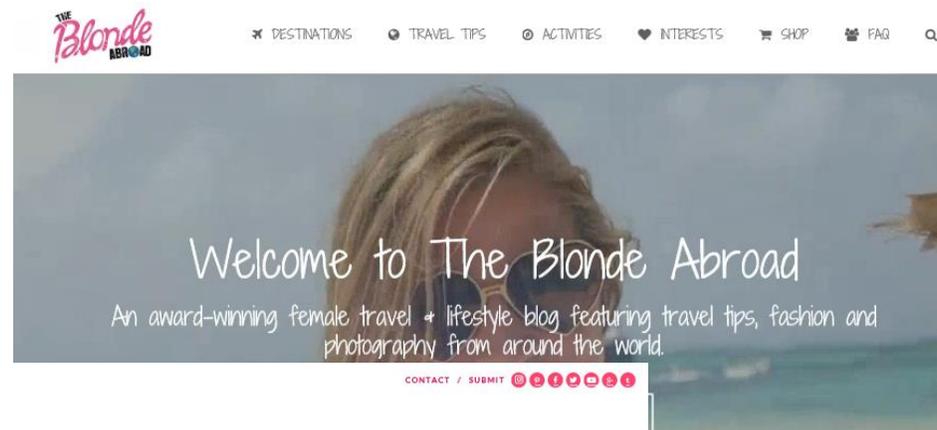


Destinationen Paket

ADD-ON USA 2018

Übersicht/Beispiele
Young Professionals

Influencerfahrt / Einzelpressefahrt
Laufende Betreuung (aktives Pitchen
Ihrer Inhalte an Millennial Influencer)



inspired
BY THIS

WED DWELL GROW WORK



LATEST POSTS

It's a Lovely Life!®

HOME ABOUT TRAVEL FOOD FAMILY LIFE VIDEOS START A BLOG BLOGGER TIPS WORK WITH US CONTACT
FAQ

TRAVEL

Absolutely Alps Is The Ultimate European Road Trip



ADD-On Millennial Influencer Betreuung

Marktaktivität

Paket „Winter/Ski“



35+ Jahre, hohe Bildung und Einkommen, hohe Reiserfahrung, Skifahrer



Ganz USA



Preis (inkl. Basis):
ca. EUR 1.480,- bis EUR 8.560,-



Laufzeit: April bis Dezember 2018
Anmeldeschluss: 30. November 2017



Reiseveranstalter Lunch beim
Mountain Travel Symposium

Digitale Medienkooperation

Übersichtsseite auf
austria.info/winterinaustria inkl. SEM,
CPC Bewerbung

Social Media (Facebook, Pinterest)

Exkl. B2B-Newsletter



147
SHARES

The Oetztal of western Austria does a fine job of packing in the splendor you'd expect from a valley squeezed by the Alps. The region's largest collection of glaciers creeps under hundreds of snow-covered peaks that rocket to more than 10,000 feet. Hundreds of miles of slopes swoop down faces and around yawning bowls. Add in some of the world's most advanced lifts and a new single ski pass good for them all, and the Oetztal (pronounced *itz-tal*) shines as one of Europe's most accessible winter playgrounds.

Many journeys begin an hour east with flights to Innsbruck, where taxis or car services waiting at the airport whisk you past wintry villages and pleasing farms to the valley entrance. There the land turns south for 40 miles to form Tyrol's longest side valley as it digs deep into the heart of the Oetztal Alps. No need to drive in a place this pretty: Buses circulate seamlessly through lively hubs like Soelden and up into the remote splendor of ski-drenched hamlets such as Obergurgl and Hochgurgl—and they do it for free.



Photo Credit: G.E. / Oetzal Tourismus

The real value, however, comes in the form of a white winter that's nearly guaranteed thanks to high-elevation ski areas spread across two glaciers and under the Big—three peaks higher than 9,800 feet with wonderful names like Schwarze Schneid,



Destinationen Paket

ADD-ON USA 2018

Übersicht/Beispiele
Winter/Ski

Wahl zwischen einer
Gruppenpressefahrt (mind. 4 Tage,
3-6 Ski Journalisten) **oder**
Studienreise (mind. 4 Tage, 6-8 Top
Travel Advisors)
Maximal zwei Destinationspartner



ADD-On Studienreise oder Gruppenpressefahrt

Marktaktivität

Paket „Absolutely Alps“



30+ Jahre, hohe Bildung und Einkommen, internationale Reiseerfahrung, Naturgenießer



Ganz USA



Preis (inkl. Basis):
ca. EUR 4.750,-



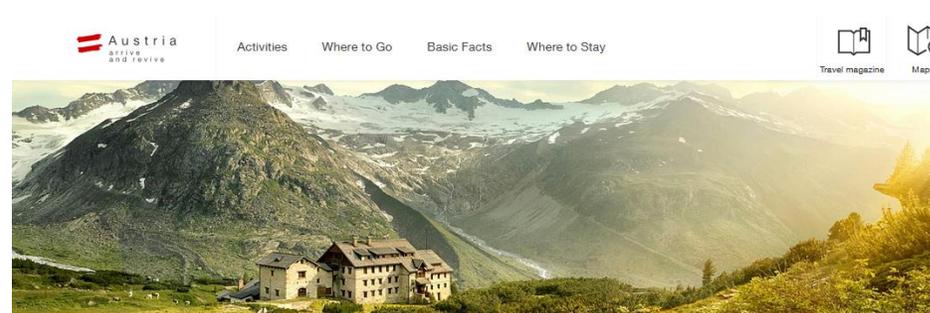
Laufzeit: Jänner bis Dezember 2018
Anmeldeschluss: 31. Dezember 2017



Übersichtsseite auf austria.info/alps

Social Media Marketing

Präsentation Ihres Produktes bei
ATTA Elevate



Home • Absolutely Alps

Absolutely Alps

Rugged mountain peaks, pristine lakes & pure air, castles & chalets
and culinary indulgences
Austria shares with



[ATTA Elevate Link](#)

Destinationen Paket

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):
ca. EUR 1.800,-



Laufzeit: 14. bis 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 USA 2018

Übersicht/Beispiele

Austria Destination Summit USA & Australien

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