

A JOINT MARKETING PARTNERSHIP FOR SUCCESS.  
MEDIA DATA 2024/2025

An aerial photograph of a tropical beach with crystal-clear turquoise water. Two people are seen on surfboards in the shallow water. The water's clarity reveals the sandy bottom and some seaweed. The beach is visible on the right side of the frame.

airtours, TUI Deutschland GmbH's luxury travel brand, facilitates exclusive and bespoke travel experiences, standing for:

- individual luxury;
- the highest quality criteria;
- carefully selected products.

Just a few aspects in which airtours strives to perfect what is already close to perfection, creating an offering for our customers that sets standards.

airtours, Defining Luxury Travel Since 1967



airtours 

Defining Luxury Travel Since 1967

AIRTOURS COMPANY PROFILE

airtours is TUI Deutschland GmbH's luxury travel brand and has always been the undisputed market leader, offering...

- more than 50 years of experience and continuity
- luxury networks in Germany with 7,000 sales partners, including 500 premium sales partners (airtours business club)
- trend expertise and an eye for what will be popular tomorrow
- exclusive and bespoke luxury travel
- the ability to tap into new, highly profitable target groups
- individually tailored trips (airtours private travel)

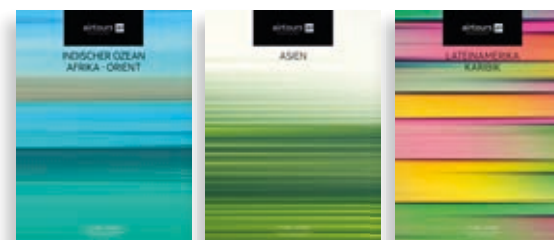
airtours offers its customers a range of benefits, including\*:

- First class train to airport
- airtours private transfer
- airtours benefits
- airtours guest service
- high-quality travel guide
- lounge access at the departure airport
- outward journey luggage collection service
- chauffeur service (up to 100 km)

\* Some benefits are dependent on the price of the travel package.

A distinguished and exclusive customer group awaits you!

## WINTER SEASON 2024 | 2025



## SUMMER SEASON 2025



FEATURES

- Couples travelling as a couple
- Families
- Solo travelers
- 56% women
- 44% men

Net household income  
> 150,000 euros p.a.

Purchasing power

- In the highest income brackets
- High willingness to spend more on 5- and 6-star accommodation

Target group

Lifestyle-oriented target group,

- Characterised by a high income and an equally high propensity to spend
- Actively seek a 6-star lifestyle as trendsetters
- Travel up to 4 times a year



High-earning managers approaching the peak of their careers

- Age 30 to mid-50s
- High income
- Professionally highly dedicated
- successful singles, couples and families with the highest demands
- Entrepreneurs

Wealthy Gen-Xers at the peak of their professional careers or Baby Boomers as private individuals

- Age mid-50s to mid-70s
- Quality
- Couples with a high appreciation for style, culture and exclusive living



## SALES EXPERIENCE: EXPERIENCED TRAVEL CONSULTANTS

airtours relies on a diverse mix of high-quality sales channels:

- a constantly monitored sales network selected according to strict criteria
- tailored to the needs of a discerning luxury travel target group

For competent advice in the travel agencies, we count on intensive and long-term relationships, which we are committed to maintaining. Experience and qualifications are a matter of course for our carefully selected travel agency partners who work closely with airtours' own advisory and service team.

- Around 7,000 certified airtours travel agencies, including approx. 500 premium sales partners (airtours business club)

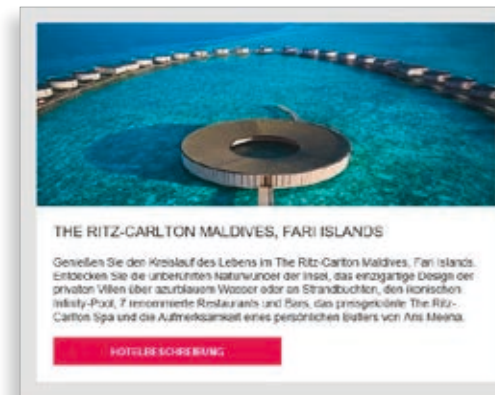
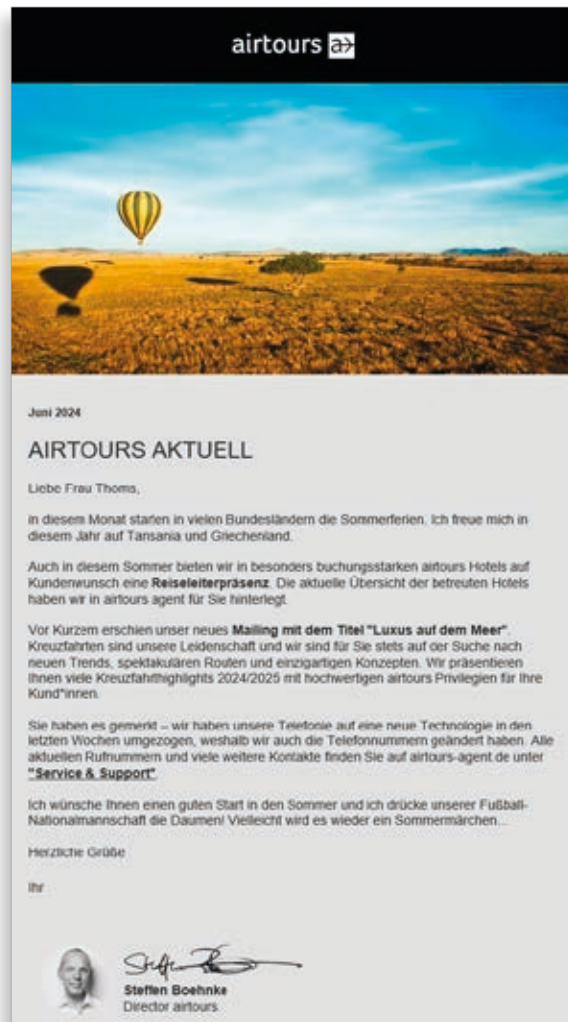


airtours 

Defining Luxury Travel Since 1967



AIRTOURS MEDIA DATA B2B



## B2B NEWSLETTER AIRTOURS AKTUELL

The B2B newsletter informs all airtours agencies regularly on sales topics, news and highlights. Special offers for sales to be marketed are advertised in the shop window.

Publication frequency: Monthly

Integration: Editorial article with image and link to further content (video or hotel description on [mein-airtours.de](http://mein-airtours.de)).

Partner contribution: 2,500 euros





airtours  business club



Mai 2024

### AIRTOURS BUSINESS CLUB

Liebe Frau Thoms,

kürzlich haben wir mit unserer Management Tour in Düsseldorf Station gemacht und anschließend die mobilen Reiseberater\*innen auf der TLTU-Jahrestagung in der Türkei getroffen. Bei beiden Veranstaltungen standen der direkte Austausch und Ihr Feedback an uns im Mittelpunkt. Ein großes Dankeschön für Ihr großes Engagement und den wertvollen persönlichen Austausch!

Übrigens, in dieser Woche wird Oliver Kreipe die Teilnehmer\*innen der TUI Premium Partner-Tagung auf Kreta mit den neuesten Trends und aktuellsten Tipps im Verkauf begleiten. Haben Sie sich bereits für sein Live-Seminar "WOW-DAYS" angemeldet? Für einige Städte haben wir noch wenige Restplätze. Die Anmeldung erfolgt über das TUI NEWSNET.

Ab sofort sind neue Motive unserer hochwertigen airtours Großplakate verfügbar. Nutzen Sie diese als Schaufensterdekoration und zeigen damit, dass man bei Ihnen Luxusreisen von airtours buchen kann. Die Großplakate sind auch in digitaler Form für Ihre Monitore verfügbar! Alle verfügbaren Bilddateien finden Sie unter u.g. Link-Button in airtours agent.


Ich wünsche Ihnen erholsame Feiertage, die uns der Mai bietet.

Herzliche Grüße

Ihr





Steffen Boehnke  
Director airtours



### ATLANTIS THE ROYAL - ROYAL CLUB AUFENTHALT

Ein Royal-Club-Aufenthalt ist für diejenigen gedacht, die den Tag nutzen. Machen Sie das Beste aus Ihrem Aufenthalt und genießen Sie den exklusiven Zugang zur privaten Royal Club Lounge, wo Sie morgens ein exklusives Frühstück, nachmittags Tee und jeden Abend ein köstliches Angebot an Speisen genießen können. Darüber hinaus können Sie den ganzen Tag über ein umfangreiches Getränkeangebot in Anspruch nehmen, das Ihnen kostenlos zur Verfügung steht. Dies ist Ihr privater Zubackort, an dem Sie den ganzen Tag über ein umfangreiches Menü mit kostenlosen Premium-Getränken, einschließlich Champagner, Spirituosen und Cocktails, genießen können.

ZUR HOTELANWABE



### REISETREND: ASTRO-TOURISMUS UND STERNENBADEN

Schon vor drei Jahren haben wir über den Trend des Stargazing berichtet. Mittlerweile ist nicht nur die Nachfrage nach Astro-Tourismus stark gestiegen, auch im Wellness-Tourismus hat sich ein eigener Trend mit dem Segment Skymenubaden etabliert. Astro-Tourismus ist überall möglich an Orten mit sehr geringer Lichtverschmutzung. Fürs Skymenubaden sollte es zudem warm sein, wichtig für die Entspannung. Sofort bietet einem die Massagen oder Wellnesscups auf der Arabischen Halbinsel ein Überall dort, wo man nur wenige Schritte von seiner Zimmerterrasse in sternenklarer Nacht umschweifen wird. Finden Sie hier eine Auswahl an Skymenubads & Resorts.

ZUR HOTELANWABE

## airtours business club NEWSLETTER

The airtours business club is formed from the best luxury travel agents. TOP 500 agencies are among the members. The airtours business club newsletter contains monthly updates on a mix of management news, sales information and PEP agent discount offers.

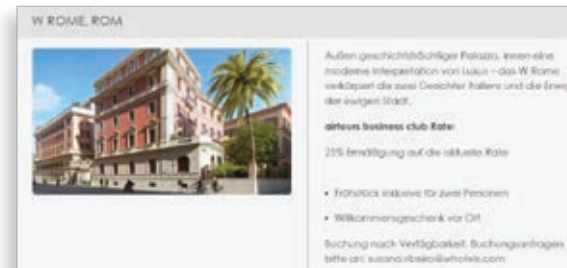
Target group: TOP 500 airtours agencies

Publication date: Monthly

Integration: Editorial article with picture and link to further content (video or hotel description on [mein-airtours.de](http://mein-airtours.de))

Partner contribution: 3,500 euros





## airtours business club PEP SPECIALS

The airtours business club, as a platform for the top-selling travel agencies, offers hoteliers the security of reaching the right salespeople with their product promotion.

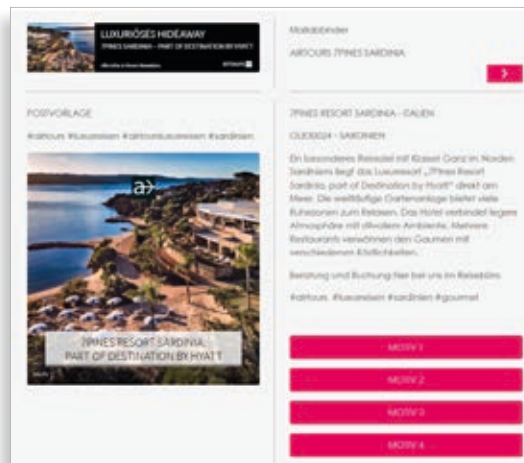
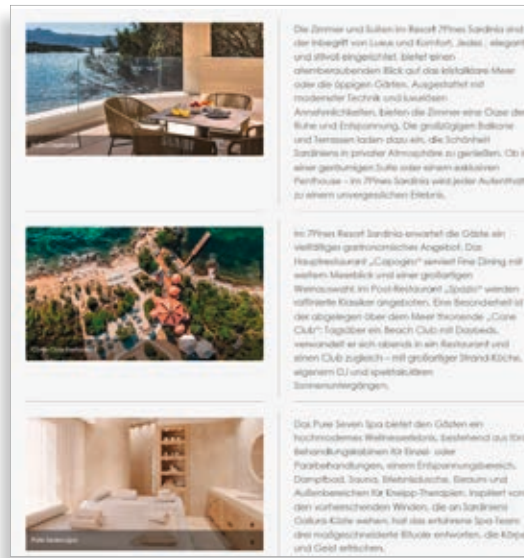
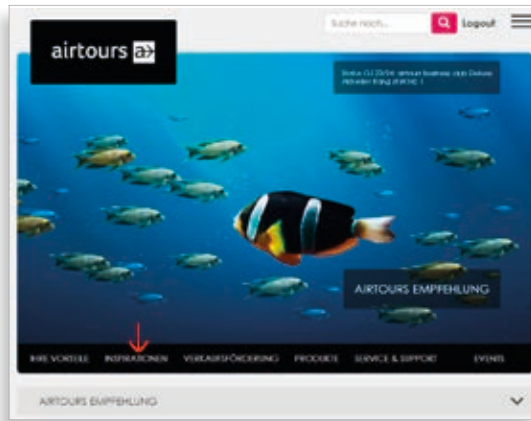
**Scope:** Presentation on airtours agent, the comprehensive portal for luxury travel professionals.

**Target group:** TOP 500 airtours agencies. Not visible for other agencies.

**Integration:** Promotion of a hotel towards top sellers. Offers are for a limited time only. Booking processing by hotelier.

**Partner contribution:** Provision of a PEP special offer. Absolute rate. No percentage reduction. If possible airtours exclusive.





## airtours agent AIRTOURS RECOMMEN- DATION

airtours agent - our portal for luxury travel professionals (approx. 5,000 subscribers) offers the security of reaching the right sellers with an advertisement.

Scope: Presentation on airtours agent, the portal for luxury travel professionals.

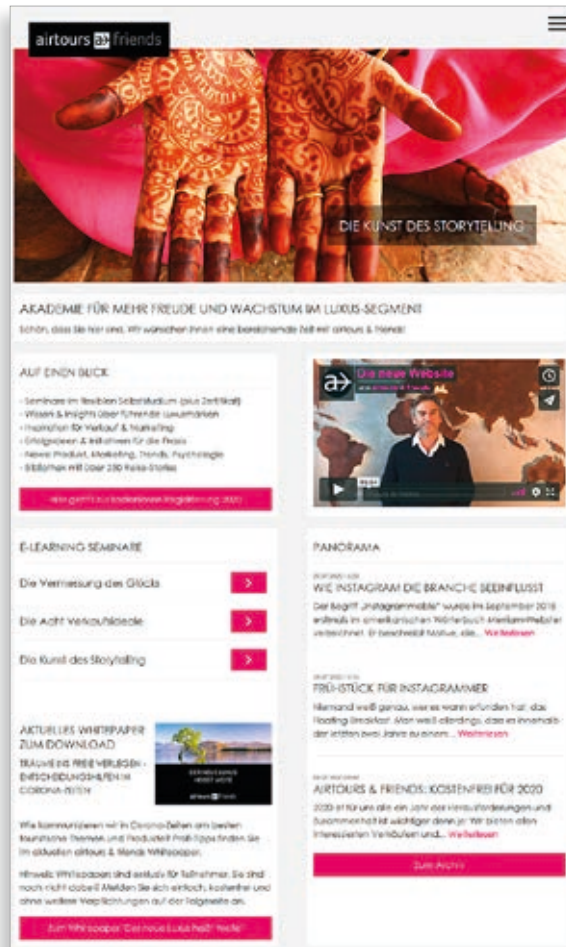
Target group: All registered airtours agencies

Integration: Hotel ad in first position under INSPIRATION as „airtours recommendation“ in airtours agent. Link to [mein-airtours.de](http://mein-airtours.de), Presentation of airtours privileges, Post template for social media

Duration: 2 months

Partner contribution: 4,500 euros





## airtours & friends THE LUXURY ACADEMY

THE LARGEST AND MOST IMPORTANT TRAINING ACADEMY IN THE LUXURY MARKET

airtours & friends, with its 2,900 re-registered participants, is a leader in the German-speaking market – and in Europe. The core of the academy is the website with a wide range of e-learning courses, current trends and news, with insights about the world's top brands and knowledge from the worlds of psychology and sociology.

Partners receive their own website including best practices, news, videos and interviews. Newsletters, podcasts and seminars complete the offer. airtours & friends offers access to the best travel agencies in the market.

### Scope:

- Presentation of a brand for the entire season
- Online and offline promotion of a brand

Partner contribution: 4,000 euros p.a.





## airtours & friends INSPIRATION DAYS

### INSPIRATION AND EXPERTISE - COMPACT IN ONE DAY

In addition to the online platform airtoursfriends.de we offer in-person seminars twice a year in Germany and Austria. The participants consist of travel agency salespeople with an affinity for luxury, who want to deepen their knowledge. The unique mix of psychology and trend research, marketing and brands makes the seminars very popular in the German-speaking regions with 30 to 50 participants per day.

#### Scope:

- Full-day seminars
- 30-minute slot  
(max. 3 partners/day)

**Target group:** Participants of airtours & friends

**Partner contribution:** 2,000 euros per slot/day for airtours & friends partners



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AIRTOURS MEDIA DATA B2C

## B2C Newsletter

With the customised newsletter, airtours guests and potential customers stay informed about top offers and special tips in the destinations.

**Scope:** Exclusive advertising for 1 partner or up to 3 individual offers.

**Target group:** 40,000 registered customers

**Publication frequency:** Weekly

### Integration:

- A post on airtours' Facebook and Instagram from a hotel with a link to the hotel details page
- Presentation with image and text and the airtours privileges

### Partner contribution:

- 3,500 euros
- 5,000 euros for the creation and linking of an individual landing page

airtours

SEASIDE FINOLHU BAA ATOLL MALDIVES

JETZT ERLEBEN

Liebe Frau Kuczera,

eingebettet im UNESCO-Biosphärenreservat bietet das **Seaside Finolhu Baa Atoll Maldives** schicken "Bartu6-Luxus" im Paradies. Ein Juwel in der Seaside Collection, wo Gäste die abgeschlossene Ruhe und den traumhaften Strand genießen können.

Die Highlights:

- längste Sandbank auf den Malediven für besondere Anlässe oder einfach nur für einen gemächlichen Spaziergang
- Crab Shack: ein kulinarisches Vergnügen mitten im Sand
- einzigartige "Beach Bubble Experience"

Das Seaside Finolhu Baa Atoll, wo Luxus, Natur und Vergnügen zusammenkommen, heißt Sie herzlich willkommen.

Herzliche Grüße

itr

Stefan Böhnke  
Director airtours

jetzt buchen

SEASIDE FINOLHU  
BAA ATOLL  
MALDIVES

Instagram icon

Facebook icon



## SUPER BANNER

www.airtours.de

Most attention-grabbing and most exclusive advertising opportunity on airtours.de.

**Target group:** Existing airtours customers and potential new customers

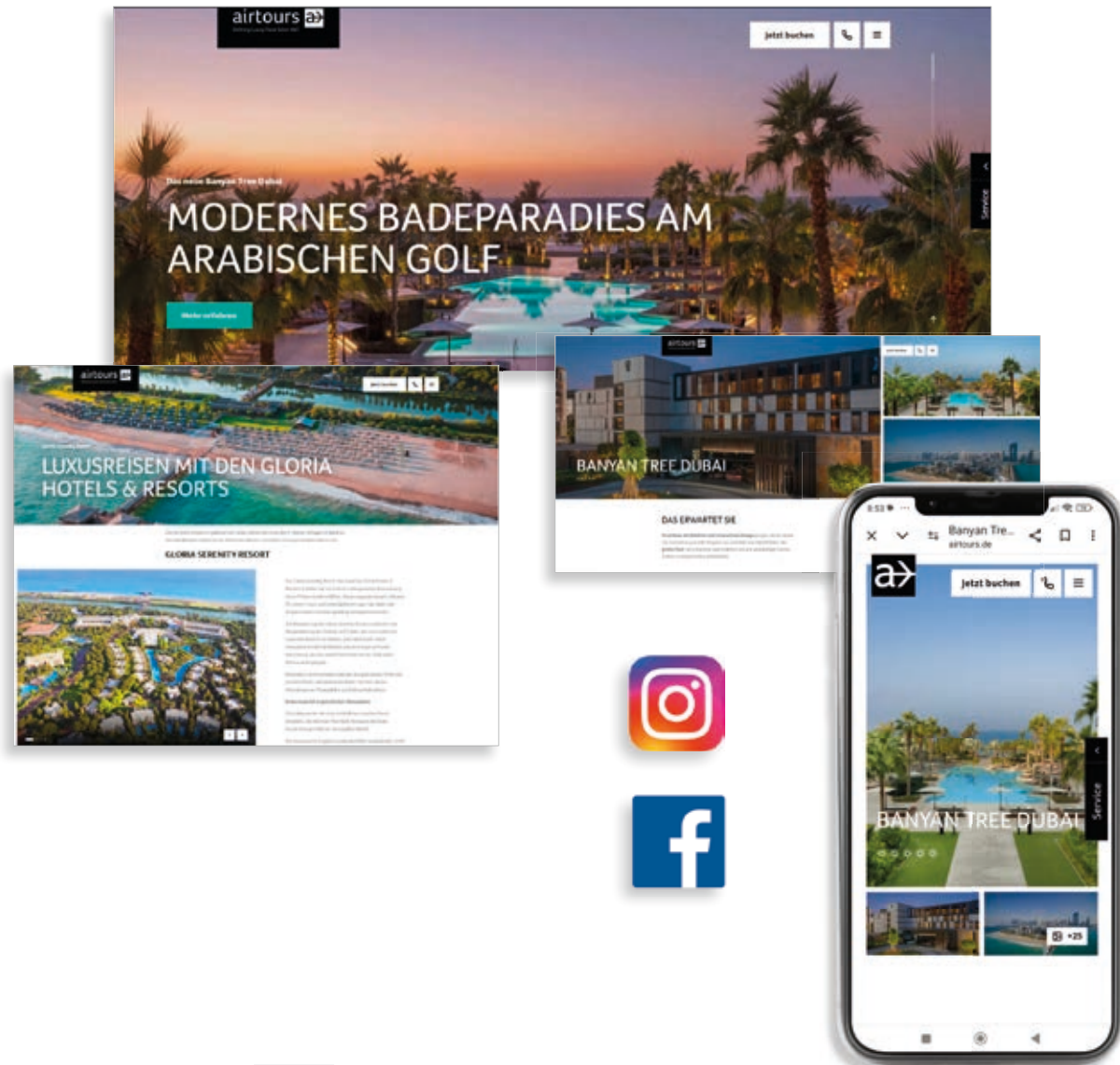
### Integration:

- Full banner homepage with automatic hotel detail page or an individual landing page on airtours.de
- A post on airtours' Facebook and Instagram from a hotel with a link to the hotel detail page

**Duration:** 4 weeks

### Partner contribution:

- 4,500 euros
- 6,500 euros for the creation of an individual landing page





## ONLINE TEASER

www.airtours.de

A prominent advertising opportunity for individual hotels is the online-teaser on the airtours.de homepage. Selected partners can exclusively advertise their special offer over a period of 2 weeks.

**Scope:** Teaser on the homepage with attractive hotel offers (specials)

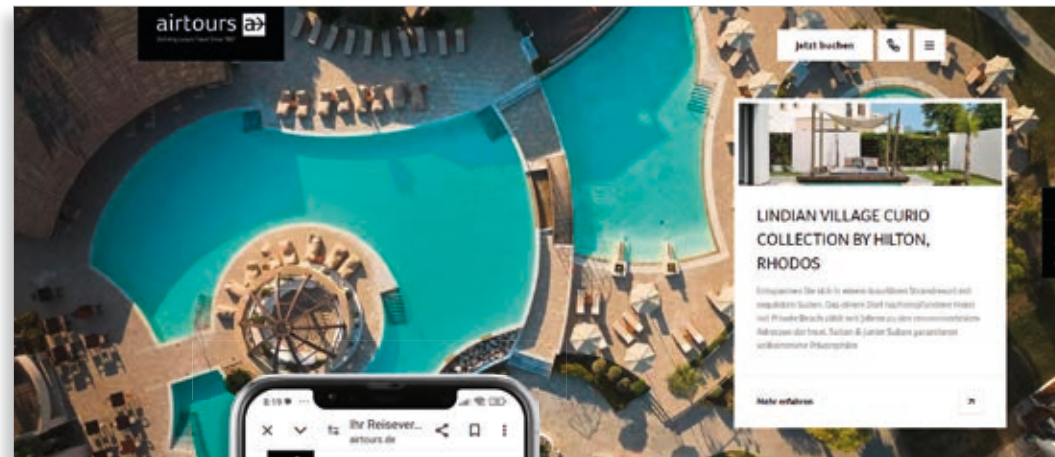
**Target group:** airtours existing customers and potential new customers

**Duration:** 2 weeks

### Integration:

- 1 hotel per teaser with offer and picture, including link to automatic hotel detail page
- A post on airtours' Facebook and Instagram of one hotel with link to the hotel detail page

**Partner contribution:** 2,000 euros



## SHORTLIST

Prominent advertising opportunity on the airtours.de homepage (Our recommendations) for hotel chains or up to 5 hotels in one destination

Scope: Up to 5 hotels with offer

Target group: airtours existing customers and potential new customers

Duration: 3 weeks

### Integration:

- A general motif and up to 5 hotel offers with a link to the automatic hotel detail page
- A post on airtours' Facebook and Instagram from one hotel with a link to the hotel detail page

Partner contribution: 2,500 euros

Unsere Empfehlungen

# MARRIOTT MALEDIVEN HOTELS

Erleben Sie außergewöhnliche Gastfreundschaft in unseren handverlesenen Hotels, die mehr als nur einen Aufenthalt, sondern ein wahres Erlebnis bieten. Jedes Hotel steht für exklusiven Komfort, herausragenden Service und einzigartiges Design, um Ihren Urlaub unvergesslich zu machen.

- 01 Maldiven: **The Ritz-Carlton Maldives, Fari Islands** 7 Nächte ab 6.211 €
- 02 Maldiven: **The St. Regis Maldives Vommuli Resort** 7 Nächte ab 6.519 €
- 03 Maldiven: **JW Marriott Maldives Resort & Spa**
- 04 Maldiven: **W Maldives**

Smartphone Mockup Content:

Jetzt buchen

ENTDECKEN SIE ULTIMATIVEN LUXUS

Geben Sie sich dem Inselleben hin.  
Tauchen Sie ein in maledivische Geschichten, während Boduberu Trummeln im Rhythmus des Ozeans.



# INSPIRED BY AIRTOURS – MAGAZINE



The INSPIRED by airtours magazine is a multi-thematic online and print travel magazine that deals exclusively and in high quality with the world of luxury travel. It reflects the diversity of luxury travel and the airtours product world. Everything to do with travel, gourmet and lifestyle. Journalistically high quality, modern, informative and entertaining. The selection of topics and reports in the luxury travel magazine is based on our market data according to the most important travel motifs and destinations of our print and online-savvy customer group in the German travel market.

## CATEGORY: CHECK IN

- Hotel presentation/advertorial on 2/1 page

Print & online presentation  
14,000 euros

2/1



- Hotel presentation/advertorial on 1/1 page

Print & online presentation  
8,000 euros

1/1



# INSPIRED BY AIRTOURS – MAGAZINE

Publication date: 1x in 2025

Target group: Exclusive, lifestyle-oriented target group (high propensity to consume, trendsetters and travels up to 4 times a year).

Distribution/marketing print

- Circulation: 50,000
  - Number of pages: 76
  - Webshop: Order option for travel agencies
- online
- Presentation on airtours.de
  - Presentation on airtours agent

## Native Ad Campaign:

The native ads are placed in high-quality editorial environments and targeted precisely to the target group. Different motifs are tested against each other for each ad and played out in selected online media (e.g. businessinsider.de or gala.de) over a defined period of time and to a defined target group.

CATEGORY: STORIES DESTINATION

Hotel profile/advertorial

Print & online presentation  
3,000 euros



# EXCLUSIVE POSTCARDS END CUSTOMER MAILING

Print mailing to existing and potential new customers with airtours affinity.

Circulation: Min. 10,000 per issue

Duration: Realisation after agreement

Integration: Generous and emotional presentation with 2 pictures

Partner contribution: 7,500 euros



### END CUSTOMER MAILINGS

Print mailings to existing and potential new customers with airtours affinity.

**Publication dates:**

December 2024,  
August/September 2025

**Circulation:** Min. 25,000 recipients per mailing, of which approx. 20,000 in Germany and approx. 5,000 in Austria and Switzerland

**Integration:** Generous and emotional presentation with 2 pictures on up to 2 pages per mailing, not competing

**Format:**

17 x 17 cm

**Partner contribution:**

2/1 page 6,000 euros



## IN-STORE COMMUNICATION

Customer communication is increasingly influenced by digital media. With airtours in-store communication, offer and image advertising are dynamic images featured on flat-screen TVs in more than 500 travel agencies in the company's own sales organisation. In-store communication also reaches the customer on an emotional level and leads to spontaneous purchase decisions directly at the point of sale.

### Scope:

- Offer or image advertising
- Broadcast loop with max. 10 minutes, therefore 6 repetitions per hour

**Target group:** airtours existing and potential new customers throughout Germany

**Duration:** From 1 week

**Integration:** 60-second TV slot, partner logo and offer with image in airtours CI and short video (max. 30 sec.)

### Partner contribution:

- 4,000 euros for 1 week
- 6,000 euros for 2 weeks



## LARGE POSTERS

The large posters are available for all airtours agencies free of charge in the Profishop. They are suitable for use in shop windows, in office interiors or at events.

**Target group:** All airtours agencies, as well as customers and interested parties at the point of sale

**Format, circulation and contribution partner:**

Format 900 x 1,200 mm

150 copies (1 motif) 3,000 euros





## INNOVATIVE ADVERTISING FORMATS FOR LUXURY TRAVEL – YOUR CONCEPT, OUR SHARED SUCCESS!

As a leading luxury travel agent, here at airtours, we know that unforgettable experiences and extraordinary service are the key to success. Our customers expect the highest quality, personalised offers and unique experiences – precisely what you also offer in your exclusive hotels. To meet our discerning clientele's expectations, we are always looking for innovative ways to present our shared strengths.

For example, tailored content marketing campaigns, exclusive event and promotion ideas or even joint PR activities and media partnerships.

Your expertise in the luxury hotel industry, paired with our experience in the luxury travel industry, offers the perfect basis for a successful collaboration.

Are you ready to set new standards  
in luxury travel marketing?

Contact us and share your visions to explore the possibilities. Together, we can combine the best of both worlds and create unforgettable travel experiences for our exclusive guests.



# MEINTORZURWELT.de

luxury travel experts

Reach your potential customers where they feel at home

LIGHTBOX



MONITOR



Book light walls, monitors and shop windows in the airtours travel boutique in Landshut (approx. 70 km north-east of Munich) and reach airtours customers in a high-quality environment directly at the point of sale.

**PACKAGE PRICE FOR  
3 MONTHS: €4,000**

SHOP WINDOW



The airtours travel boutique emphasises excellence and exclusivity. The brand's values and unique character are clearly communicated across all touchpoints in a distinctive, high-quality fashion.  
**Contact: [johann.eberl@meintorzurwelt.de](mailto:johann.eberl@meintorzurwelt.de)**

travel boutique  
Partner of airtours





A JOINT MARKETING PARTNERSHIP FOR SUCCESS.

WE LOOK FORWARD TO WORKING WITH YOU.

[brandexperts@airtours.de](mailto:brandexperts@airtours.de)



[airtours.de](https://www.airtours.de)   