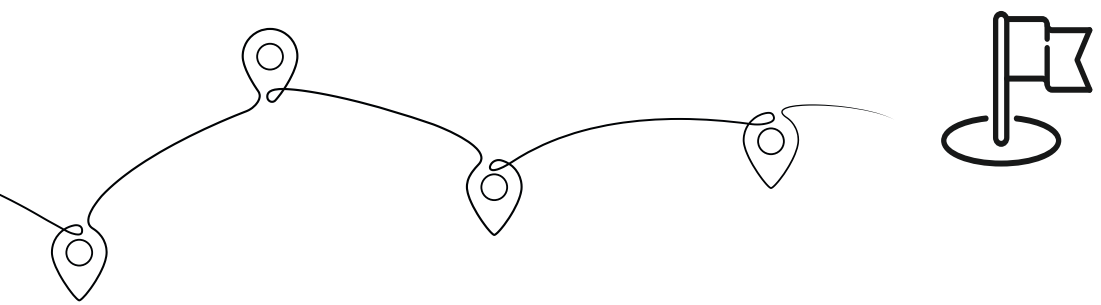


We look forward to work together with you!



Discover our commitment for sustainability!

Fell free to contact our Gebeco Marketing Team to talk about your ideas and wishes:

E-Mail: kooperation@gebeco.de
Telephon: (+49) 431 5446-139



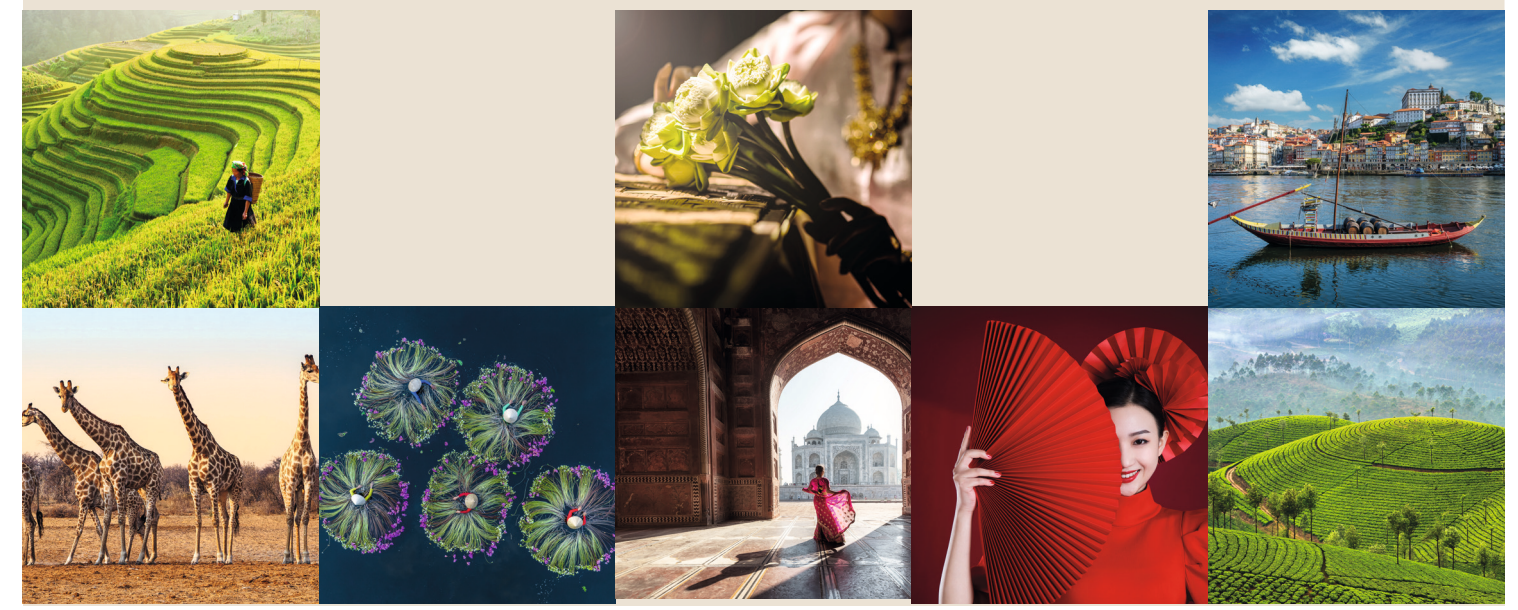
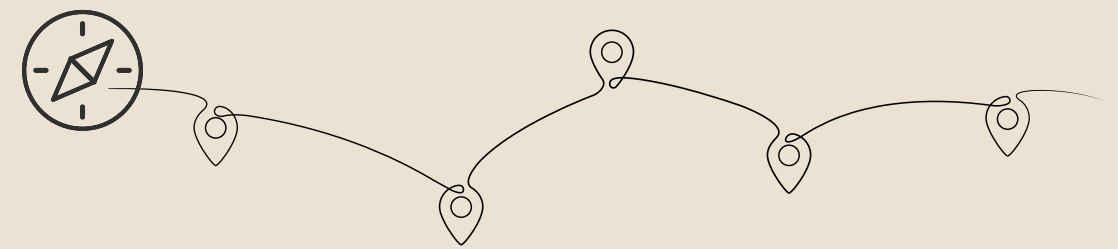
from left:
Lukas Brüheim | Marketing and Airline cooperations
Katharina Teske | Marketing and cooperations
Anne Zinser | Marketing Director
Julia Schüller | Head of Marketing
Jil Heinz | Marketing and cooperations

www.gebeco.de



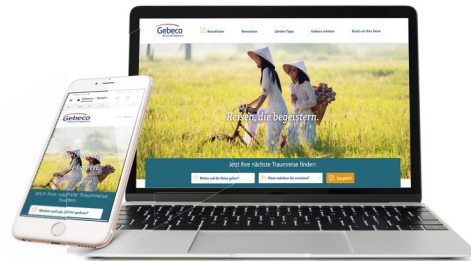
Cooperation activities

Your Marketing-Journey with Gebeco





B2B activities



Online

Live Webinar

- Exclusive innovative presentation of your destination
- Participant german travel agencies (~ 50 participants) available at Gebeco Extranet (approx. 5.000 travel agencies) on demand
- E.g. interactive character
- Invitation through B2B-newsletter and press release

Integration in Gebeco B2B-newsletter

- approx. 3.300 recipients, opening rate: ~31%
- 2 offers spread over 2 newsletter or content ad with edited text and one offer

Online Advertising in B2B media

- E.g. Publish banner at B2B-newsletter „TRVL Counter“ (30.000 recipients) and „counter vor 9“ (19.000 recipients) or Stand-alone-newsletter via „Touristik Aktuell“ or on FVW Online

B2B2C

Newsletterplacement

- E.g. on studienreisen.de or rundereisen.de



Live

Special Event for TOP travel agents

- Event or cooperation projects with different topics (e.g. culture, culinary) local, regional, nationwide
- Roadshow: Promotion with 4 or 5 destination workshops, 40-70 pax per city

Product – and Country-Expertise for TOP travel agents

- E.g. Fam trips (approx. 15 pax) or larger events

POS Advertising in travel agency

- Destination related decoration, like window display, roll up displays, brochures and posters
- Multi-channel promotion of available material to all partner travel agencies, e.g. Social Media templates for travel agents



Our target group:

- above average income
- between 45-65 years of age
- special interest in cultural aspects
- well educated
- high expectations regarding the standard of their travel experience



B2C activities



Print Ads and Advertorials

Advertising or Advertorial in selected Print Media

- Newspaper with large scope, or special interest magazines according to target group

Cover Ads

- Cover page ads in magazines relevant to our target group, e.g. Spiegel, Merian, Brigitte or similar (circulation: ~17.000 per magazine), local and regional targeting possible
- Distributed at hairdressing salons, medical practice (55%) as well as private subscribers (45%)

Advertising in Gebeco Catalogues

- Placement of individual ads in the destination catalogues
- Distribution in all partner travel agencies in Germany, Austria and Switzerland
- Large circulation for one year, up to 80.000 copies

Direct Marketing

Postal Mailing

- Postcard or Selfmailer Mailing in co-op with Deutsche Post, mailing to regular customers of Gebeco database or new customers

Integration in Gebeco B2C-newsletter

- approx. 16.000 recipients, opening rate: ~26%
- 2 offers spread over 2 newsletter or content ad with edited text and one offer



Special formats

- Radio commercial
- City lights 18/1 posters in german big cities like Hamburg or Munich
- Stand alone destination magazine



Online

Gebeco Website

- Integration of the logo on our SEO-optimized country tip pages
- Extension and complementation of existing landingpage by adding text and video
- Promotion on Gebeco Homepage
- Blog article

Social Media Organic articles on Gebeco Meta channels

- Image building editorial post, reels, stories
- 7.500 followers facebook, 4.200 instagram followers

Online Marketing campaigns on different channels

- Display Marketing (e.g. Google Display Network)
- Search Engine Advertising (e.g. Google Ads or Microsoft Ads)
- Social Media Advertising (Meta, Pinterest)
- Video Advertising (e.g. Youtube)
- Online Media placement (banner or native ads)
- Spotify Audio or Video Ads

Our tip:
Cross-media
marketing-mix
for more reach!



We will put a suitable Marketing-Mix together, according to your individual requirements