

Wir reisen wieder!

www.wirreisenwieder.at

Re-start 2021



The cross media initiative by



**RAJCHL
REIST.tv**

Travel Inspirations, Videos,
Expert Tips and Sales Promotions
with 8 efficient Features

Stories that are even new for you!

www.wirreisenwieder.at Storytelling with added value

Mix-and-match these 8 components to create your effective content marketing campaign with custom-fit value!

1

Research-informed top stories with added value

Travel- and video-journalist Claudius Rajchl brings together high quality travel journalism, storytelling expertise, recommendation-marketing and professional sales promotion.

- Platform www.wirreisenwieder.at („Let's travel again“) with travel stories, videos, expert tips, contests and bookable top-offers for added value for WIR REISEN WIEDER! Readers.

Media data per cooperation: starting with 3.000 to 5.000 Unique User, 2:22 minutes average stay time.

- **Research-supported top stories with added value:** travel journalist Claudius Rajchl selects the best elements of your destination, hotel and offer and crafts stories that many of your guests have not yet heard. In the most economical variant, we can take image and video material provided by you and, based on briefing sessions with you, create unique texts and storytelling material relying on our decades of travel journalism expertise!



2

Editorial Video Content with rajchreist.tv

Exciting, inspiring and journalistic travel video coverage including drone footage. From the perspective of a travel pro, tailored to your marketing content needs. In the highest image-film-quality with camera man and models, or as a simplified, cost-saving one-man-reporter option!

We are happy to create a custom offer for you.



3

Content Campaign on Facebook

Professional Facebook marketing and campaign management provided by sales expert Sonja Parapatits

- **Contest** including GDPR-conforming information disclosure (addresses)
- Promotion of bookable packages, expert tips, hotel and destination tips.
- **Running time:** starting from 1 week, 3 posts
- **Photo-Optimization:** editing and optimising of provided photo material and supplementation using captivating stock photos as needed.
- **Facebook coverage** (Mai 29—Nov. 11, 2020) 82,000 user, 1,219 likes

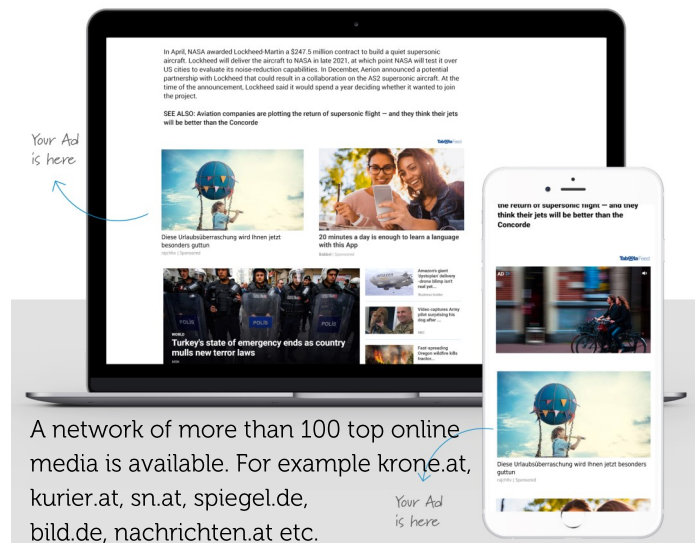


4

Turbo Campaign with thousands of guaranteed clicks

You decide which topics you want to advertise and from which areas you would like to target customers. We do the rest!

- Promotion with original photo/text-teasers in editorial context by relevant online media.
- Leading algorithms (Outbrain, Taboola) search out **thousands of interested users** from the travel-loving target market.
- The placement is **FREE!** You only pay for real clicks on your offer!
- **Regional Targeting:** You decide where your customers live



5

Rajchltreist.tv — on SN.at, kurier.at, schauTV and more

Fascinating video content including drone footage, available in a minimalist reporter variant or in the highest image-film-quality combined with stories and media placement of your choice

- **Salzburger Nachrichten:** long-term placement on the travel channel www.SN.at/rajchltreist including including promotion by Salzburger Nachrichten with homepage placements, newsletter with 50,000 travel and leisure subscribers, Facebook and in the travel section of the SN print edition. Media data: per cooperation 3,000-5,000 unique users, 3-5 min. Stay time
- **Kurier & SchauTV:** Advertorial with video embedding on kurier.at, including advertising with image/text Teaser with minimum 100,000 ad impressions, newsletter with 25,000 subscribers, and 13-minute entry on regional TV station *schauTV* (over 90,000 daily viewers), and optional placement in the travel section of KURIER print edition. Beispiel: <http://bit.ly/rajchltreistKURIER>
- **Extended media partners:** e.g. Oberösterreichische Nachrichten, Wiener Bezirksblatt and more.



Salzburger Nachrichten KURIER schauTV

6

Video Spots in public spaces

ORUVISION
all you need is vision

The perfect supplement to your video campaign! Striking and effective 20-second spots including Facebook link, promoted in hot-spot locations in Austria-wide public spaces associated with travel.

- 500,000 contact chances daily
- Broadcast period available from 7 days / 63,000 plays



7

B2B meets B2C: Travel with the Pros!

WIR REISEN WIEDER! ("Let's travel again!") and **Rajchltreist.tv** powered by **tip!** - profit from a perfectly customized campaign with compact, short videos from travel professionals **FOR** travel professionals with links to B2B content from **wirreisenwieder.at** and **rajchltreist.tv**

The advantages of your destination, hotels offer are presented in an informative and concise manner on **tip-online.at** and in **tip!**, an industry magazine for tourism professionals.

Complemented in a lasting B2B-presentation in travel magazine for the general public **reisetipps** and on **reisetipps.cc**

REISETIPPS ("Travel Tips") is circulated as a supplemental publication for daily newspapers and is available in doctor's offices, salons, cafes and selected lounges across Austria. In addition, travel agencies provide them directly to their customers.

Reach more than 6,000 top tourism-interested and -loving Austrians at once!



VIDEOS, EXPERTEN-TIPPS UND GEWINNSPIEL:



Schlesien-Urlaub im Wert von 500 € gewinnen
Auf www.wirreisenwieder.at finden Sie weitere Reisetipps und Videos über Schlesien. Außerdem können Sie einen Kurztrip für zwei Personen mit 2 N/F in einem der besten Hotels Schlesiens sowie einem Abendessen im Naturparadies Wisla an der Weichsel im Wert von 500 € gewinnen.

Für mehr Schlesien-Infos, Videos und Details zum Gewinnspiel scannen Sie den QR-Code oder besuchen Sie www.wirreisenwieder.at/schlesien



8

„Wir sind reisen“ („We are travel“): Bookable Offers

Our initiative **WIR REISEN WIEDER!** captures the imagination of thousands of travel-loving readers with your destination, hotel or offer. The travel agency initiative **„Wir sind reisen -- Made in Austria“** ("We are travel") packages and sells bookable offers with your destination, hotel, etc.

A group of 9 privately-owned special travel companies have combined forces and offer customized travel offers for individuals and travel groups. With the "100% Made in Austria" component to their slogan, they create a high level of trust within the Austrian travel-interested market.

Together we are not only able to generate interest in your destination area, we are able to bring the guests from Austria to you!



www.wirsindreisen.at

**We are excited to offer you
a customized product based on your needs!**

Contact us today and let's get started!

Claudius Rajchl

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