

DERBUSINESS
Solutions

**MARKETING
ACTIVITIES**



**TRUSTED
TRAVEL
TEAM**

OVERVIEW

- ❖ DERHOTEL Preferred
- ❖ DER Consortia Hotel Program
- ❖ Banner on DERHOTEL.com
- ❖ Teaser on DERHOTEL.com
- ❖ LinkedIn Post
- ❖ Newsletter
- ❖ Packages on request

DERHOTEL PREFERRED

- ❖ Marking in the DERHOTEL OBE
- ❖ For hotels with DERHOTEL rates
- *150 EUR + VAT per hotel/year*

DERHOTEL Preferred

DERHOTEL

Booking for company:

DER CS

Change

Company can not be changed here

Suche

Suchen
Krakau - Malopolskie, Polen


Anreise - Abreise
14.8.2024 – 15.8.2024
1 Nacht




Person(en) / Zimmer Anzahl der Zimmer
1 1

Einheit
Radius km

Zeige nur Favoriten

HOTELS SUCHEN



Firmenstandard	Preis (niedrigster zuerst)	Entfernung (nächstegelegene)	Name
	★★★★ DERHOTEL Preferred Puro Krakow Kazimierz Halicka 14a - 31-036 Krakau Polen	🚗 0,25 km 🚶 12,25 km CO₂ 37,04 kg	1 Zimmer, 1 Nacht 494,10 PLN €
	★★★★ DERHOTEL Preferred Puro Krakow Stare Miasto Ogrodowa 10 - 31-155 Krakau Polen	🚗 2,1 km 🚶 11,48 km CO₂ 37,04 kg	1 Zimmer, 1 Nacht 791,10 PLN € inkl. Frühstück
	Osrodek SCSK Optima ul. Malborska 65 - 30-646 Krakau Polen	🚗 3,24 km 🚶 14,51 km CO₂ 25,45 kg	1 Zimmer, 1 Nacht 140,00 PLN €

DERTOUR CONSORTIA HOTEL PROGRAM

- ❖ Distribution via around 570 DERTOUR Group travel agencies
 - DER BUSINESS Travel & DERTOUR travel agencies
 - ❖ Additional distribution via DERHOTEL OBE
 - Connection to 1,500 travel agencies incl. Preferred Listing
 - ❖ Increased sales through additional sales channel
 - ❖ Entry in the DER BUSINESS Travel and DERTOUR travel agency intranet
- *390 EUR + VAT per hotel/year*

DERTOUR
Consortia

BANNER OR TEASER ON DERHOTEL.COM

- ❖ 1 banner (incl. landing page) on DERHOTEL public page
- OR
- ❖ 1 teaser (incl. landing page) on DERHOTEL public page
- *1.000 EUR + VAT per month (each)*
- ❖ **NEW:** we are working on Banner in DERHOTEL OBE (ask for more information)

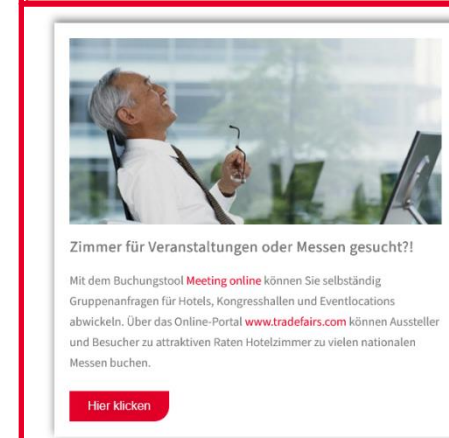
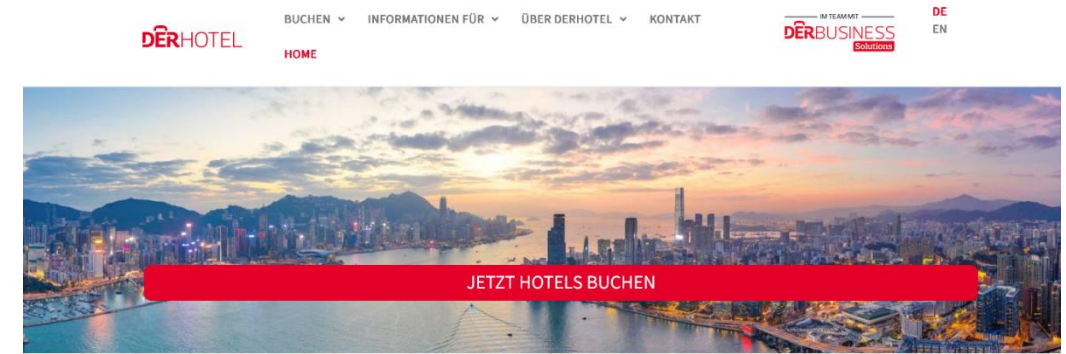
Input requirements (Deadline 3 weeks before publication)

Banner:

- ❖ 1 banner 1300x350px for the startingpage (depending on the text DE+EN) format JPG/PNG
- ❖ Text in DE+EN for the landing page
- ❖ 2-3 images for the landing page (JPG/PNG format)

Teaser:

- ❖ 1 image or logo 600x300px for the startingpage; format JPG/PNG
- ❖ Text in DE+EN for the home page
- ❖ Text in DE+EN for the landing page
- ❖ 2-3 images for the landing page (JPG/PNG format)



LINKEDIN POST

- ❖ 1 post on our constantly growing DER BUSINESS LinkedIn account
- ❖ Target group: travel managers, business travellers B2B
- 500 EUR + VAT per post



NEWSLETTER DER BUSINESS

❖ 1 article in the DER BUSINESS newsletter
(published once per quarter)

❖ 1,200 EUR + VAT per article

Input requirements:

- ❖ Deadline 4 weeks before publication
- ❖ Detailed input requirements are sent separately



CONTACT DETAILS:

LEA STAADT

PROJECT MANAGER HOTEL SOLUTIONS

MAIL: LEA.STAADT@DERBUSINESS.COM

PHONE: +49 69 9588 1254