DERBUSINESS
Solutions

MARKETING ACTIVITIES



OVERVIEW

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

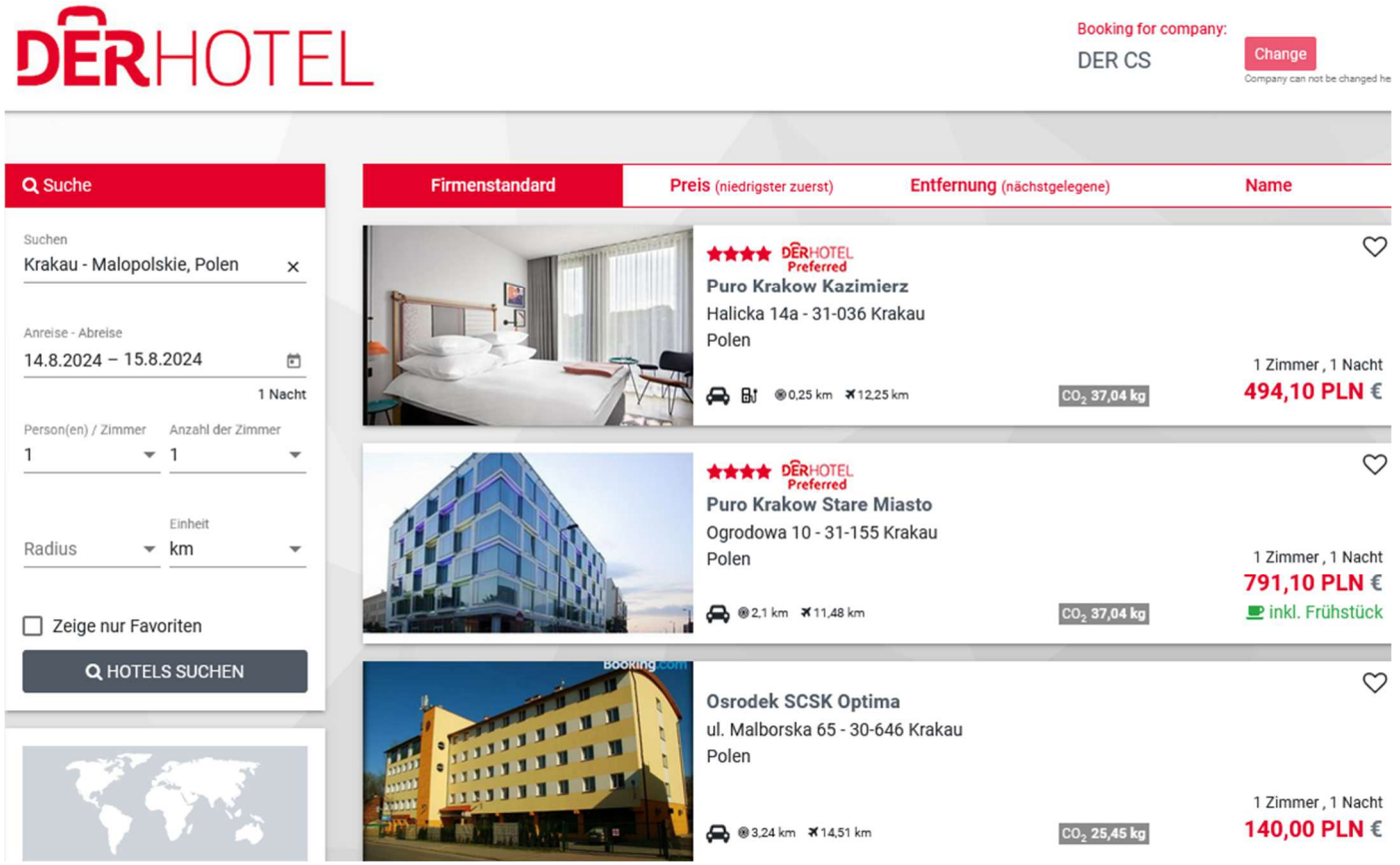


DERHOTEL PREFERRED

- Marking in the DERHOTEL OBE
- For hotels with DERHOTEL rates

- *150 EUR + VAT per hotel/year*

DERHOTEL
Preferred



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

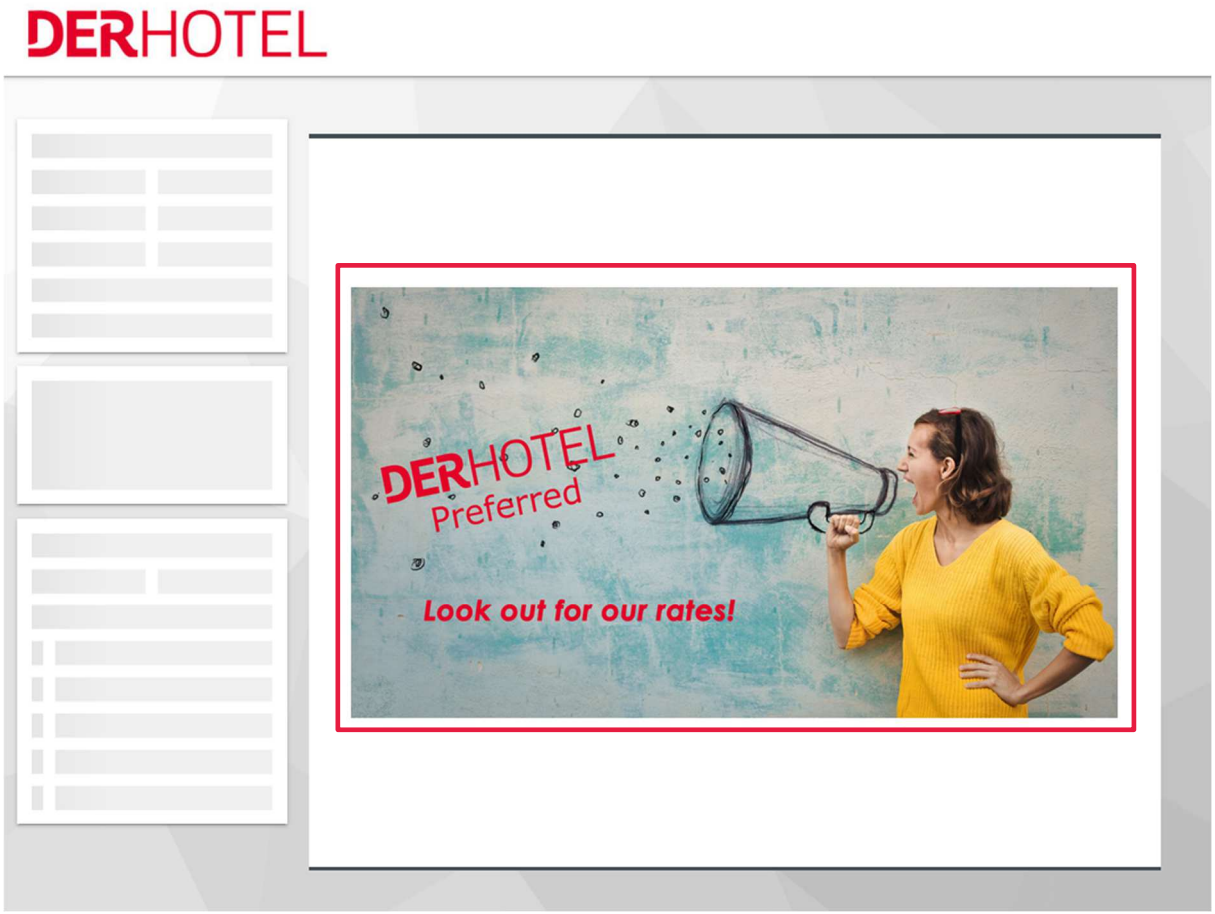
- *390 EUR + VAT per hotel/year*

BANNER DERHOTEL OBE

- 1 Banner within DERHOTEL OBE
- Displayed during results searches
- Visible for all corporate clients booking via DERHOTEL OBE and about 1.500 linked travel agencies

➢ *1.200 EUR + VAT. per month*

Input requirements
- Deadline 3 weeks before publication
- 1 image, 1280x720px, JPG/PNG format
- Text on banner preferably in English (the banner is displayed independently of the user's language settings)



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)*

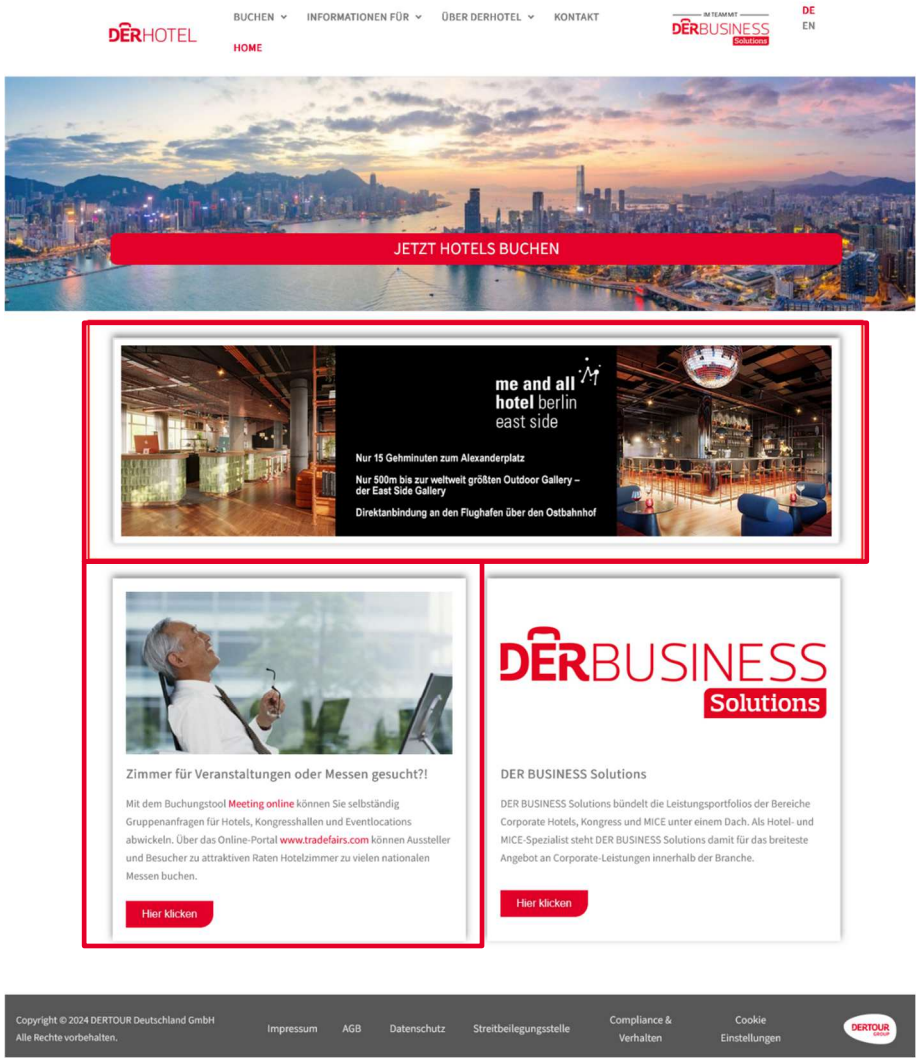
Input requirements (Deadline 3 weeks before publication)

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:

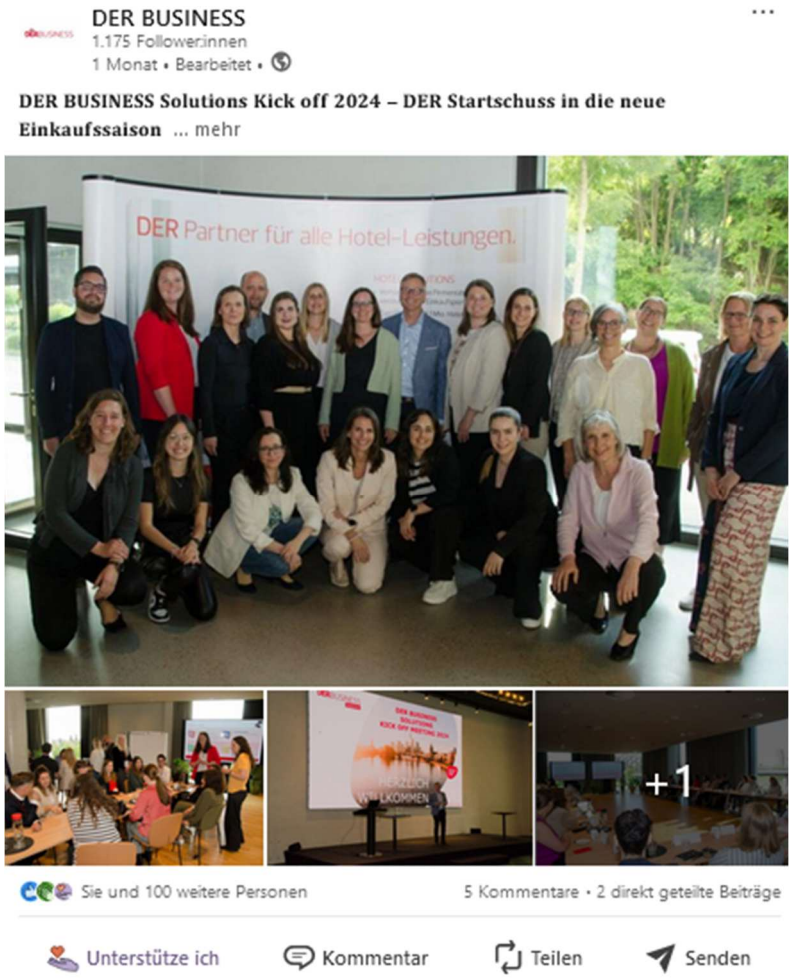
- 1 image or logo 600x300px for the startingpage; format JPG/PNG
- Text in DE+EN for the home page
- Text in DE+EN for the landing page
- 2-3 images for the landing page (JPG/PNG format)



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



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CONTACT DETAILS:

LEA STAADT
PROJECT MANAGER HOTEL SOLUTIONS
MAIL: LEA.STAADT@DERBUSINESS.COM
PHONE: +49 69 9588 1254

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TEAM