



A JOINT MARKETING PARTNERSHIP FOR SUCCESS.
MEDIA DATA 2025/2026



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

- individual luxury
- the highest quality criteria
- curated products

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

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 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*:

- 1. class train to airport
- airtours private transfer in destination
- airtours privileges
- airtours guest service in destination
- High class travel guide
- Lounge access at departure airport
- Parking at departure airport
- Chauffeur service

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

A distinguished and exclusive customer group awaits you!

A JOINT MARKETING PARTNERSHIP FOR SUCCESS.

winter season
2025 | 2026



summer season
2026



WE LOOK FORWARD TO WORKING WITH YOU.

brandexperts@airtours.de



FEATURES

- Couples travelling as a couple
- Families
- Solo travellers
- 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

Travel habits

Frequent travel, both for business and pleasure, preference for first-class transportation and exclusive accommodation.

Demographic

Age: 40-65 years (primary)
30-39 years and 66+ (secondary)
Marital status: married couples
(with or without children)



Geographically

Destinations: Popular luxury destinations, exotic islands, exclusive cities and resorts, remote natural paradises, historical and culturally rich places

Psychographic

Values and attitudes: Experiences via material possessions, customised travel experiences
Lifestyle: value quality and exclusivity, high standards of comfort and service



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)

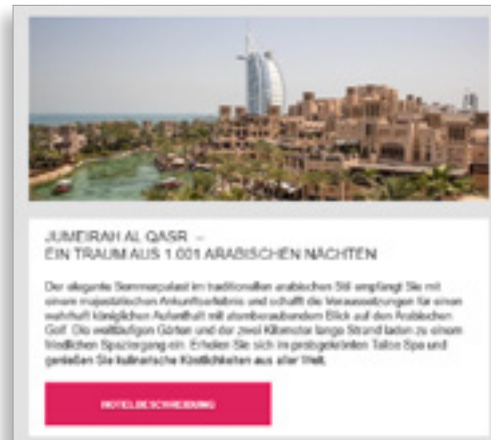
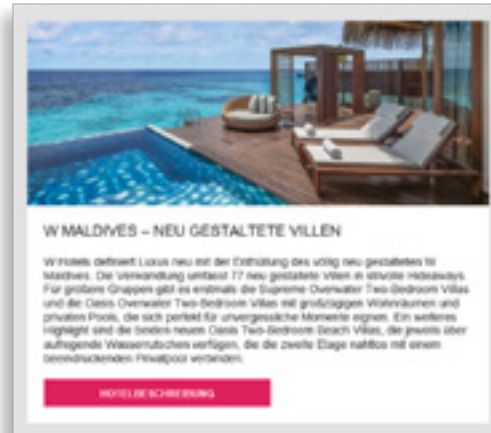
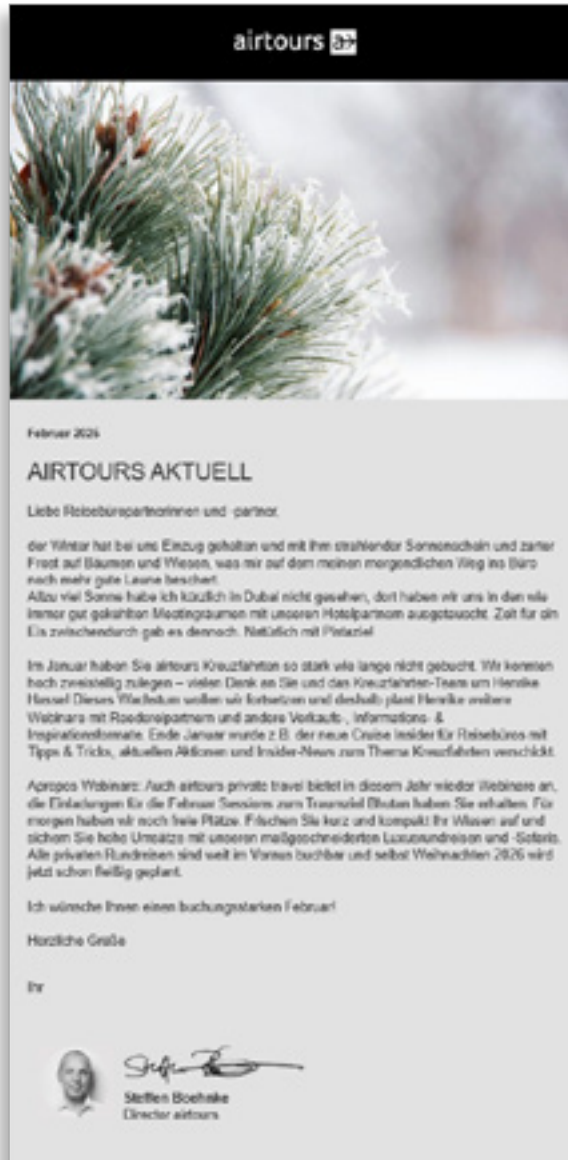


airtours 

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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).

Partner contribution: 2,500 euros



airtours **air** business club

November 2024

AIRTOURS BUSINESS CLUB

Liebe Frau Thoma,

der November ist ein echter Vorbereitungsmonat. Kurzlich konnte ich während der TUI Filialtagung u.a. ein Update zu airtours geben. Auf Mallorca laufen die Vorbereitungen für ein ganz besonderes Event, zu dem ich reisen werde. Und nächste Woche treffe ich zahlreiche TUI Franchise-InhaberInnen, bevor ich weiter zur airtours discovery nach Abu Dhabi fliege. Ich freue mich auf die zahlreichen persönlichen Begegnungen mit Ihnen!

Das Geschäftsjahr 2024 liegt hinter uns. Ich hoffe, es ist bei Ihnen genauso erfolgreich verlaufen wie bei airtours. Die letzten 12 Monate waren mit steigenden Durchschnittsumsätzen und höherem Buchungspfeifen. Übrigens, die beliebtesten Reiseziele unserer Kundinnen und Kunden im letzten Geschäftsjahr waren:

1. Malediven
2. Dubai
3. Oman/Canale
4. Kreta
5. Mallorca

Besonders nachgefragt waren Kreuzfahrten, hier haben wir unser airtours Portfolio inzwischen auf 14 Reedereien erweitert. Hohes Wachstum sehen wir auch bei den maßgebendsten Etablierungen von airtours private travel. Ein großes Dankeschön an Sie und Ihre Teams für Ihr Engagement und die vertrauensvolle Zusammenarbeit! Ich freue mich, wenn wir auch im aktuellen Geschäftsjahr gemeinsam weiter wachsen und neue Kunden für exklusive Reisen begeistern können.

Seit kurzem ist die Anpassung unseres Portfolios sichtbar, die ich im vergangenen Dezember kommuniziert habe. Hotels im Top-Luxussegment sind nun ausschließlich bei airtours im Programm zu finden; Teile des Premiumsegment sind ausschließlich bei TUI buchbar. Der Großteil des airtours Portfolios wird weiterhin unter beiden Marken angeboten. Zudem erweitern wir kontinuierlich unser Angebot mit neuen Hotelketten, wie z.B. "The Nestlus Maldives" oder "Mayotte Medical Health Resort/Abu Dhabi".

Die neuen airtours Mehrwerte, wie bspw. der Loungezugang oder der Chauffeur Service, sind bereits seit einem halben Jahr für alle Kunden ab 10.000€ Reisepreis kostenfrei verfügbar, was diese sehr schätzen.

Herzliche Grüße

Stefan Boshcke
Director airtours

ONE&ONLY REETHI RAH - VALENTINSTAG IM PARADIES

Erleben Sie in ein abgeschiedenes Paradies für diejenigen, die eine romantische Auszeit suchen. Erleben Sie an diesem Valentinstag die wahre Essenz des Luxus in One&Only Reethi Rah, wo unvergessliche Momente auf Sie warten. Lassen Sie sich auf eine Reise von unübertroffenem romantisches Erlebnis, von intimen Abendessen an außergewöhnlichen Orten bis hin zu aufregenden Spielarten mit atemberaubendem Blick auf den Indischen Ozean. Gönnen Sie sich das ultimative Valentinstagserlebnis in One&Only Reethi Rah, wo Entspannung und Verbindung zusammenkommen, um diesen Valentinstag wirklich unvergesslich zu machen.

WEITERE INFORMATIONEN

SAADIYAT ISLAND – EIN ORT VOLLER HIGHLIGHTS

Im Blick auf den Arabischen Golf ist Saadiyat Island Abu Dhabi mit 13 weltberühmten Museen die neueste Islanddestination an Nahen Osten. Die Insel beherbergt das Louvre Abu Dhabi und zukünftige Museen wie das Guggenheim Abu Dhabi. Nur 20 Minuten von Zayed International Airport entfernt, bietet Saadiyat Island eine unvergleichliche Mischung aus Kultur-, Lifestyle- und Wellness-Erlebnissen im Herzen der kosmopolitischen Hauptstadt der UAE.

WEITERE INFORMATIONEN

airtours business club NEWSLETTER

The airtours business club is formed by 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.

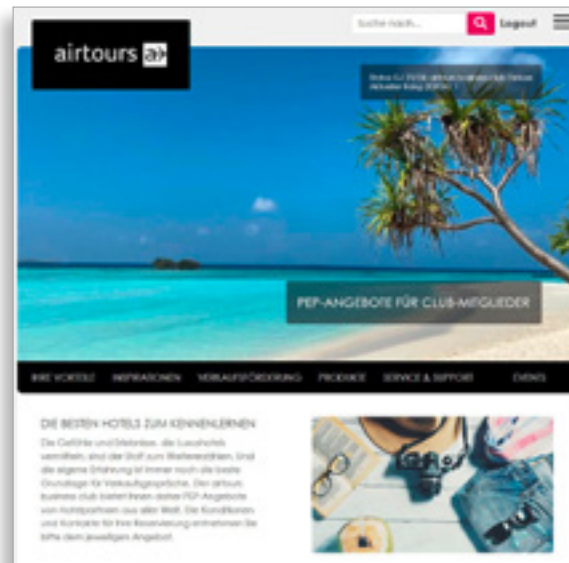
Target group: TOP 500 airtours agencies

Publication date: Monthly

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

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 sales people with their product promotion.

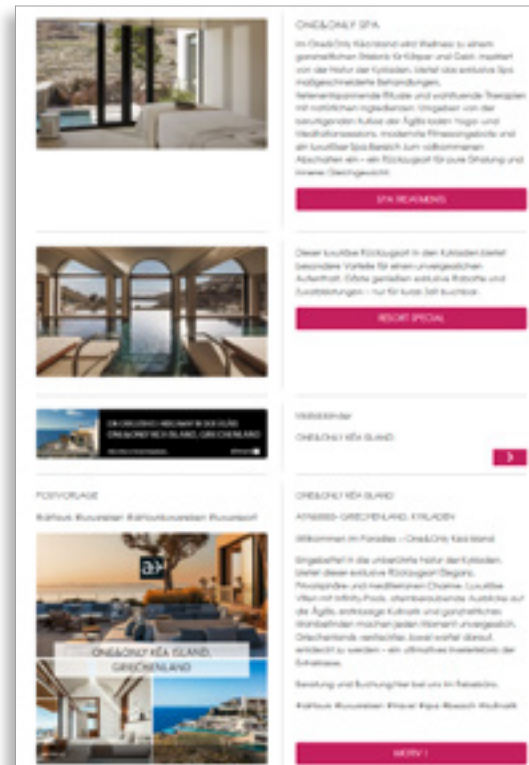
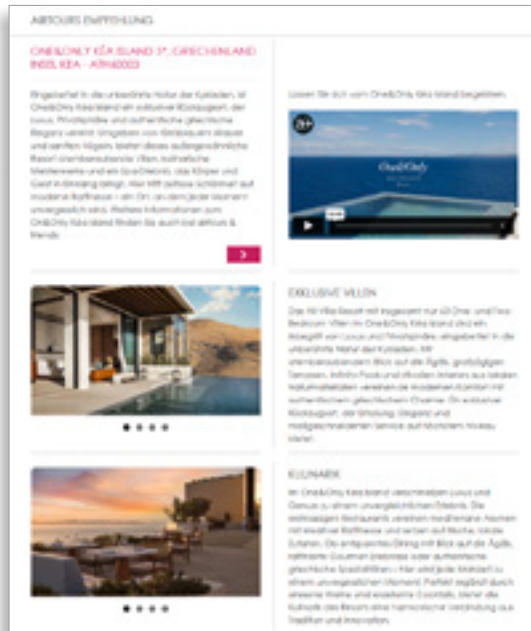
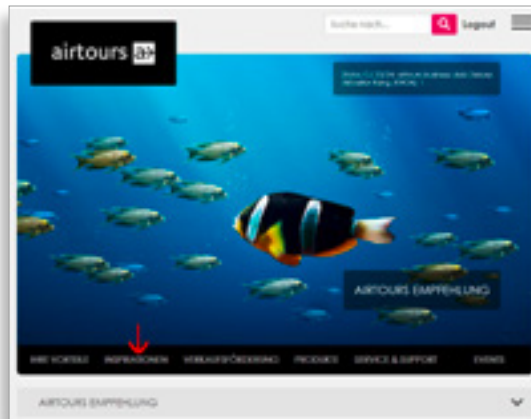
Scope: Presentation on airtours agent, the comprehensive portal for luxury travel professionals.

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

Integration: Promotion of a hotel towards top sellers.
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 offers the security of reaching the right sellers with an advertisement.

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

Target group: approx. 6,500 registered luxury travel professionals

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

Duration: 2 months

Partner contribution: 4,500 euros





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 60 participants per day.

Scope:

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

Target group: Participants of airtours & friends

Partner contribution: 2,500 euros per slot/day for airtours & friends partners





WEBINARE

Introduction of a hotel/hotel chain by the partner himself, moderated by the airtours team.

Direct contact with point of sale for information, inspiration and sales promotion.

Exclusive promotion of a partner.

Duration:

- 30-minutes presentation of your hotel/hotel chain plus time for FAQs
- Including link to www.airtours-agent.de with post templates, SEO option and -if existing- travel industry rates, link to existing landing page and large posters
- Recording available for 4 weeks

Target group: all 7,000 airtours agencies (Germany and Austria)

Publication frequency: 6 x per year

Partner contribution: 3,000 euros



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Defining Luxury Travel Since 1967



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 promotion of the partner with up to 3 hotels

Target group: 40,000 registered customers

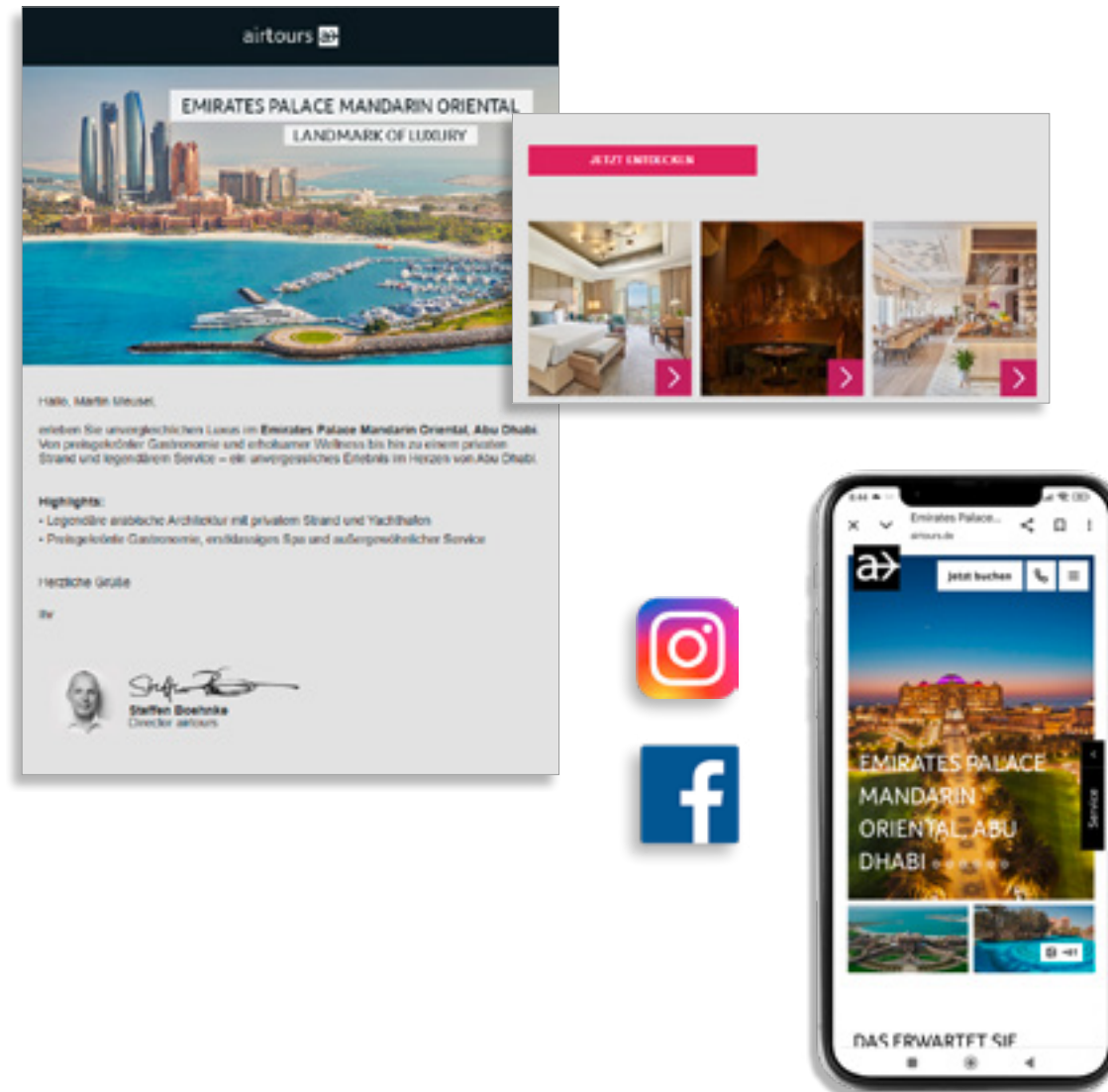
Publication frequency: Weekly

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



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

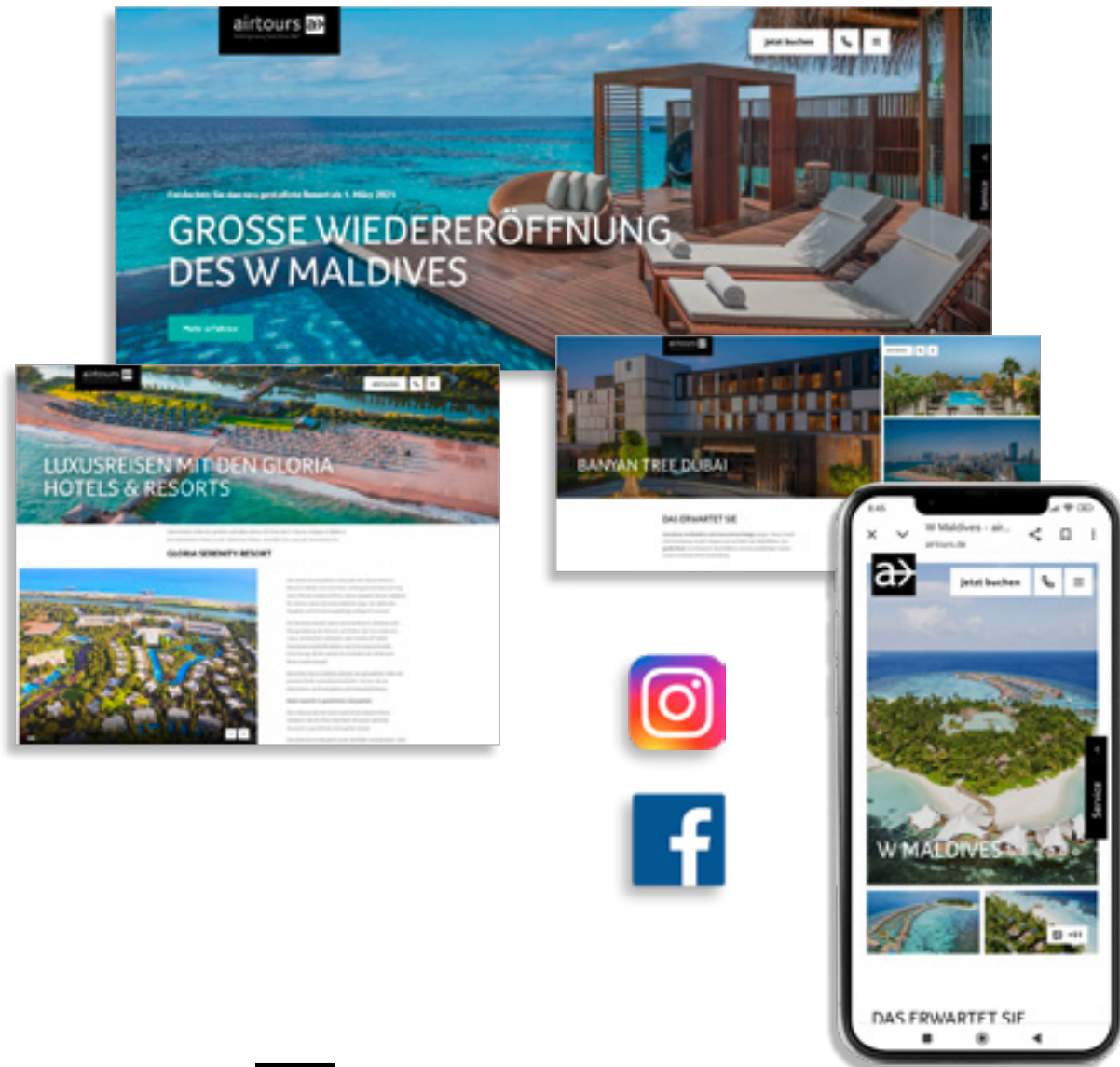
Integration:

- 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 specials

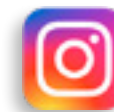
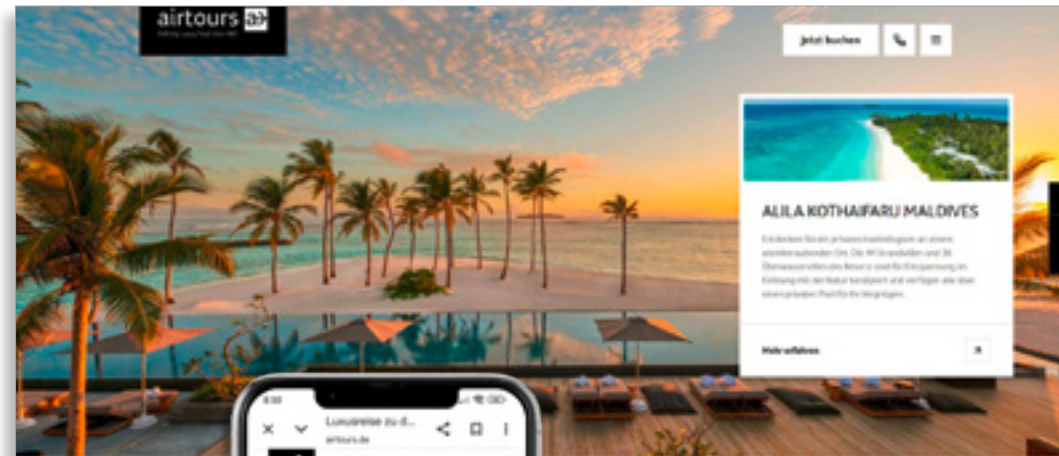
Target group: airtours existing customers and potential new customers

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

www.airtours.de

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

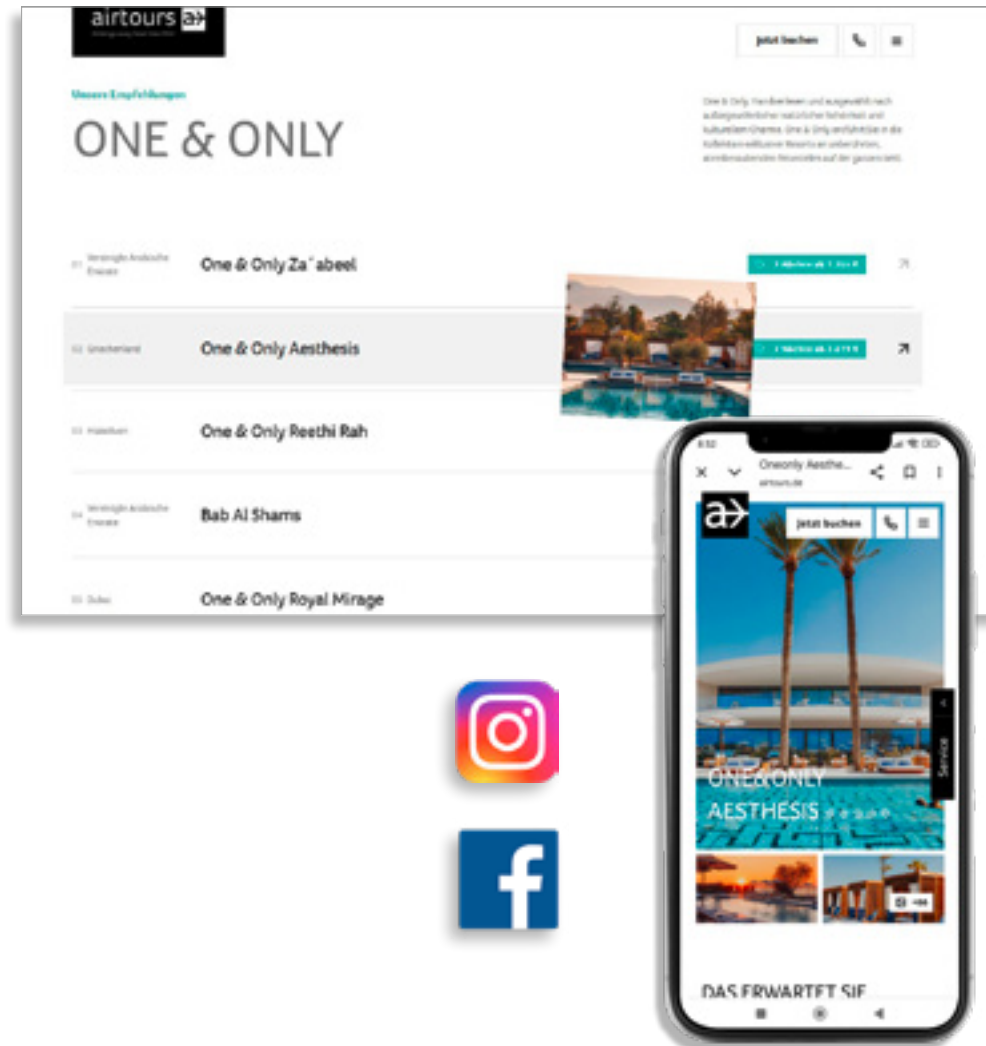
Target group: airtours existing customers and potential new customers

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



INSPIRED by airtours –
The luxury travel magazine

[INSPIRED by airtours Magazin](#)



The INSPIRED by airtours magazine is a multi-thematic online and print travel magazine that deals exclusively and in a high quality with the world of luxury travel and the airtours product world - with journalistically sophisticated reports on travel, gourmet and lifestyle. The selection of topics and reports is based on our market data and is aimed specifically at the travel-loving, online and print-savvy target group in the German luxury travel market.

CATEGORY: STORIES DESTINATION

Hotel profile/advertorial
Price on request



INSPIRED by airtours – The luxury travel magazine

INSPIRED by airtours Magazin

Publication date: 2 x in 2026
(April and November)

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

Print

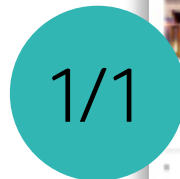
- Circulation: 50,000
- Number of pages > 60 pages

CATEGORY: CHECK IN

- Hotel presentation/advertorial on 2/1 page
Print & online presentation
incl. link on hotel details page of airtours.de
14,000 euros



- Hotel presentation/advertorial on 1/1 page
Print & online presentation
incl. link on hotel details page of airtours.de
8,000 euros



DIRECT CUSTOMER MAILINGS

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

Publication dates:

December 2025,
August/September 2026

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:

1/1 page 3,500 euros
2/1 pages 7,000 euros



IN-STORE COMMUNICATION

Customer communication is increasingly shaped by digital media. airtours uses dynamic visuals on flatscreens in over 500 travel agencies to create emotional in-store messaging that drives spontaneous purchases at the point of sale.

Scope:

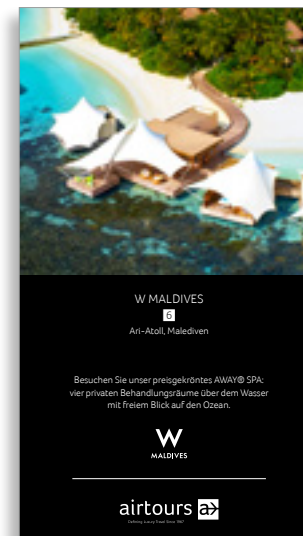
- Offer or image advertising
- Broadcast loop with max. 10 minutes, therefore 6 repetitions per hour

Target group: airtours existing and potential new customers throughout Germany

Duration: 2 weeks

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

Partner contribution: 8,000 euros



LARGE POSTERS

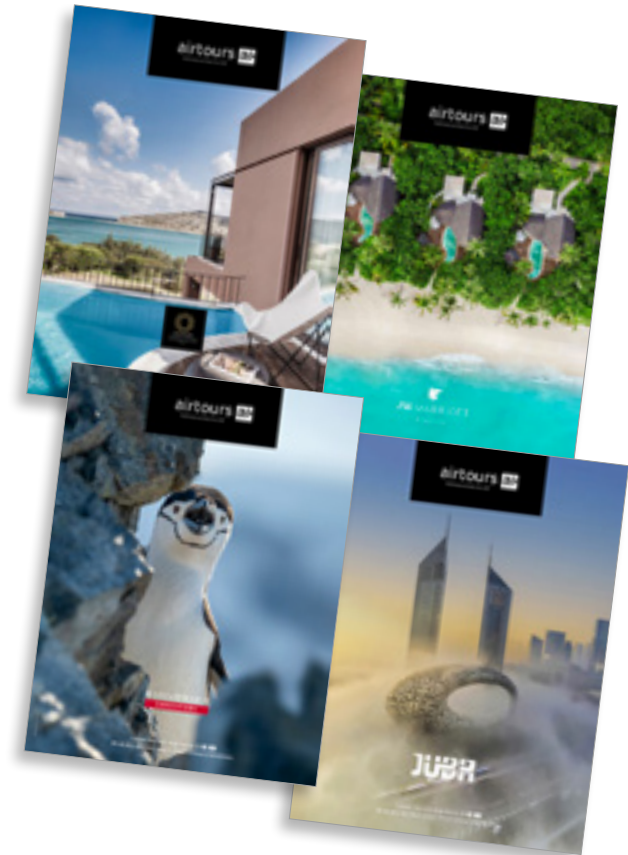
The large posters are available for all airtours agencies free of charge in the Profishop. They are suitable for use in shop windows, in office interiors or at events.

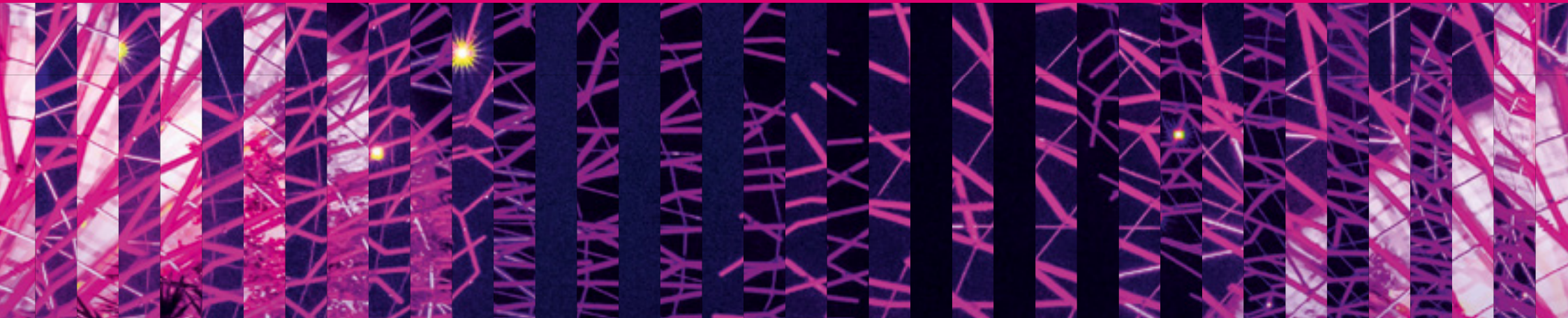
Target group: All airtours agencies, as well as customers and interested parties at the point of sale

Format: 900 x 1,200 mm

Circulation: 150 copies (1 motif)

Partner contribution: 3,500 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.

Customised content marketing campaigns, exclusive event and promotion ideas or also joint PR activities and media partnerships are advertising examples for which we are happy to examine a joint implementation.

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 vision to explore joint marketing opportunities. 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

travel boutique
Partner of airtours





Defining Luxury Travel Since 1967

airtours.de   

airtours – TUI Deutschland GmbH's luxury travel brand
Karl-Wiechert-Allee 23 · D-30625 Hannover