

A JOINT MARKETING PARTNERSHIP FOR SUCCESS.
MEDIA DATA 2026/2027



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 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)

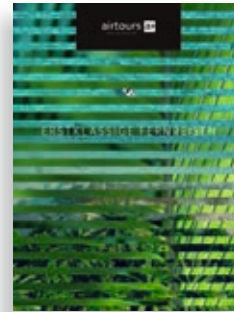
airtours offers its customers a range of benefits, including (some depending on the travel price):

- 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
- Earn Miles & More miles

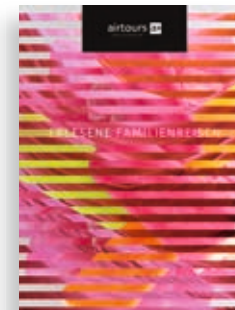
A distinguished and exclusive customer group awaits you!

A JOINT MARKETING PARTNERSHIP FOR SUCCESS.

winter season
2026 | 2027



summer season
2027



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)

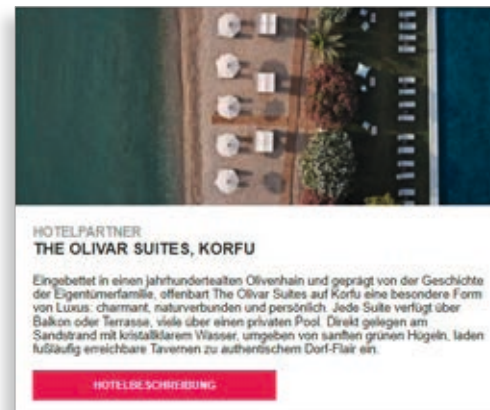
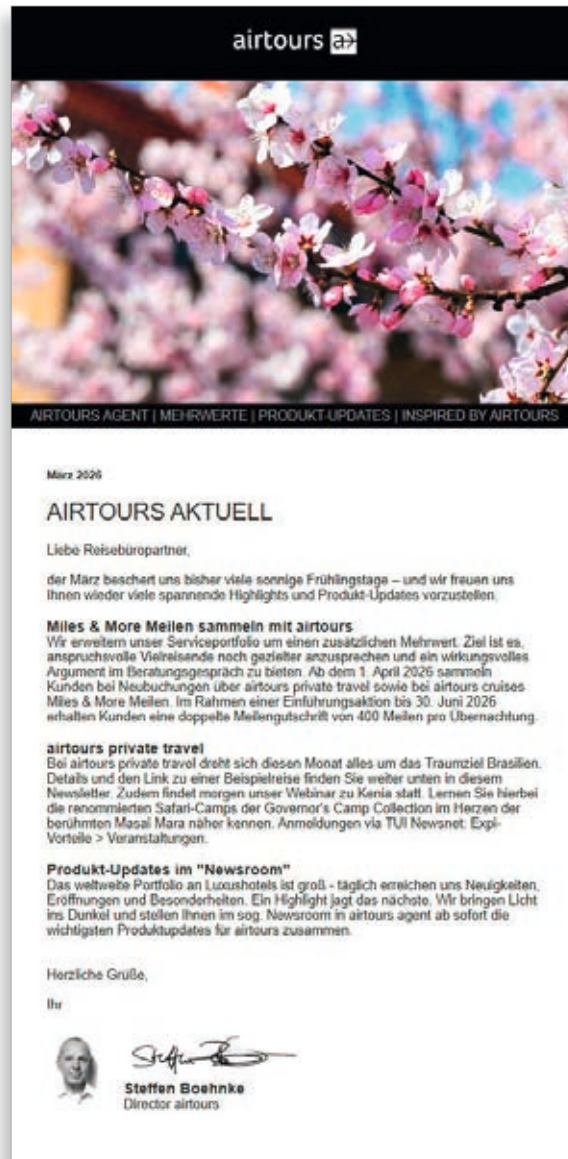




airtours 

Defining Luxury Travel Since 1967

AIRTOURS MEDIA DATA B2B



B2B NEWSLETTER AIRTOURS AKTUELL

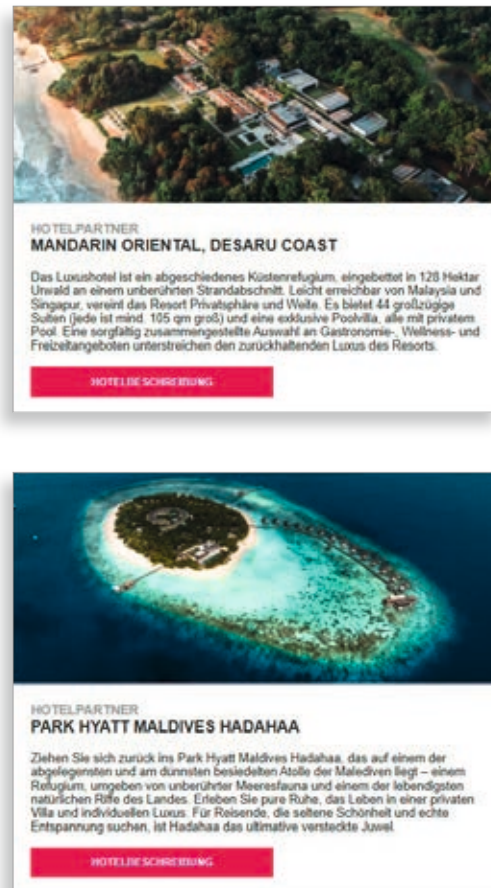
The B2B newsletter informs all airtours agencies regularly on sales topics, news and highlights.

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 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.

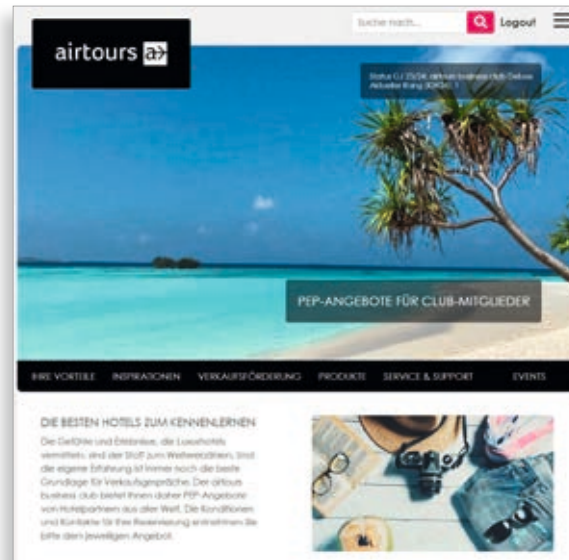
Target group: TOP 500 airtours agencies

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





PARK HYATT MALDIVES HADAHAA - MALDIVEN



Purer Paradies-Luxus auf den Malediven: Alle Villen, umgeben von tropischer Vegetation oder über dem Wasser gelegen, bieten direkten Strandzugang und raumhohe Fenster für atemberaubende Ausblicke. Das exklusive Spa-Retreat verwöhnt mit natürlichen Ölen und Gewürzen aus der Region.

airtours business club Rate:
ab 242 USD pro Villa/ Nacht für zwei Personen.

- Verpflegung: Frühstück oder Halbpension
- Verschiedene Villen Varianten verfügbar

Gültig nach Verfügbarkeit für Aufenthalte vom 09.05. - 30.11.2024

Buchungsanfragen bitte an:
ben.jedidi@hospitality.com

Villa Categories	09 May 2025	01 Nov 2025
	11 Jan 2026	30 Nov 2025
Beach Villa	480	480
Beach Pool Villa	780	820
Oceanfront Sunset Villa	810	810
Oceanfront Sunset Pool Villa	1200	1200
Ocean Beach Pool Villa	1200	1200
2 Bedroom Beach Pool Villa	1200	1200
Pool Residence	1400	1400

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.

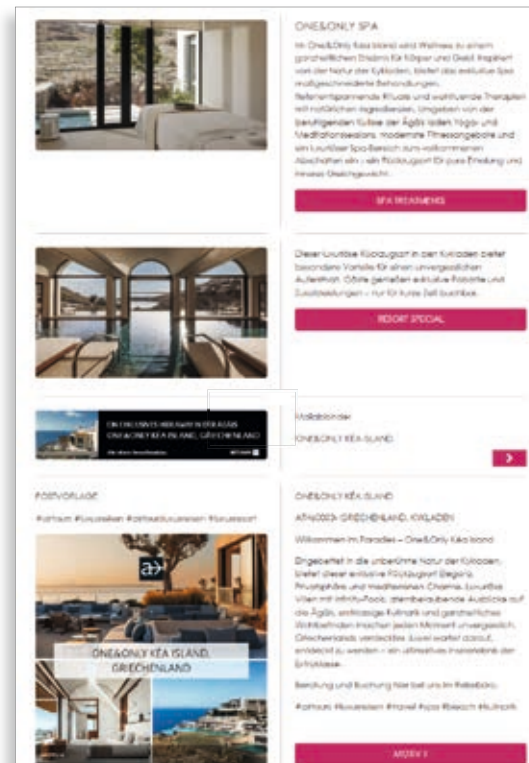
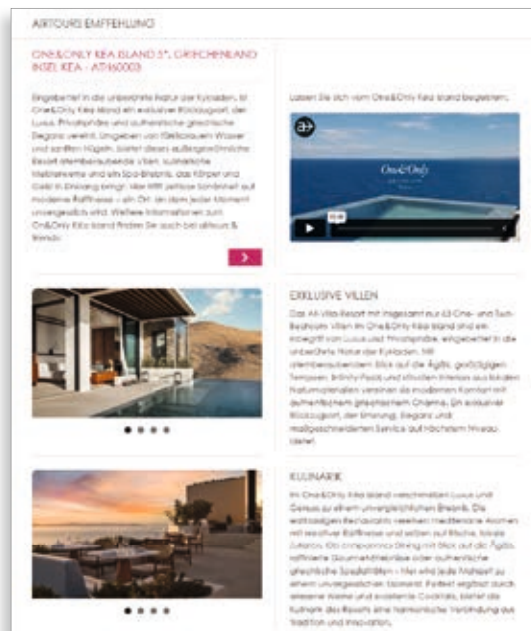
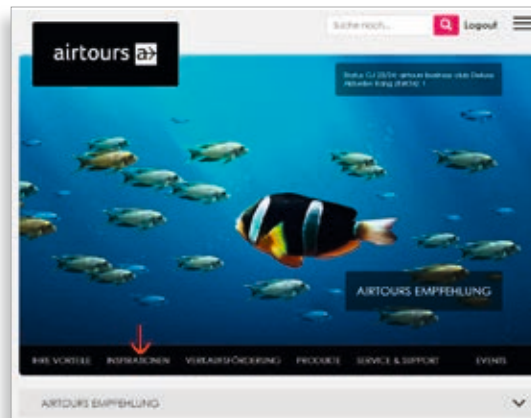
Scope: Presentation on airtours agent, the comprehensive portal for luxury travel professionals.

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 RECOMMENDATION

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.

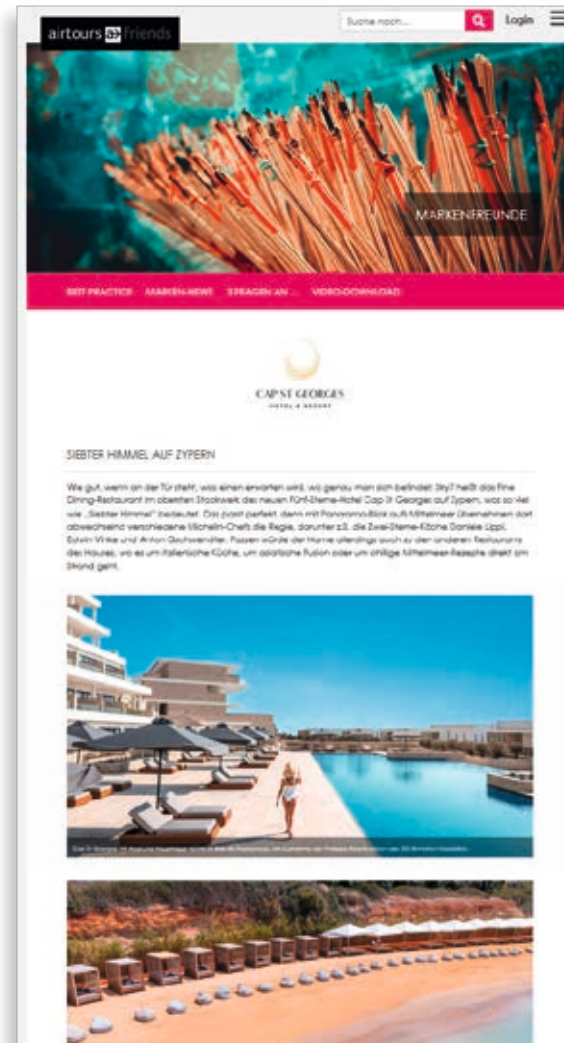
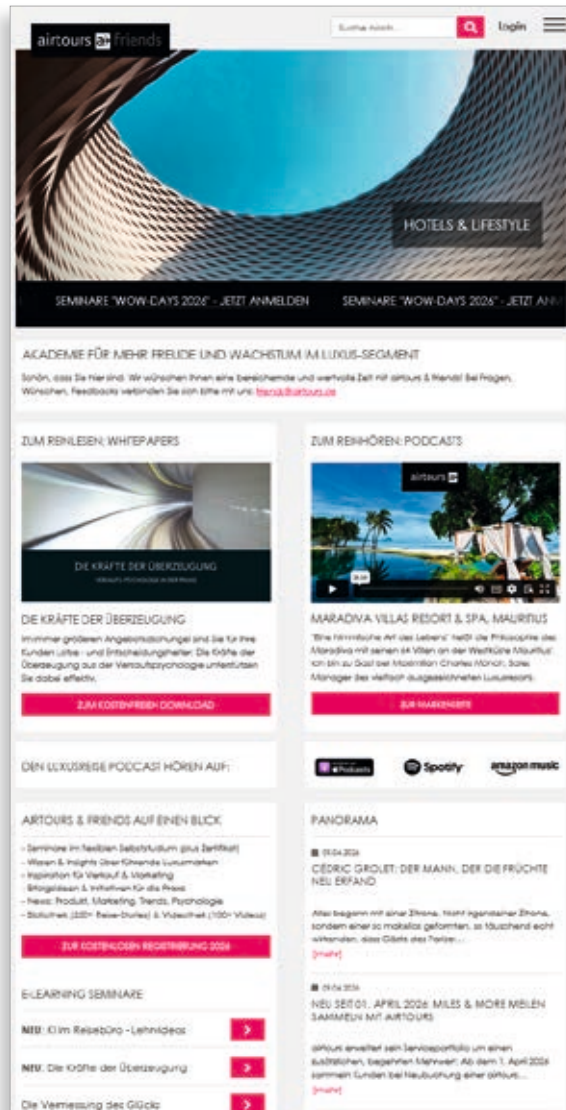
Target group: approx. 7,300 registered luxury travel professionals

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: 5,000 euros





airtours & friends THE LUXURY ACADEMY

THE LARGEST AND MOST IMPORTANT TRAINING ACADEMY IN THE LUXURY MARKET

airtours & friends the world leader with its 3,350 registered participants. The core of the academy is the web-site with a rich offering of e-learning, current trends and news, with insights about the world's top brands and knowledge from psychology and sociology.

Partners receive their own website including best practices, news, videos and interviews. Newsletters, podcasts and seminars complete the offer. airtours & friends offers access to the best travel agencies in the market.

Scope:

- Presentation of a brand for the entire season
- Online and offline promotion of a brand

Partner contribution: 4,500 euros p.a.





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.

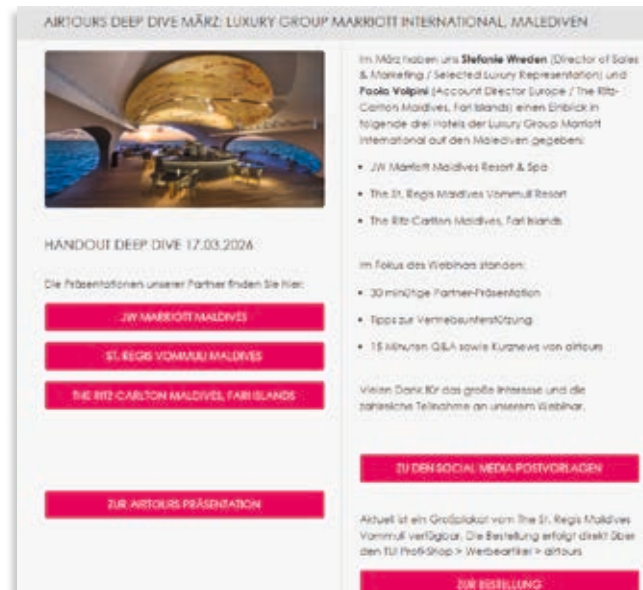
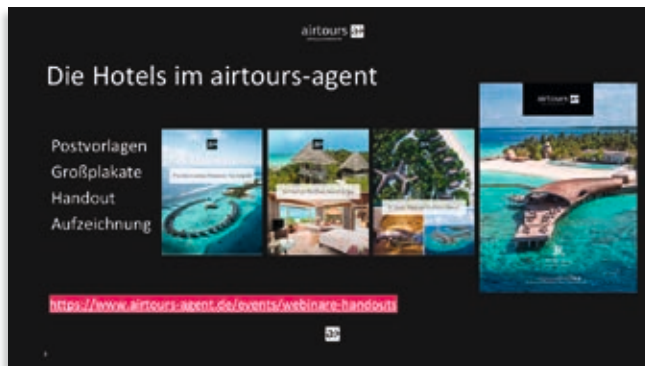
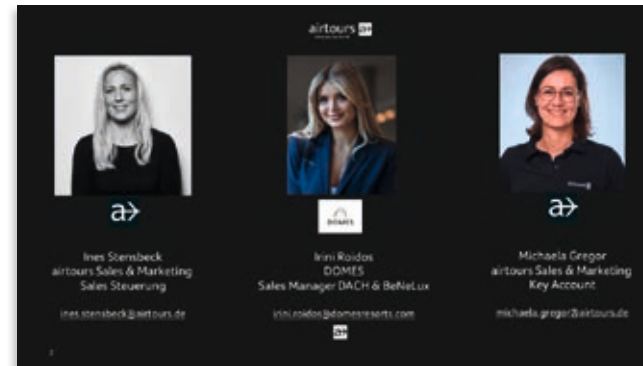
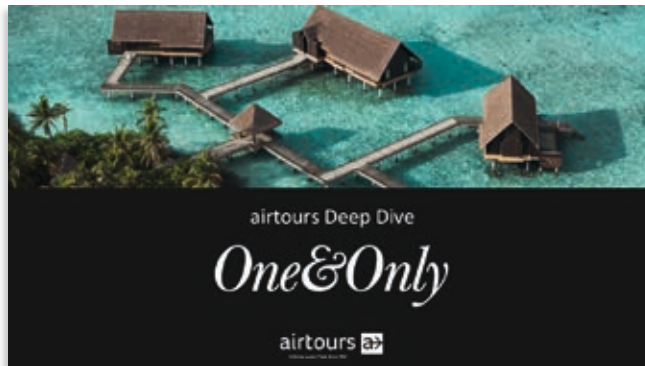
Scope:

- 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 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 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

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

Publication frequency:
about 6 x per year

Partner contribution: 3,500 euros



airtours 

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

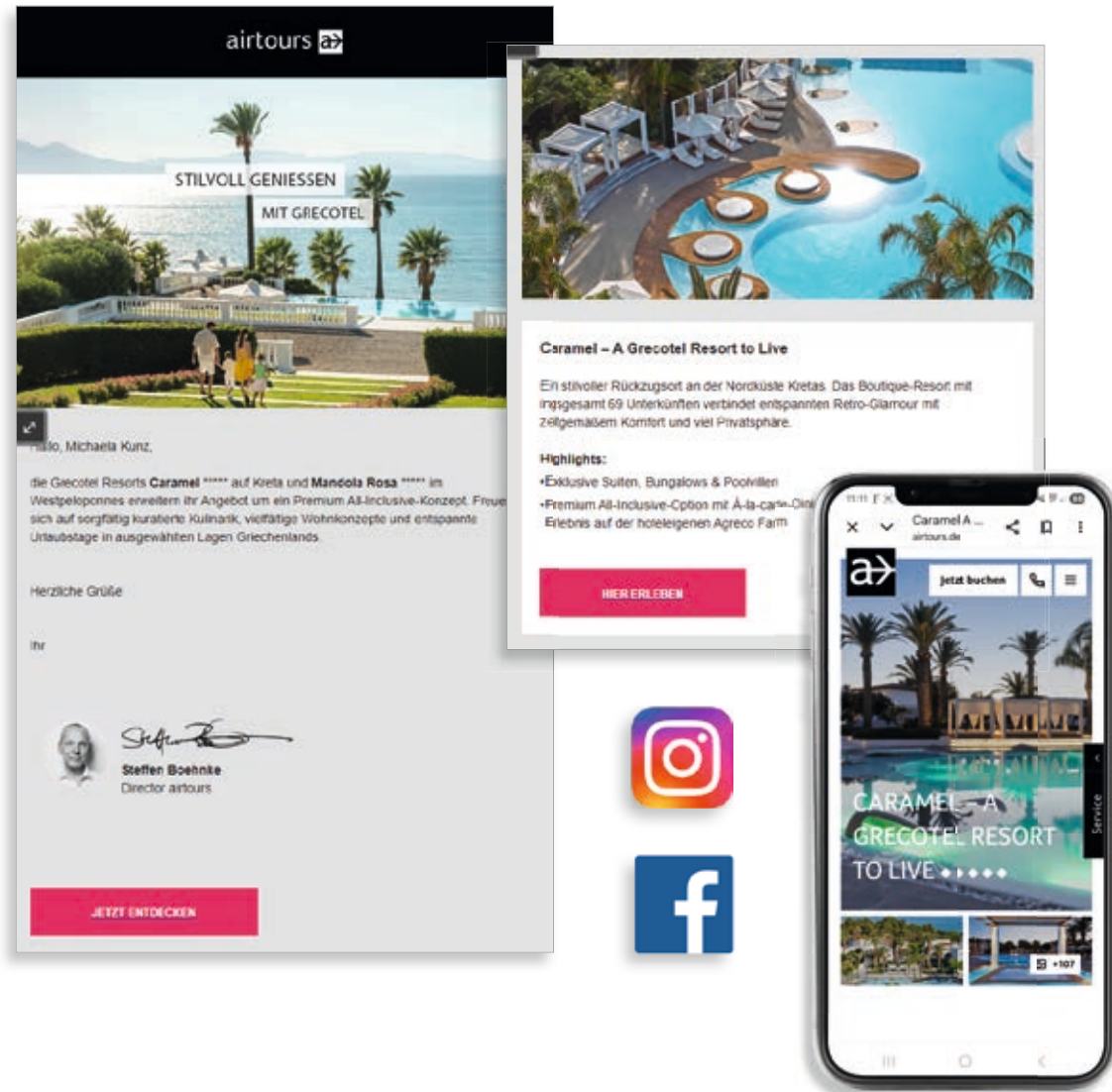
Publication frequency: Weekly

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
- 5,500 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

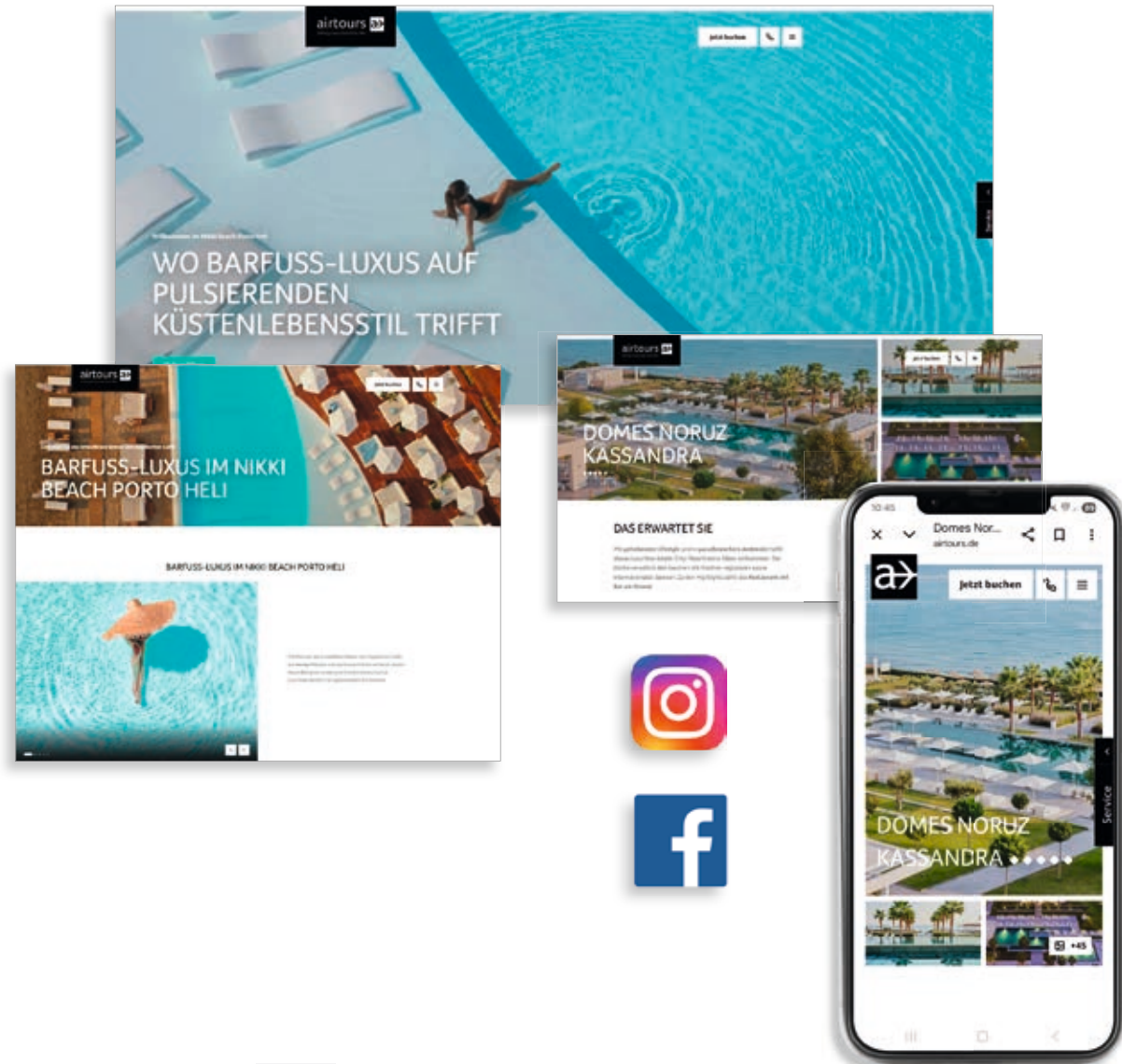
Integration:

- 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

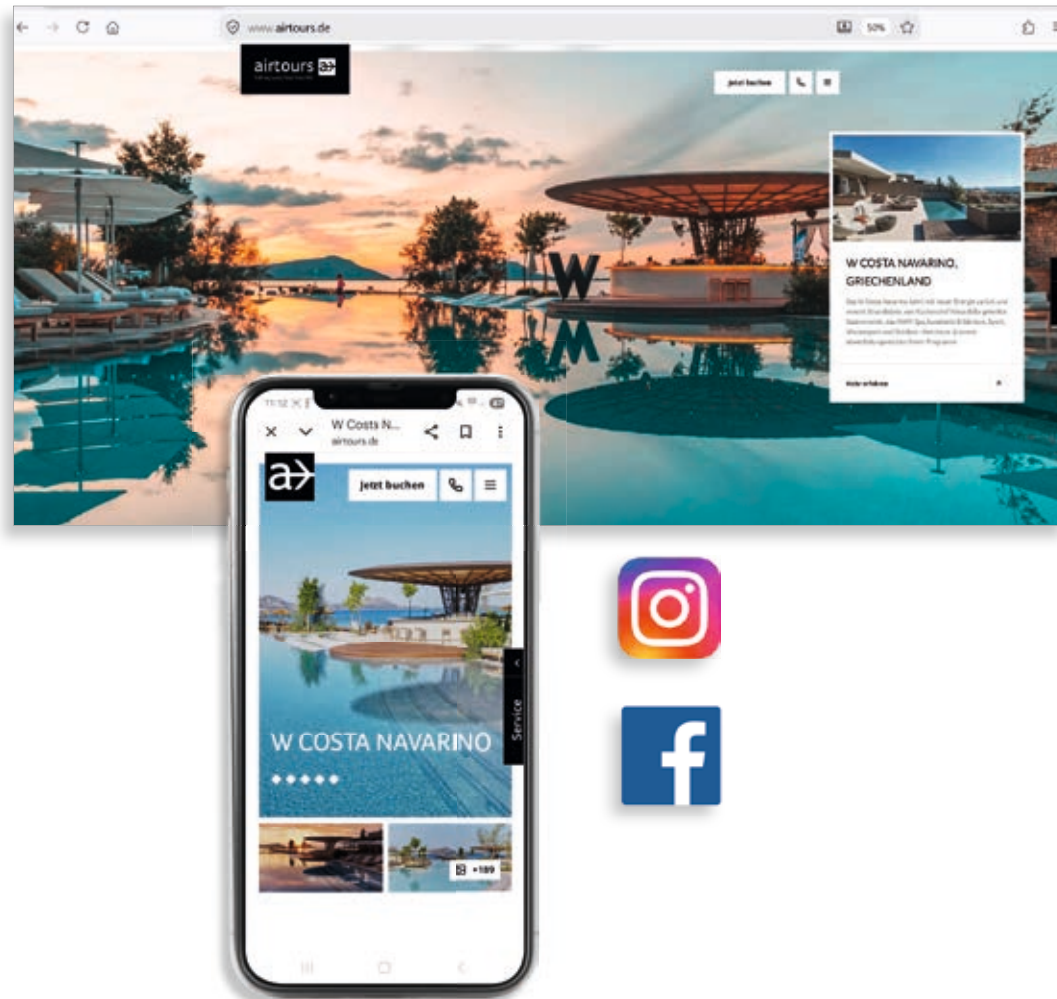
Target group: airtours existing customers and potential new customers

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

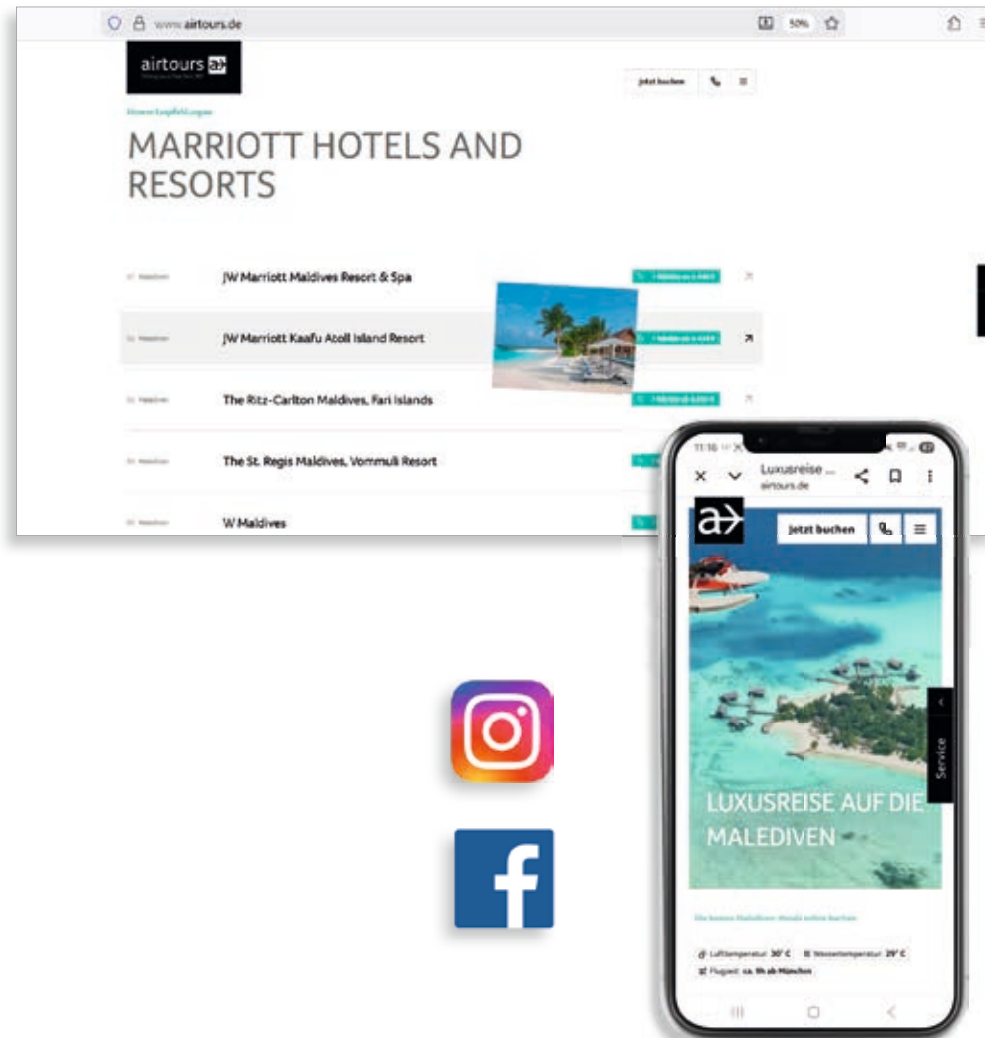
Target group: airtours existing customers and potential new customers

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:
November 2026
April 2027

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
- **Advertisement on 1/1 page**
Print & online presentation
12,000 euros

2/1



1/1



EXCLUSIVE POSTCARDS END CUSTOMER MAILING

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

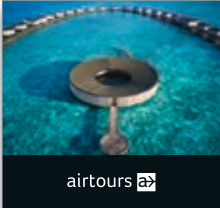
Circulation: Min. 10,000 per issue

Duration: Realisation after agreement

Integration: Generous and emotional presentation with 2 pictures

Partner contribution: 8,000 euros



	Unsere Experten beraten Sie gern: TUI Reisebüro Mustertours Max Mustermann Musterallee 123 12345 Musterhausen	
Indischer Ozean Nord-Male Atoll The Ritz-Carlton Maldives, Fari Islands 6* 6 Übernachtungen in der Ocean Pool Villa mit Halbpension p. P. ab 7.659 EUR Mit dem Flex Tarif ist Ihr Urlaub gesichert – und Sie bleiben flexibel. Ganz einfach umbuchen oder stornieren bis kurz vor der Anreise. Mehr Informationen auf www.tui.com	Hannover, den 21.05.2025 Guten Tag Dr. Martina Mustermann, vom Klang der Sangu-Muschelschale bei Ihrer Ankunft über den legendären Ritz-Carlton-Service durch Ihren persönlichen Insel-Butler bis hin zu stimmungsvollen Sonnenuntergängen, begleitet von einer eleganten Aufführung mit Bodu Beru-Trommeln – das The Ritz-Carlton Maldives, Fari Islands lädt Sie ein, das Inselleben hautnah zu erleben. Dieses Luxusresort bietet 7 Restaurants und Bars, die kuratierte Erlebnisse für jeden Geschmack bieten, verteilt auf die spezielle Culinary Island, den Grand Sunset Beach und das Fari Marina Village. Und dazu: Profitieren Sie von unseren airtours Mehrwerten (es gelten Bedingungen). Als Ihr Partner für exklusive Reisen bieten wir Ihnen Lounge-Zugang am Abflughafen, einen persönlichen Chauffeur-Service und unseren airtours guest service, den Sie rund um die Uhr erreichen. Träumen Sie schon mal vor. Wir erledigen den Rest für Sie. Ihr Reise-Experte freut sich auf Ihren Anruf! Herzliche Grüße, <i>Steffen Boehnke</i> Steffen Boehnke Director airtours	TUI Deutschland - Karl-Wiechert-Allee 23 - 30625 Hannover P DV xxx,xx Deutsche Post  DIALOGPOST XXXXXXXXXXXXXXXXXXXX 000000000000000000000000 Dr. Martina Mustermann Muster gültige Straße 96 30196 Musterstadt
Wir drucken auf PEFC-Papier aus nachhaltig bewirtschafteten Wäldern und kontrollierten Quellen. PEFC 04-31-3891 GoGreen. Wir versenden klimafreundlich mit der Deutschen Post.		



DIRECT CUSTOMER MAILINGS

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

Publication dates:

December 2026,
September 2027

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: 120 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





airtours.de   

airtours – die Luxusreisemarke der TUI Deutschland GmbH
Karl-Wiechert-Allee 23 · D-30625 Hannover