

# The Agenda:

- Idea
- German Market
- USP's
- Tours
- Hotels
- Partner
- Additional Information
- Fees
- Team
- Order



**Tours2go**

The logo for 'Tours2go' is centered on the page. It features the word 'Tours' in a teal, rounded font, '2' in a bold black font, and 'go' in a yellow-green, rounded font. The entire logo is set against a white circular background with a sunburst effect of thin lines radiating outwards.

## **The IDEA:**

**To offer Incoming Agents / DMC and provider of accommodation a B2B online platform to promote their large variety of products direct to tour-operators, travel agencies and MICE agents in the German speaking markets !**

The logo for 'Tours2go' is centered on the page. It features the word 'Tours' in a teal, rounded font, '2' in a black, bold font, and 'go' in a yellow, rounded font. The entire logo is set against a white circular background with a subtle drop shadow, and a sunburst pattern of thin lines radiates from behind it.

**Tours2go**

***„ALL the tour operator needs to create a package without searching for an endless time....“***

# The German travel market:



- 10.000 travel agencies
- 2.500 tour-operator
- 55 travel agency chains & co-operations
- 25 billion € / revenue in 2012

## **USP's for Incoming Agents / DMC & other service provider**



- Direct access to the travel trade of the largest travel market world wide
- Travel trade will see your content, pictures and product descriptions
- Requests will be directly forwarded to you
- Easy search functions for the user

## USP's for the users (product managers)



- Direct access to Incoming agents / DMC & provider of accommodation
- Large choice of tours, excursion products, hotels, lodges, resorts...
- No more endless search in the world wide web
- One stop shopping

## **TOURS section:**



Display of your tour in respective categories\* per destination with detailed description of:

- Search results
- Itinerary
- Services
- Travel Dates & Rates
- Terms & Conditions
- Direct Contact
- Teaser message and brief overview of the tour
- Complete tour plan by day
- Detailed list of services included & excluded
- Display of your rates and close out dates
- Overview and cancellation / payment policy for each tour
- E-Mail address of person in charge responsible for requests

\*Tour categories available:

| Active | Adventure/Experience | City | Country Combinations | FIT | Groups | Guaranteed Departures |  
| Luxury | MICE | Motorcycle | Safari | Self-Drive | Spa | Study/Cultural | Other |

## **HOTEL section:**



Display of your hotel (Camp, Lodge, Resort, etc.) in different categories\* per hotel with detailed description of:

- General Information
- Location
- Hotel Facilities
- Special Offers
- Travel Dates & Rates
- Terms & Conditions
- Direct Contact
- Overview about the hotel PLUS teaser message and brief overview in search results
- Area information and map of the area
- Detailed information about rooms, restaurants, leisure and business facilities
- Seasonal offers for the travel trade
- Display of your rates and close out dates for tour operators, travel agents and MICE agencies
- Overview and cancellation/ payment policy for each property
- E-Mail address of person in charge responsible for requests

\*Hotel categories available:

| Active | Beach | Boutique/Charme | City | Lodges/Camps | MICE | Resort/Spa | Other |

## **PARTNER section:**



- Company portrait with six pictures incl. company logo & additional pictures of team members
- Personalised E-mail contact at „Team“ box
- General Contact Details
- Description of your fleet and pictures of vehicles if applicable
- Description of your accommodation and pictures of rooms if applicable
- Direct links to your websites
- Brief information about your destination
- Additional promotion of any news/ special offers & promotion given in general news section



## Additional Information displayed:

### Tourist Boards

- Displaying contact to local tourist board

### Picture Gallery:

- Storage of your destination pictures and display with copyright info in the main gallery for each destination served
- Usage is restricted for the promotion of packages and tours to travel trade professionals only



### Service:

- **News** section - additional promotion of your news (i.e, special offers & promotion) once a month
- Information / Links to flight consolidator, general information, Pep's, associations, visa services & insurance

### End Consumer:

- Page with display of brochures from tour operators offering your products to the public - with direct link

## The Services of Tours2go.de in comparison



Average CPC on Google	€	0,85 per click
Listing on Homeaway	€	299 first product
Backlink	€	350 per link
Print ad Bild.de in MUC	€	1.500 per ad
Telext ad e.g. Pro7	€	2.000 per month
Travelzoo Newsletter	€	10.000 for 1 product
Sunday Newspaper	€	40.000 per page/ad

## **RATES:**



### **Professional Package:**

Company portrait incl. 5 pictures plus additional pictures of staff (4) & vehicles (4) or hotel (4)  
Display of one offer per destination in 2 different categories per offer with 6 pictures per offer

€ 149,-\* per year, one product, per destination

€ 99,-\* per year for each additional product(s), per destination

\*translations English/German can be required at an extra fee of € 49.- per product

\*plus 19% VAT if appl. / once set up fee for each destination included at all rates above  
additional rates do apply for extra promotion at the front pages of tours and hotel section

## **RATES:**



### **Premium Package:**

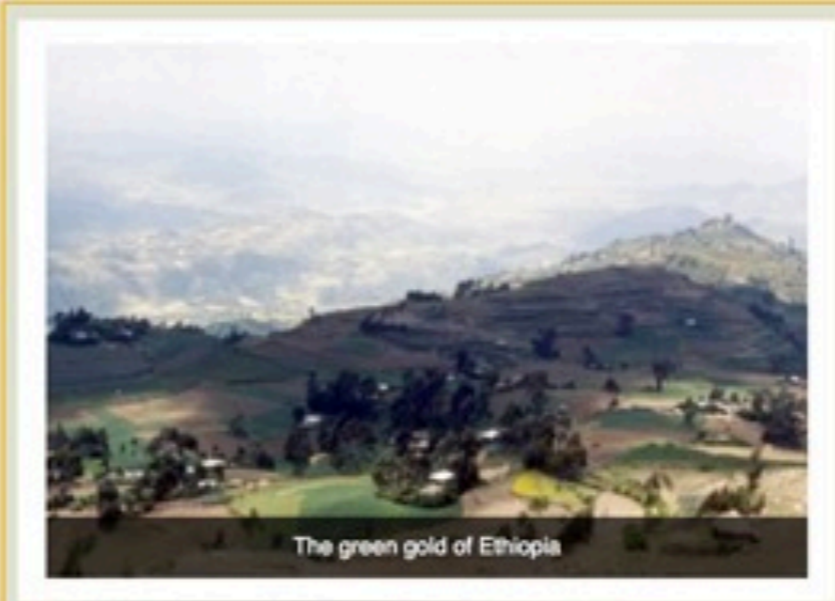
Company portrait incl. 11 pictures plus additional pictures of staff (7) & vehicles (6) or hotel (6)  
Display of 10 offers per destination in max. 4 different categories per offer with 12 pictures per offer

€ 549,-\* per year per destination, displaying max. 10 products

\*translations English/German can be required at an extra fee of € 49.- per product





\*plus 19% VAT if appl. / once set up fee for each destination included at all rates above  
additional rates do apply for extra promotion at the front pages of tours and hotel section

WHAT & WHERE SEARCH



Picture Teaser Box



<p>FROM: € 1575</p>  <p><b>MAJOR SOUTH AMERICA TOUR</b></p> <p>Details...</p>	<p>FROM: € 759</p>  <p><b>COSTA RICA - A LITTLE BIT OF EVERYTHING</b></p> <p>Details...</p>	<p>FROM: € 3398</p>  <p><b>F.I.T. TOUR PEKING, YUNNAN, SHANGHAI</b></p> <p>Details...</p>	<p>FROM: € 2610</p>  <p><b>ZIMBABWE &amp; BOTSUANA</b></p> <p>Details...</p>
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Feature Teaser Box

## TEAM



[Markus Sprengler](#) | MD  
Travel Trade Expert  
Former Airline Manager  
Mobile 0049(0)1636.230659

[Jan Keitel](#) | Director Sales  
Travel Trade Expert  
Former MD of Tour Operator  
Mobile 0049(0)1722.051444

Avaris | Godot - Webdesign and Programming

*Please click on name for direct e-mail link*

# ORDER FORM - please fill out and send to [info@tours2go.de](mailto:info@tours2go.de)

We would like to place our products at [www.tours2go.de](http://www.tours2go.de) and use the offer as below starting from: \_\_\_\_\_  
insert dd/mm/yy)

## • Professional Package:

- Company portrait incl. 5 pictures plus additional pictures of staff (4) & vehicles (4) or hotel (4)
- Display of one offer per destination in 2 different categories per offer with 6 pictures per offer

- € 149,-\* per year, one product, per destination
- € 99,- per year for each additional product(s), per destination
- Tour packages \_\_\_\_\_ Accommodation \_\_\_\_\_  
insert nbr. insert nbr.

## • Premium Package:

- Company portrait incl. 11 pictures plus additional pictures of staff (7) & vehicles (6) or hotel (6)
- Display of 10 offers per destination in max. 4 different categories per offer with 12 pictures per offer

- € 549,-\* per year per destination, displaying max. 10 products

## • Other services:

- € 49,-\* per product translation incl. complete partner information (1) nbr. of products \_\_\_\_\_
- € 10,- Promotion at picture teaser box at main page (weekly rate) nbr. of products \_\_\_\_\_ from \_\_\_\_ to \_\_\_\_
- € 20,- Promotion at feature teaser box at main page (weekly rate Mo - Su) nbr. of products \_\_\_\_\_ from \_\_\_\_ to \_\_\_\_  
insert calendar week

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Tel: \_\_\_\_\_

Country: \_\_\_\_\_ City: \_\_\_\_\_ Code: \_\_\_\_\_

Street: \_\_\_\_\_ No: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Skype: \_\_\_\_\_

www. \_\_\_\_\_