

WORLD'S LEADING SPECIALIST

fitREISEN GROUP

*Health, Spa
& Wellbeing*

fitREISEN

SpaDreams

aytour

tripz

Yoga
eScapes

Lotus
TRAVEL SERVICE

kurz-mal-weg.de
#1 für Kurzreisen

beyond
bookings
powered by fit Reisen Group

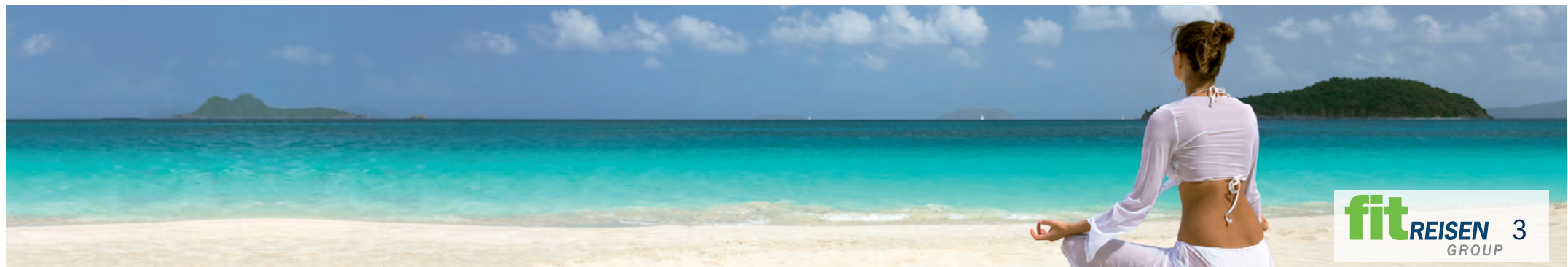
We are the Global Leading Specialist for Health, Spa and Wellness



The Fit Reisen Group – 45 Years Experience in the Travel Market

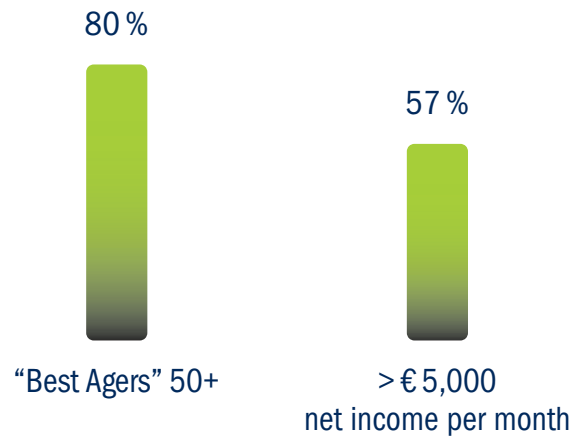
Fit Reisen started in 1975 as cure holiday specialist ...

... today Fit Reisen Group is the global leading player with over 8 brands targeting all relevant markets



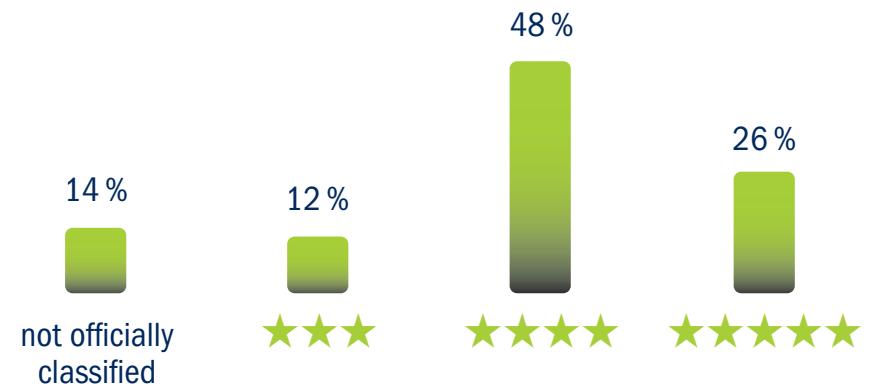
For our Premium Customers We are Looking for Premium Partners

Fit Reisen Premium Customers are “Best Ager” with very high net income



- ✓ Book premium and stay longer
- ✓ Book high value health and wellness packages
- ✓ Book additional treatments in the hotel

Fit Reisen Premium Partners



- ✓ 74 % of our partners are classified 4 or 5 stars
- ✓ More than 400 destinations in 45 countries
- ✓ Focus on health and wellness



Every Season We Select only few new Premium Partners for each Segment



Fit Reisen Premium Partnership: Access to Our Distribution and Marketing World



Our Catalogue: Basis of the Fit Reisen Premium Partnership

Catalogue



- ✓ Basis for all our sales and marketing activities
- ✓ Published twice a year: yearly catalogue in December, winter catalogue in July
- ✓ Sent to > 80,000 private customers and 12,000 travel agencies in German-speaking markets



- ✓ Theme catalogues: “Ayurveda & Yoga”, “Cure & Vital”, “Deluxe & Best Spa”
- ✓ High class presentation on a half, full or double page
- ✓ Focus on health and wellness packages



Our Catalogue Leads to Significant Direct Bookings for Hotels

Catalogue

Fit Reisen Customers choose a hotel
from our catalogue ...

... and often place their booking
directly with the hotel



~ 50 %

Hotel Direct
(website/phone)

~ 40 %

fitREISEN
GROUP
(website/phone/travel agency)

~ 10 %

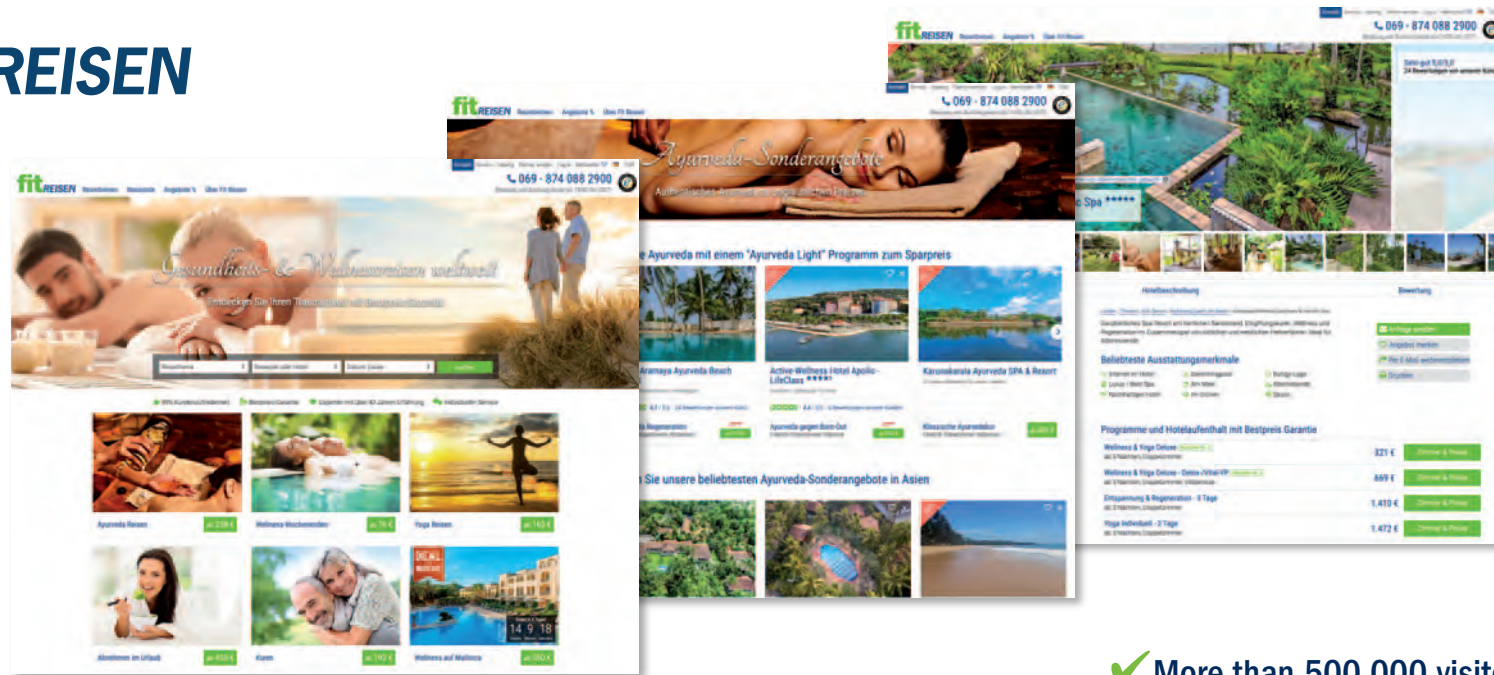
Competitor
(via google/price comparison)



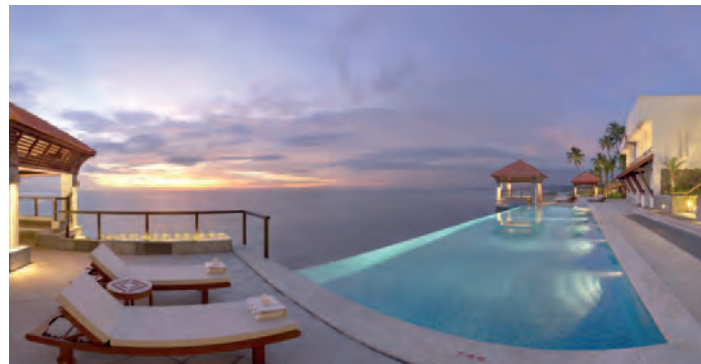
The Online World of Fit Reisen – www.fitreisen.de

Websites

fitREISEN

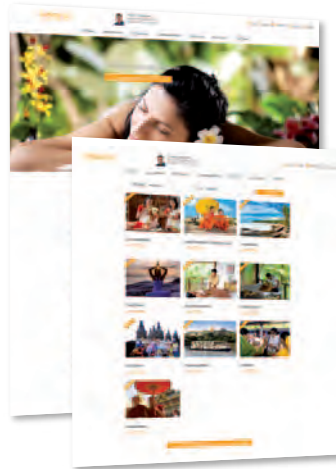
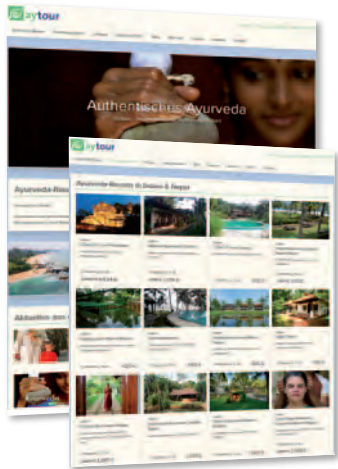


- ✓ More than 500,000 visitors per month
- ✓ 3.9 million page impressions per month
- ✓ The only booking website in German with focus on packages



Our Additional Sales Platforms and Brands Target Specific Segments

Websites



Our International Brand SpaDreams Sells in > 45 Markets

Intl.
Websites

SpaDreams



 spadreams.ca Canada (en)	 spadreams.pl Poland	 spadreams.com/sa Saudi Arabia
 spadreams.fr France	 spa-oteli.ru Russia	 spadreams.com/ae UAE
 spadreams.fr/be Belgium (fr)	 spadreams.nl Netherlands	 spadreams.com/hk Hong Kong
 spadreams.nl/be Belgium (nl)	 spadreams.com/au Australia	 spadreams.com/kw Kuwait
 spadreams.fr/ch Switzerland (fr)	 spadreams.com/ie Ireland	 spadreams.com/sg Singapore
 spadreams.cz Czechia	 spadreams.com/om Oman	 spadreams.com/nz New Zealand
 spadreams.dk Denmark	 spadreams.com/kr Korea	 spadreams.sa South Africa
 spadreams.es Spain	 spadreams.com/il Israel	 spadreams.com/us USA
 spadreams.hu Hungary	 spadreams.com/qa Qatar	 spadreams.se Schweden
 spadreams.in India	 spadreams.com/lk Sri Lanka	 fitreisen.de Germany
 spadreams.it Italy	 spadreams.com/cn China	 fitreisen.at Austria
 spadreams.co.uk UK	 spadreams.com/jp Japan	 fitreisen.ch Switzerland (d)

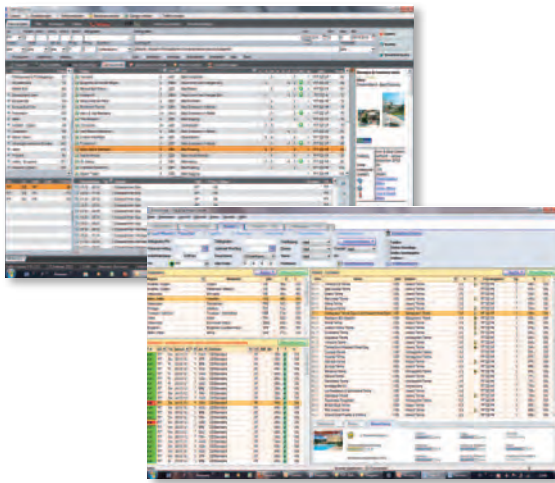
- ✓ Our international booking platforms have more than 240,000 visitors per month
- ✓ Distribution in over 45 markets and translated into 8 different languages



For 16,700 Travel Agencies We are “First Choice” for Health & Wellness

Travel
Agencies

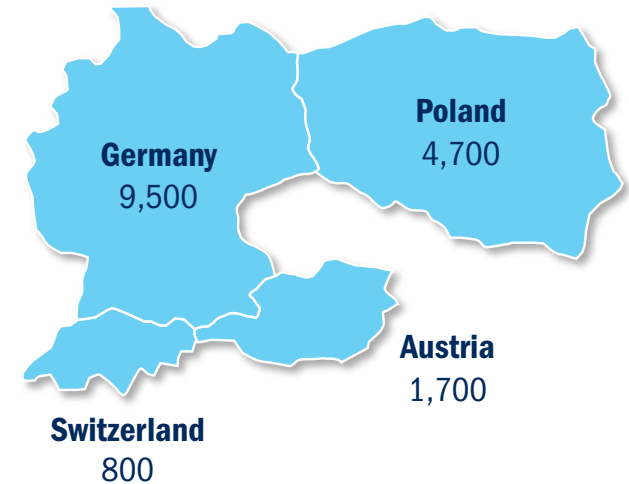
Our products are bookable in
all travel agency systems



When travel agencies sell health & wellness, Fit Reisen brand is “First in mind”



We sell via 16,700
travel agencies



Our Online Marketing: Fast, direct and efficient

Online
Marketing

On-page marketing



- ✓ Landing pages
- ✓ SEO-pages
- ✓ Banner-campaigns
- ✓ Deal of the week
- ✓ SEM-campaigns

Off-page marketing



- ✓ Postings on facebook
- ✓ Blog articles
- ✓ Sponsored blogs
- ✓ Facebook lotteries
- ✓ Affiliates

Newsletters



- ✓ Newsletters to 60,000 Private Customers (37,000 Germany, 23,000 International)
- ✓ Stand-alone-newsletter
- ✓ Teaser offer/Special offer



We seize additional Marketing Opportunities

Offline
Marketing

Special marketing activities



- ✓ Advertorial/advertisements
- ✓ Inserts in magazines
- ✓ Cooperations
- ✓ Special topic catalogues

Newsletter for travel agencies



- ✓ Newsletter and direct mailings
- ✓ Sent to 30,000 travel agents
in 12,000 travel agencies
- ✓ Top deal promotions

Sales support for travel agents



- ✓ Flyers
- ✓ Posters
- ✓ Guidebooks
- ✓ Sales and product information brochures



Become a Fit Reisen Premium Partner!

Partner with the specialist

With more than 45 years of experience we know what it really takes to sell Health & Wellness. Trust in the market know-how of the expert.

Sell your health & wellness packages

Our focus are your Health & Wellness packages. From our website to our catalogue presentation: Your packages are the center of attention.

Get access to premium customers

Our premium private customers are "Best Ager" with high net income who book high value Health & Wellness packages.

Premium catalogue presentation

Together we work on a perfect presentation. Our catalogues are printed with 500,000 copies and are sent to 80,000 private customers.

Sell via our websites

Our websites have a clear focus on packages. We have more than 2 million visitors per month on our booking-platforms.

Sell via 16,700 travel agencies

Almost all travel agencies in Germany, Austria and Switzerland sell our products. Fit Reisen is "First Choice" for all travel agents.

Get access to 45 international markets

With our international brand SpaDreams we run local websites like Spadreams.fr in 10 Languages and > 45 Markets worldwide.

Take advantage of our online marketing

We offer the whole world of online marketing from on-Site to facebook and blog articles. Our newsletter reach 60,000 private customers.

Be part of our offline marketing

We send press releases to 1,300 journalist, provide perfect sales support for our travel agencies, send newsletters to 30,000 travel agents, and many more ...



SpaDreams



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