

# Bodensee!

Deutschland | Österreich | Schweiz | Fürstentum Liechtenstein

Drei Länder.  
Ein Fürstentum.  
Grenzenlos erfrischend  
an 365 Tagen.

# Agenda

- TOP 1 Begrüßung durch Christiane Stein und Tamara Heinzler
- TOP 2 Rückblick 2018 – Maßnahmen und Ergebnisse
  - Grundauftrag IBT – marktübergreifend
  - Projekt „Internationale Marktbearbeitung“:
    - Marktbearbeitung Italien
    - Marktbearbeitung Großbritannien
- TOP 3 Ausblick auf Maßnahmenplanung 2019
  - Grundauftrag IBT – marktübergreifend
  - Projekt „Internationale Marktbearbeitung“:
    - Marktbearbeitung Italien
    - Marktbearbeitung Großbritannien
- TOP 4 Sonstiges

# Rückblick 2018 – Maßnahmen und Ergebnisse

Grundauftrag IBT



# GTM B2B

## 44. Germany Travel Mart

Am 7. und 8. Mai 2018 in Dresden

- wichtigste B2B Incoming Veranstaltung für das Reiseland Deutschland
- **527 Key-Account-Manager** internationaler Reiseveranstalter aus **51 Ländern**
- persönlich mit vor Ort:  
Insel Mainau + Hotel Bayerischer Hof Lindau
- Vierländerregion **Bodensee** international (Märkte weltweit) **immer stärker gefragt**
  - alle Termine der IBT ausgebucht
  - 2 Tage, 44 Termine



# B2B Workshops

## China – EU Tourism Year 2018

Teilnahme / Bewerbungen der IBT erfolgreich!

### London

- Märkte China und USA
- Thema „European Lifestyle“
- in Kombination mit GEM Workshop ETOA

### Chengdu, China

- Markt China
- Thema „Romantic Travel“

⇒ Follow Up und Reporting mit Details ist erfolgt!



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## PARTNERSHIPS IN EUROPEAN TOURISM

A China/US targeted B2B  
matchmaking events programme in  
2018 and 2019

Next event

Los Angeles  
FEBRUARY 15-16, 2019  
Register your interest for the Los Angeles event where the focus is outdoor and adventure travel

Upcoming events

Los Angeles  
FEBRUARY 15-16, 2019  
Register your interest for the Los Angeles event where the focus is outdoor and adventure travel

Past events

Berlin  
MARCH 6, 2018  
Meet the Chinese and USA markets in the heart of Europe to showcase the very best of the routes and itineraries we have to offer.

Launch of the 2018 EU-China Tourism Year  
JANUARY 19, 2018  
The EU-China Tourism Year 2018 will launch in Venice in January 2018. The first promotional conference and B2B networking conference with the Chinese

Twitter

TaraGoldsmith @Best\_of\_Tara · 28m  
RT @gtgr: ETC #Europe Remains Most Visited Region in the World <https://t.co/5DdbJG4wIH> @ETC\_Corporate #ECTY2018 #ETCResearch #travel #tourism #tourists #tot #Brexit

TaraGoldsmith @Best\_of\_Tara · 28m  
RT @gtgr: ETC #Europe Remains Most Visited Region in the World <https://t.co/5DdbJG4wIH> @ETC\_Corporate #ECTY2018 #ETCResearch #travel #tourism #tourists #tot #Brexit

Greek Travel Pages @gtgr · 3h  
ETC #Europe Remains Most Visited Region in the World <https://t.co/5DdbJG4wIH> @ETC\_Corporate #ECTY2018 #ETCResearch #travel #tourism #tourists #tot #Brexit



# Einzelpressereisen weitere Märkte

## Belgien:

- **Gert Corremans & Siska Vandecasteele in Koop. mit Schweiz Tourismus**  
(Thema Bodenseegärten): 4. – 7. Juni
- **Agnes Pirlot in Koop. mit DZT Belgien**  
*La Terre est un jardin*  
(Thema Schlösser & Gärten): 6. – 7. Juni
- **Alain Voisot in Koop. mit DZT Belgien**  
*Bô Magazine*  
(Thema Wellness & Spa): 6. – 7. September

## USA/Australien/Asien:

- **Michelle Tchea**  
*u.a. Honest Cooking*  
(Thema Food & Luxury Travel): 23. – 27. Oktober

 **JARDIN** la passion du voyage et des jardins.

HOME VOYAGES ▾ JARDINS ▾ VÉGÉTAUX ▾ JARDINAGE ▾ DÉCOUVERTES ▾ CONTACT ▾ INDEX 

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Abbaye de Salem, au sud de l'Allemagne

juin 18, 2018 | Europe





**Michelle Tchea**

Born and raised with a vegemite sandwich and chopsticks in the other, Michelle gathers her inspiration from artisan bakers, local farmers and talented chefs she meets on her travels. She writes for various international publications, covering food, health and nutrition, as well as luxury travel. Michelle's third book, *My Little SoHo Kitchen* celebrates her latest residence in SoHo, New York <http://www.amazon.com/Little-SoHo-Kitchen-Michelle-Tchea/dp/981440862X>

[More Posts](#) - [Website](#) - [Twitter](#)

# Lake Constance – Snippet Of Austria, Germany And Switzerland

JANUARY 3, 2019 by MICHELLE TCHEA



Imagine jumping from one country to another – Germany, Austria and Switzerland in one big tour under 72 hours. Lake Constance, one of Europe's most beloved lakes blends the best of three countries with quaint villages and towns dotted around the natural wonder. Taste German Schnapps from a family-run distillery, watch Shakespeare on the lake and rejuvenate in a mountain retreat. Michelle Tchea highlights her favourite things to do around Lake Constance for travelers with interest in food, wine and nature.



# Rückblick 2018 – Maßnahmen und Ergebnisse

Marktbearbeitung Italien



# Einzelpressereisen

- **Fulvia Camisa**  
*Cyclist*  
(Thema Rad): 20. - 23. April
- **Ludwig Grasso in Koop. mit DZT Italien**  
*Auto & Lifestyle Magazine*  
(Thema Auto & Lifestyle): 03. - 06. Mai
- **Giovy Malfori & Gianluca Vecchi**  
*Emotion Recollected in Tranquility*  
(Thema Barock): 12. - 15. Juni
- **Paola Scioli & Fabio Colatto**  
*Caravan e Camper*  
(Thema Camping am Bodensee): 12. - 13. Mai
- **Andrea & Ambra Suriani**  
*Surio - Scoprire Viaggiando*  
(Thema Natur pur!): 13. - 16. September



sur10 • Folgen  
Hard am Bodensee

sur10 Siamo ancora nel luogo dove il fiume RENO si tuffa nel LAGO DI COSTANZA. In questo luogo di rara pace e tranquillità si incontrano spesso ponticelli come questo, che uniscono le varie isolette che formano appunto il delta fluviale. Godere del tramonto durante una passeggiata in questo luogo è davvero rinfrancante per spirito e corpo. 😊

💡 Tutto nel nostro nuovo video 🎥 linkato in bio!

❓ Qual è stato il vostro tramonto più memorabile ?

Con @bodensee.eu @bodenseevorarlberg @visitvorarlberg @visitbregenz @6850dornbirn

❤️ 💬 ⬆️  
Gefällt 1.259 Mal  
VOR 4 TAGEN

Melde dich an, um mit „Gefällt mir“ zu markieren oder zu kommentieren.



sur10 • Folgen  
Karren Dornbirn

sur10 🎥 NUOVA SERIE 🎥  
Inizia qui, sul belvedere di DORNBIRN, la nostra nuova serie, in cui vi porteremo con noi a fare il giro del LAGO DI COSTANZA 🎥

🚗 Nel primo video visiteremo la parte est di questo imponente specchio d'acqua, camminando sul delta del RENO, visitando BREGENZ e ammirando dall'alto la brulicante DORNBIRN. Destinazioni poche conosciute dagli italiani, ma a portata "di weekend" 😊

💡 Tutto nel nostro nuovo video 🎥 linkato in bio!

❓ Siete mai stati sul Lago di Costanza ?

Con @bodensee.eu @bodenseevorarlberg @visitvorarlberg @visitbregenz

❤️ 💬 ⬆️  
Gefällt 1.246 Mal  
3. OKTOBER

Melde dich an, um mit „Gefällt mir“ zu markieren oder zu kommentieren.



## Costanza, tra eredità medievale e una vivacissima atmosfera

Bagnata dalle acque dell'omonimo Lago, Costanza accoglie i turisti con la sua splendida architettura medievale. Questo importante patrimonio del passato è ancora oggi intatto in quanto sopravvissuto ai bombardamenti degli alleati durante la seconda guerra mondiale. I piloti degli aerei, infatti, non riuscirono a distinguere quale fosse il confine svizzero poiché gli abitanti di Costanza, mantenendo accese le luci durante la notte, apparivano come i "neutrali vicini". Il lago è l'elemento predominante con le sue passeggiate che lo costeggiano per diversi chilometri fino a giungere nel centro storico, con il suo celebre porto, un tempo motore dell'economia e della prosperità della città. Arrivando dall'acqua, a bordo di una delle imbarcazioni della "Weiße Flotte" (composta da navi interamente bianche) che attraversano il lago collegandone numerose città tra cui Meersburg e Friedrichshafen (la città del Museo Zeppelin), si è accolti dalle forme sinuose di Imperia, imponente statua realizzata dallo scultore Peter Lenk nel 1993 al fine di celebrare uno degli avvenimenti più importanti della storia della città ma anche della Chiesa: il Concilio svolto dal 1414 al 1418. Qui, "dame" come Imperia garantivano lo svago dei numerosi ospiti dell'evento. Ad ospitare il Conclave fu proprio il grande magazzino sul porto, oggi adibito a luogo di eventi e spettacoli. Nel Niederburg, il centro storico di Konstanz, si può passeggiare piacevolmente esplorando le



Passeggiare e scoprire la città percorrendo le rive del lago fino a giungere al centro storico, il Niederburg, con la sua architettura medievale a ricordare i templi gloriosi in cui Costanza era uno dei principali centri economici della regione. Numerosi i caffè, i ristoranti e i tipici biergarten dove sorseggiare fresca birra durante le calde giornate estive. In basso alcuni ambienti dell'Hotel Riva

graziose boutique, i piccoli negozi, prendendosi poi una pausa nelle caffetterie e nei ristoranti del centro. L'anima vibrante e cosmopolita della città si respira sia ai tavoli dei locali che in ogni sua strada, tra i palazzi in stile liberty, le case storiche dai nomi evocativi e ammirandone, con gli occhi al cielo durante la passeggiata, i campanili delle splendide chiese. Il tutto è accompagnato dallo "sfilare" delle numerose biciclette: sono il mezzo di spostamento preferito dei cittadini e dei migliaia di studenti universitari i quali, provenienti da tutta Europa, frequentano il prestigioso ateneo tedesco. L'offerta gastronomica è davvero ampia e permette di spaziare dalla cucina tradizionale fino a quella internazionale, italiana inclusa. Per gustare invece un buon bicchiere di vino si deve cercare la casa storica "zur Mugge", datata 1422. Lì, dal lontano 1922, Franz Fritz è il punto di riferimento per gli amanti del buon vino e dell'atmosfera conviviale. L'offerta alberghiera è decisamente ricca ma se si cerca un hotel di prestigio, con una vista direttamente sulle acque del lago, suggeriamo l'Hotel RIVA. Un ambiente raffinato dal design ricercato, ma anche un'offerta gastronomica di rilievo ([www.hotel-riva.de](http://www.hotel-riva.de)).



**Auto & Lifestyle**  
**2-monatiges Auto- & Lifestylemagazin**  
**Äquivalenz: 55.000 €**

# Gruppenpressereise

Vom 29. November – 2. Dezember 2018

- Thema Weihnachtsmärkte in der Vierländerregion
- 6 italienische Medienvertreter
  - + Chiara Bartoli (ABC PR-Consulting)
  - + durchgängige Begleitung IBT GmbH



**F: Welcher war Ihrer Meinung nach der interessanteste Teil der Reise?**

A: Die historische und kulturelle Seite der Reise: das Programm und die guten Führungen haben mir erlaubt, den Kontext und die Geschichte der Destination Bodensee zu verstehen; das ist klasse. Die Weihnachtsmärkte waren auch interessant – aber sie kommen für mich an zweiter Stelle, nach der kulturellen Erkundung.

**F: Wie fanden Sie die verschiedenen Aktivitäten, die während der Reise angeboten wurden?**

A: Alle Aktivitäten waren variiert und interessant, mit einem ausgewogenen Mix von Kultur, Tradition, Spaß und Genuss. Auch die Führerinnen fand ich sehr gut und kompetent; gut war auch die Auswahl an Restaurants abends und mittags.

**Feedback von ABC PR Consulting - Ein guter Erfolg:** Die Pressereise 2018 ist die vierte Gruppenmedia-Tour, die im Auftrag der IBT aus Italien organisiert wurde. Die Pressereise war sicher erfolgreich und die Teilnehmer haben die Organisation, die Planung und das Programm gelobt.





DIARI DI VIAGGIO

## Lago di Costanza, magico inverno: il mio racconto in 4 giorni e 3 paesi

8 Dicembre 2018

**L**o sapevate che il **Lago di Costanza** è circondato da ben quattro Paesi diversi? Ebbene sì: Germania, dove c'è la città principale che porta il suo nome, Konstanz; Austria, Svizzera e Liechtenstein, che, seppur piccolo, è tanto grazioso e va annoverato tra i big. Vi raccontiamo il nostro viaggio alla scoperta del **Bodensee** e dei suoi mercatini di Natale.

**Il primo giorno** inizia a **San Gallo** (Svizzera Orientale), patria dell'omonimo pizzo tanto caro alle nonne di mezza Italia. Alla mia, almeno, sì: era orgogliosissima di regalarmi i calzini bianchi dal filato pregiato, da sfoggiare con le scarpine bebè. All'inizio del XIX secolo, i tessuti ricamati di San Gallo costituivano il prodotto d'esportazione principale della Svizzera. Oggi, due secoli dopo, la metropoli ha detto addio alla produzione tessile a favore della haute couture. Vedi Dior, Gucci e Prada che portano questo pizzo sulle passerelle di Parigi, Milano o New York. Dopo aver visitato l'imponente **Abbazia di**

**Cose belle e buone**  
**Reiseblog**

# 2. Bodensee Pressekonferenz in Italien

Am 27. September 2018 in Mailand

- Präsentation der Vierländerregion
- Persönliche Teilnahme Liechtenstein Marketing und Insel Mainau
- Eingebliebt: Lindau, St. Gallen-Bodensee, Kloster und Schloss Salem
- Rund 40 italienische Reisejournalisten
- ÖW, ST, DZT, TMBW als Gäste vor Ort





# B2B/Trade: Bodensee FAM-Trip

Vom 12. – 15. April 2018

- Thema Kultur, Natur und Genuss in der Vierländerregion
- 5 italienische Reiseveranstalter:
  - Adrastea Viaggi
  - Austria Vacanze
  - Verde Natura
  - Hoppete
  - Travels & Tours



# B2B/Trade: TTG Incontri Rimini

**Vom 10. – 12. Oktober 2018 in Rimini**

- Wichtigste B2B-Fachmesse für die italienische Reiseindustrie
- Vertreten durch IBT-Italien Repräsentant Antonio Vezzoso
- Counter am neuen Stand von ÖW
- Eingegebuchte Partner: Lindau, Friedrichshafen, Oberschwäbische Barockstraße, Bodenseehotels, Pfänderbahn, VTWB und Konstanz



# B2B/Trade: Sales Tours in Norditalien

*Bodensee!*  
Sales Guide

- Jeweils 3-4 Tage à 10 – 12 Termine
- 2 Sales Tours für die Bodenseeregion
  - + Präsentation der eingebuchten Partner Lindau, St. Gallen, Kloster und Schloss Salem, Chocolarium & Insel Mainau (März + Mai 2018)

- Exklusive Sales Tour zur Oberschwäbischen Barockstraße als gebuchtes Kooperationsangebot (August 2018)

- Als weiteres Kooperationsangebote gebucht: Site Inspections für den Markt Italien
  - Kloster und Schloss Salem (Februar 2018)
  - St. Gallen (März 2018)



# B2B/Trade: Tour Operators

Arbeit der IBT im B2B-Bereich

=

längerer Prozess über die Jahre



➡ ... nun nach 3 Jahren:

mehr und mehr Programme /Angebote  
zur VLR Bodensee entstehen und  
kommen in die Kataloge,...

seit 2015: Gezielte RV-Recherche und  
RV-Auswahl der IBT in Norditalien  
⇒ Status Quo 2018: **170 RVs IT in IBT-Datenbank**

laufend Kategorisierung in A,B,C – Kontakte  
für Vierländerregion

Kontaktaufnahme mit Sales Guide Bodensee  
sowie italienischen Informationen zur Region

Persönliche Termine auf TTG, GTM, STM

Sales Tours

FAM Trips Bodensee

Individuelle RV-Beratung zu Bodensee und zu  
VLR-Programm,...

# B2B/Trade: Tour Operators

Beispiele für neu entstandene Touren und Bodenseeangebote:

## Barbarossa Viaggi

- 4-Länder-Tour Bodensee
- 4 Tage im Frühjahr
  - Tag 1: Anreise Lago di Costanza
  - Tag 2: St. Gallen + Schaffhausen
  - Tag 3: Lindau + Friedrichshafen
  - Tag 4: Liechtenstein

Liechtenstein ed il lago di Costanza

 DAL 28 APRILE AL 1° MAGGIO  
QUOTA A PAX € 490

Mezza pensione, visite guidate  
(INGRESSI ESCLUSI)

**Prime prenotazioni: sconto 50% bambini fino a 12 anni**



**BARBAROSSA**  
*Viaggi*

# B2B/Trade: Tour Operators

**Beispiele für neu entstandene Touren und Bodenseeangebote:**

ESARCOTOURS, Ravenna (Veranstalter)

- 4-Länder-Tour Bodensee
- 4 Tage im Frühjahr

Tag 1: Vaduz + Bregenz

Tag 2: Konstanz + Insel Mainau

Tag 3: Basilika Birnau + Meersburg + Lindau

Tag 4: St. Gallen



*in collaborazione con*



## *Lago di Costanza e Isola di Mainau*

**2/5 maggio 2019 (4 giorni/3 notti)**  
*in pullman G.T. da Faenza e Ravenna*

1° giorno – Partenza in pullman G.T. nella prima mattinata per la GERMANIA. Soste lungo il percorso e pranzo libero. Sosta per una visita libera a VADUZ capitale del Principato del Liechtenstein, con il suo trecentesco Castello (non visitabile) che domina dall'alto la città ed ha una storia di oltre 700 anni e dal 1938 è la residenza ufficiale del Principe. Proseguimento per BREGENZ, cittadina con il pittoresco centro storico ancora oggi circondato dalle antiche mura. Qui troviamo edifici dall'illustre passato: il Municipio della seconda metà del 1600, la bella Torre di Martino (Martinsturm) la cui caratteristica è quella di possedere la più grande cupola bombata d'Europa. Per chi vuole rilassarsi godendo dello scenario nulla di più consigliato della fantastica Seepromenade che costeggia il lago. Sistemazione in hotel centrale, cena e pernottamento.

2° giorno – Prima colazione in hotel. Partenza in pullman per COSTANZA, visita guidata alla piccola cittadina universitaria divisa in due parti dal Reno, nota storicamente per il famoso Concilio che vi fu convocato nel 1414-1418. Tra i vari punti di interesse: il Palazzo del Concilio, il Munster (Cattedrale), il Niederburg (Castello) e la Markstaette (Piazza del Mercato).

Pranzo libero.

Visita guidata (1 ora e 30 minuti) dell'ISOLA di MAINAU una riserva naturale di biodiversità nota come l'isola dei fiori, che vanta una straordinaria varietà di fiori, piante e boschi su una superficie di soli 45 ettari. Tra i tesori dell'isola vanno annoverati gli alberi rari e secolari, come, ad esempio, il tiglio di Vittoria, piantato nel 1862 dal granduca in occasione della nascita della figlia o la sofora del Giappone, una specie di 150 anni, con i suoi bizzarri nodi. Le numerose e robuste querce e i maestosi cedri conferiscono al parco una graziosa silhouette. Una schiera di piante in vaso e una preziosa collezione di agrumi fanno da sfondo all'isola di Mainau. Il maestoso castello barocco, restaurato sotto il conte Bernadotte, si svela già in lontananza tra cime degli alberi. Risale al tempo dei cavalieri dell'Ordine Teutonico, che furono i padroni dell'isola a partire dal XIII secolo per quasi 500 anni. Le maggiori attrazioni turistiche sono la Serra delle palme con una collezione di 1200 orchidee e la Casa delle farfalle più grande della Germania con 1000 esemplari di farfalle esotiche. Altre attrattive dell'isola Mainau sono la chiesa del castello di St.Marien, un gioiello del Barocco tedesco e il roseto italiano, nato nel 1871 sotto la reggenza del granduca Friedrich I. Rientro in hotel cena e pernottamento.



# Rückblick 2018 – Maßnahmen und Ergebnisse

Marktbearbeitung Großbritannien



# Einzelpressereisen

- **Rory Benson in Koop. mit Bodensee Airport**  
*Manchester Evening News*  
(Thema Relaxing Breaks): 16. – 20. April
- **Robin McKelvie**  
*The Scotsman / The Courier*  
(Thema Familienferien): 6. – 10. August
- **Jonathan & Debbie Seidler**  
*Lodestars Anthology*  
(Thema Architektur und Landschaften):  
18. – 21. Oktober
- **Fiona Sims & Mark Baxter**  
*The Times*  
(Thema Kulinarik und Weinhighlights):  
23. – 26. Oktober
- **Ed Hutchings**  
*The Birdwatching Magazine*  
(Thema Birdwatching): 22. – 25. November
- **Baldwin Ho & Neil Strachan**  
*CANDID Magazine*  
(Thema Weihnachtsmärkte): 29.11. – 2. Dezember



# Big adventures in tiny principality

By Robin McKelvie

IT'S not often as a travel writer that I recommend you should visit a destination just because it is there.

Liechtenstein is a glorious exception. This tiny country – technically a principality – is a complete anomaly, a delightfully quirky corner of Europe that is great fun to visit. Its very existence and way of life is never less than fascinating.

Take its size. I found it hard to believe Liechtenstein is only 62 square miles, but on arrival I began to believe it.

And it is the only country to lie entirely within the Alps.

The stats keep coming. Along with Uzbekistan, it's also one of only two doubly landlocked countries in the world – not only is it



## Discovering Liechtenstein, a hidden gem in the corner of Europe

epic mountain peaks that dwarf any mountain in Scotland.

Liechtenstein boasts a rich history to back up its appeal. The Romans once held sway here, long before it became the Imperial Principality of Liechtenstein in 1719, leading to full

**Sunday Post**  
**Schottische Wochenzitung**  
**117.000 Leser**

# Presse Pitches 2018 – Beispiel:

## 2-Day Llama Trekking Tour through the snowy mountains of Liechtenstein



The Principality of Liechtenstein is celebrating 300 years in 2019 and visitors can discover the rich history while trekking with llamas and alpacas through the scenic snowy countryside. Starting in Triesenberg, home of the llamas and alpacas, the two-day trek starts in the early afternoon through secluded pathways to the village of Sücka. From there, with an optional stop at an alpine cheese dairy, the four-legged friends guide their companions uphill to the Berggasthaus (mountain inn) for dinner and a good nights' sleep. After a hearty breakfast the next morning, the journey continues to the quaint holiday village of Malbun, tucked within the mountains, where the expedition concludes. Two-hour, four-hour, and six-hour treks through the snowy mountains are also available.

**What:** Two-day llama trekking tour

**Where:** The Principality of Liechtenstein, from Triesenberg to Malbun

**Why:** Liechtenstein is an undiscovered destination (just 79,000 tourists stepped foot into the tiny country in 2017!) and what better way to see the stunning landscape than getting right to the heart of the destination, accompanied by llamas?

**Cost:**

- Children up to 16: £158.51
- Adults: £237.77

**What's included:**

- Introduction to Lama & Alpaca trekking by a trained guide
- Guided two-day tour and dinner on the first day (dinner excl. drinks)
- Overnight stay at the tourist camp in the Berggasthaus Sücka (£11.90 surcharge for the room)
- Breakfast & packed lunch on the second day
- Available in all weather
- 2-day treks take place over weekends
- Short treks (2, 4, 6 hour) take place daily

**Contact:**

T - 0041 78 767 29 85

E - [info@lama-alpaka.li](mailto:info@lama-alpaka.li)

Lama- & Alpakahof Triesenberg

Chalberrütistrasse 70

9497 Triesenberg

Liechtenstein

**Getting there:**

- Fly from London Gatwick to Zurich Airport from £67 per person round trip with EasyJet
- From Zurich Airport, take the train to Vaduz
- From Vaduz, take the #21 bus to Lama & Alpakahof Triesenberg

**More information:**

- <https://www.lama-alpaka.li/>

# Kleine Gruppenpressereise

Vom 09. – 12. Februar 2018

- Thema **Winter, Kultur und Fasnacht am Bodensee**
- 3 britische Medienvertreter
  - + Lemongrass Marketing, UK
  - + durchgängige Begleitung IBT GmbH

THE HEDONIST  
THE ESSENCE OF JOYFUL LIVING

Daily Mail

H THE HUFFINGTON POST

HIGH 50  
AGE HAS ITS BENEFITS

Scottish Daily Mail



# Five Reasons to Visit Lake Constance in Winter

WORDS BY Hg2 DATE November 16, 2018

Breakfast in Switzerland, afternoon ski in Germany and dinner in Austria? Easily done. Jostling for space around the banks of Lake Constance, three countries (four, if you include the principality of Liechtenstein) rub shoulder to shoulder. This scenic watery expanse, fed by the Rhine, is a magnet for watersports fanatics in summer. But as the colder months creep in, Lake Constance is ripe for exploration with twinkly alpine vistas and Baroque timbered towns that play host to weird and wonderful festivals.

## MOUNTAIN ADVENTURES

Nestled in the northern foot of the Alps, Lake Constance is the gateway to this legendary mountain range, making it a lesser-known – though no less picturesque – hotspot for those seeking adrenaline-fuelled action on the slopes. On the Austrian border, the Gothic town of Lindau offers plenty of pistes primed for snowboarding and skiing. For some knee-trembling views, get your head in the clouds on a cable car to the dizzying peak of Säntis in Switzerland. Here you can snowshoe-hike the cableway south of St Gallen.



The Hedonist  
Reise- und Lifestylenmagazin  
58.000 monatliche Leser

# Große Gruppenpressereise

Vom 12. – 15. September 2018

- Thema Kulinarik- und Kulturhighlights in der Vierländerregion
- 6 britische Medienvertreter
- 10 tolle Artikel
- 3 weitere werden noch folgen:  
Luxury Lifestyle Magazine, The Irish Sun,  
The Scottish Sun



# discover GERMANY

Switzerland & Austria



Drogen-Perlepalis – open Cardminal stage. Photo: © Triton Werbeagent

## Where Germanic cultures blend

**In the heart of Europe lies Lake Constance surrounded by the majestic Alps, charming lakeside resorts and sprawling vineyards. It is a place where Germanic cultures blend together, yet each bordering country has managed to keep its own unique identity. Wilke Carter explores the region for Discover Germany.**

TEXT & PHOTOS: WILKE CARTER

Formed by the Rhine Glacier during the last ice age, Lake Constance is central Europe's third-largest lake, measuring no less than 63-kilometres-long by 14-kilometres-wide and up to 250-metres-deep. It is the only place in the world where you can wake up in Germany, drive to Austria for lunch and make it to Switzerland in time for a cheese fondue dinner. Fortunately, I was not quite in such a rush and had four days to leisure-

ly travel the countries surrounding the Bodensee, as it is called in German.

After a short drive from Zurich Airport, I arrived in Konstanz, with 80,000 inhabitants, the largest city in the region, yet one that nevertheless evades a small-town feeling. Nearly everything of interest is condensed into the Old Town which escaped the bombings in World War II. "Everything was pitch black in Germany at

night during the raids," explains historian Ralf Seifer. "But Konstanz kept the lights on and the Allied desisted from attacking it for fear of hitting neutral Switzerland." As a result, medieval houses, cobblestoned narrow streets and several churches are all original and very old. The spectacular setting comes to light during the annual Christmas market (end of November until 22 December) when more than 170 stalls sell sweet smelling delicacies, arts and crafts, food, and, of course, Glühwein.

Konstanz is most famous for hosting the largest religious congress of the Middle Ages from 1414 to 1418, the Council of Constance. At the time, there were three popes, two too many, and over four years,

in one of the most extraordinary gatherings in world history, Pope Martin V emerged as the chosen one. The former steehouse where the sittings took place is still standing. However, the most photographed icon of the city is Imperia, the controversial effigy of a courtesan holding a pope in one hand and a king in the other.

The next morning, I took the car ferry over to Meersburg before stopping at the Hopfengut N°20 where the Lechner family has been producing the finest hops for four generations. Tettnang is one of the world's most important hop-growing regions and the produce is highly sought-after in order to make premium craft beers. Both the hop museum and the beer tasting were well worth the small detour.

Up until then, I had only been in Germany, but a few kilometres further, I crossed into Austria, where dinner on the historic paddle steamer Hobentwiel was a culinary tour de force. Lured by a five-course meal with

matching wines and the sounds of live jazz, I thoroughly enjoyed the zig-zag ride across the lake long after darkness fell.

Day three began with a tour around Bregenz, known for its extravagant open-air opera festival, with its elaborate productions on a stage larger than life which appears to float on the water. "For last year's production, the stage builders began building the set starting with the middle finger of Carmen's right hand, so for some time, people didn't really know what was going on," laughed guide Saska Reinhardt Verdi's Rigoletto for the 2019/20 season might be a bit less provocative.

While having lunch at the waterfront, something resembling a yellow UFO (unidentified flying object) came into view: a zeppelin! Forgetting all about the need to eat, I grabbed my camera and took snapshots of this flying artifact which was a beautiful sight to behold, in its wonderful stillness. I later found out that Lake Con-

stance was where the zeppelin was invented and took its maiden flight on 2 July 1900.

Gliding weightlessly myself, I took the cable car up the local Pfänder Mountain from where I could see white clouds mirrored in the blue Lake Constance framed by the distant outlines of both Germany and Switzerland.

On the last morning, I could not resist the temptation of the Thurgau wine region on the way back to the airport. I dropped in to the Weingut Forster on the Wine Trail Weinfelden, where outstanding wines have been produced for more than 125 years. My favourite, the 2016 Fortissimo Pinot Noir, would have made an excellent souvenir but I was out of luck. The wine is usually sold before it is even bottled. I was told by Benno Forster, the owner, "Well, it was great as a teaser for what is on offer, just like my four days in the heart of Europe."

[www.bodensee.eu](http://www.bodensee.eu)



**Discover Germany,  
Switzerland und Austria  
25.000 Leser**

Issue 69 | December 2018 | 31

**Q: Do you think that Lake Constance region has potential for UK & Irish guests?**

A: Yes, I think it has. I think the strongest USP is the opportunity to see so many countries in such a small amount of time. And although these countries are all Germanic, they are very different. I'd also put food and drink, especially wine, in the forefront. I had no idea there were vineyards around the lake.

**Q: What were your highlights on the group press trip that are interesting for UK & Irish guests?**

A: We covered the waterfront on our wonderful trip and did many things that Brits would really enjoy. [...] The other good selling point is that you can't find many elements of Lake Constance anywhere else in the world. It is in many ways unique.

**Feedback von Lemongrass Marketing:** The culinary theme worked well as a way to explore and connect with the Lake Constance region. Each foodie pitstop was thoroughly enjoyed by the group and provided a cultural insight to the different countries that surround Lake Constance. Particular highlights were the Hopfengut N°20, Hohentwiel and the Wine Hiking Trail Weinfelden which provided the group the chance to interact with locals of the region.

lemongrass

# 1. Bodensee Media Mission

Am 15. Mai 2018 in London

- Vorstellung der Vierländerregion in persönlichen Journalistengesprächen
- James Rampton – The Independant, The Scotsman
- Xenia Taliotis – The Telegraph, The Guardian
- Peter Morrell – About my Generation, The Cultural Voyager
- Sophie Ritchie – The Wordrobe, FOUR Magazine
- Christine Ro – BBC Travel, The Telegraph
- Roshni Patel - @thewanderlustwithin



# B2B/Trade: Tour Operators

Beispiele für neu entstandene  
Touren und Bodenseeangebote:

Great Rail Journeys:

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"Because it deserved it! It really was excellent!"  
Mr M Parkinson  view more

This tour has been viewed 18 times in the last 48 hours

IMAGE GALLERY

(Tour code: LIL19)

DISCOVER MIGHTY WATERFALLS AND A MEDIEVAL LAKESIDE TOWN

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GERMANY

SWITZERLAND

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VIEW FULL SIZE MAP

<https://www.greatrail.com/tours/lindau-and-lake-constance/#LIL19/>

# B2B/Trade: Tour Operators

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## Lake Constance: One Lake, Four Countries

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[Print Page](#)



Lake Constance, Insel Mainau ©Internationale Bodensee Tourismus GmbH\_Fotograf Achim Mende



8/10 day tour

From £705 per person - minimum 25 passengers



Surrounded by Austria, Germany and Switzerland, picturesque Lake Constance has been attracting visitors for centuries. Explore highlights of four nations while staying in the Austrian town of Feldkirch. Nestled at the meeting point of these countries, it's an ideal base for exploring medieval towns and breathtaking scenery.

The well-preserved medieval town of Feldkirch is a picture of towers, bridges and ducal

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Price includes:

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**Beispiele für neu entstandene Touren und Bodenseeangebote:**

Greatdays Travel Group:

- Busgruppen aus UK
- 8-10 Tage
- Programmvorstellungen für 4-Länder-Erlebnis Bodensee

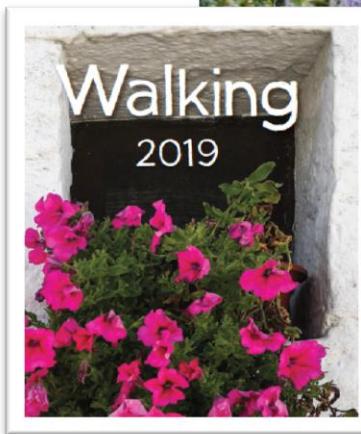
<https://www.greatdays.co.uk/tour/lake-constance-austria/>

# B2B/Trade: Tour Operators

**Beispiele für neu entstandene  
Touren und Bodenseeangebote:**

## Inntravel

- Individualreisende, meist Paare
- Katalog „Walking 2019“, Aktiv + Genuss
- 7 Tage mit Option zur Verlängerung
- Termine zwischen April und Oktober



### Shores of Lake Constance Orchards, vineyards & panoramic slopes

Varied routes, ever-changing views  
Visit the famous gardens of Mainau  
Sail across the lake  
Mix of walking and sightseeing



Invisible, the borders of Germany, Austria and Switzerland converge in Central Europe's third-largest lake, also known as Bodensee. Instead, the eye beholds a shoreline fringed with orchards and vineyards, and panoramas stretching towards the Alps.

Therein lies the appeal of this holiday: the unusual combination of far-reaching views and easy walking. There's plenty to discover, too: gardens, churches and museums, plus stately towns whose prosperity reflects the importance of Lake Constance, just as its mirror-like waters reflect everything surrounding it. Linking all this is a network of boats, trains and buses, meaning you can do very little walking if you so wish, often free of charge thanks to the guest cards provided by each welcoming hotel. The abundance of apple trees – which blossom in early May – gives rise to pop-up fruit stalls along the trails, and such is the choice of restaurants that all stays are on a bed-and-breakfast basis. Be sure to try the delicious lake fish!

<https://www.inntravel.co.uk/holidays/walking-holidays/germany/lake-constance>



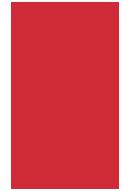
# Rückblick 2018 – Maßnahmen und Ergebnisse

Highlightergebnisse aus den Märkten



# Überblick

## Ergebnisse/Veröffentlichungen



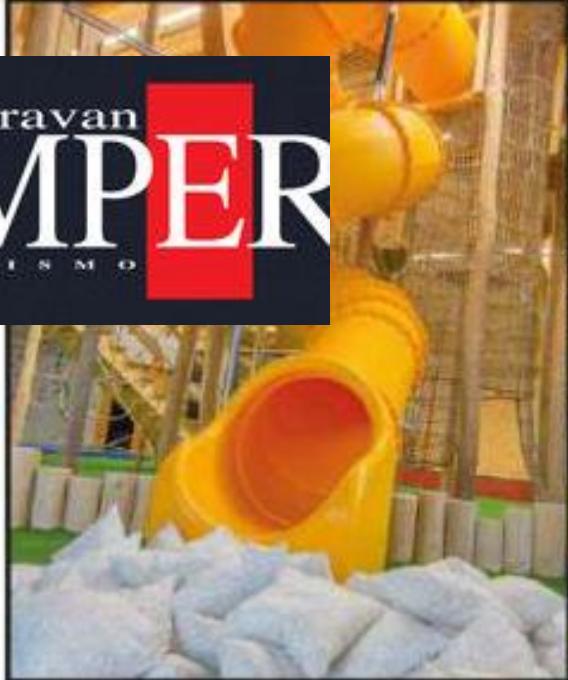
## UN VOLO SUL LAGO DI COSTANZA

Un territorio dove tre culture  
si incontrano in un romantico paesaggio  
ricco di monumenti, parchi e giardini  
per raccontare una storia secolare

di Paola Claudia Scialo



Caravan e Camper  
Monatliche Reisezeitschrift  
Äquivalenz: 60.000 €  
Ergebnis: Pressereise



## GERMANIA

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raggiunge l'antico castello di Meersburg, che sembra risalire addirittura all'epoca Merovingia (VII sec.). Si tratta di uno dei numerosi castelli in territorio tedesco ancora abitati e completamente arredati, visitabili dal pubblico (le ampie aree comuni, il palais, le cucine, le fontane, i bagni, i forni e i camminamenti di ronda) e spesso utilizzati per eventi pubblici o privati e per manifestazioni che ricostruiscono storia e tradizioni. Poco oltre, lungo le sponde del lago, si trova il museo palafitticolo di Unteruhldingen, con 23 abitazioni dell'età della pietra e del bronzo (4.000-850

a.C. circa) fedelmente ricostruite, che raccontano la vita dei contadini, dei commercianti e dei pescatori di un tempo. All'interno del museo sono invece conservati i reperti originali trovati durante le diverse campagne di scavi archeologici. Spostandosi verso nord-est, si può visitare il complesso barocco dell'abbazia-castello di Salem, che racconta più di 700 anni di storia. Fondata dall'ordine monastico dei Cistercensi, poi divenuta castello di proprietà dei principi del Baden, è particolarmente ricca ed immersa in un magnifico parco.

**Caravan e Camper**  
**Monatliche Reisezeitschrift**  
**Äquivalenz: 60.000 €**  
**Ergebnis: Pressereise**



Il Sole

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## Lago di Costanza, imperdibile meta per i mercatini di Natale

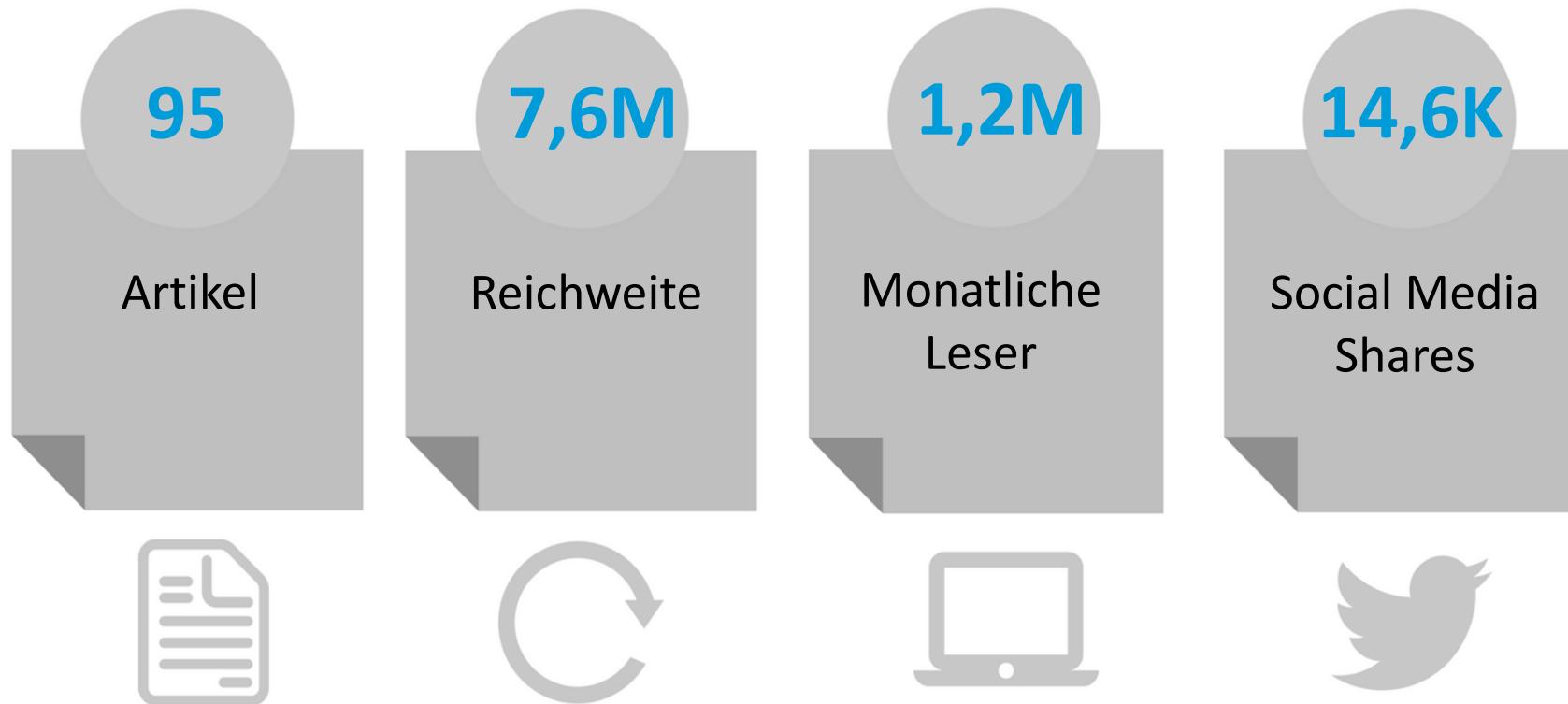
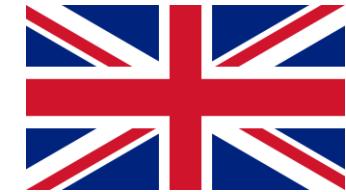
di Stefano Biolchini - 05 dicembre 2018



Il Sole 24 ore  
Nationale Tageszeitung  
Äquivalenz: 12.500€  
Ergebnis: Gruppenpressereise

# Überblick

## Ergebnisse/Veröffentlichungen



# Shore leave

The Lake Constance region is a cross section of Europe where cultures blend into each other, writes **Shilpa Ganatra**

**O**n my list of things I didn't expect to see in the Lake Constance region is one of the largest Fabergé eggs in the world. Yet here I am, in the darkened confines of the Treasure Chamber of the Principality of Liechtenstein, standing face to shell with the 1901 Apple Blossom egg, made of nephrite jade, delicately decorated in red and green gold branches that wind their way across its swell, and encrusted with diamonds at its floral centre.

Vaduz is Liechtenstein's capital, housing 5,500 of the country's population of 38,000. Overlooked by the prince's residence in the rugged Alps, its pristine parliament, government offices and cathedral are lined up next to each other on one street like a full-sized toy town, just with priceless art and treasure. It's the richest country in the UN after Monaco, perhaps explaining why Liechtenstein is more wondrous than I expected. But on a relaxed whistle-stop tour around its shores, it seems that's Lake Constance all over.

The lake is in the heart of Europe, squeezed between Switzerland to the west, Germany to the north and Liechtenstein and Austria to the east. All but Germany are landlocked, so it's no surprise Lake Constance is central Europe's version of the seaside, busy with families on weekend breaks and cyclists in their segregated lakeside lanes, taking on part of its 275km route. Lake Constance's small islands are a draw too - Reichenau, or "vegetable island", is known for its produce, while Mainau doubles as a botanic garden.

But coming from an island country, the serene lake, while beautiful, isn't worth a

to each other on one street like a full-sized toy town

university students and tax-free shoppers over from Switzerland, which is all of four kilometres away.

Next on the agenda is the picturesque town of Bregenz, best known for its summer festival, a tradition since 1946. Its opera on the lake has to be seen to be believed. Amble up the waterside promenade, punctuated by busking bands and beaches of people taking in the scene, and the outdoor stage comes into view. It's impossible to miss - it's about the size of an apartment block and floating in the water. Such is the work involved that the opera and dramatic set change on every other year. This year Bizet's *Carmen* continues, with its stage of playing cards tumbling into the water from Carmen's gondola.

The Irish Times Weekend  
Nationaler Tageszeitung  
72.000 Leser  
Ergebnis: Pressereise

Previous set designs sound like a fever dream: for *Tosca* the stage was a huge eye whose mechanical iris turned into a flower form (it features in the James Bond film *Quantum of Solace*); for *Aladdin* the giant Statue of Liberty reassembled during the performance, with part of the stage under



### When I go on holiday alone, everyone wins

If this talk of solo holidaymaking is pretty old hat to me, I go away on my own every year. I've even abandoned all pretence that I'm writing a novel. Although if I ever finish it, you must buy it because it will be record-breaking, if only in the sense it will beat the 17 years Tolkien took to write his *Lord of the Rings* sequel to *The Hobbit*.

Anyway, in November last year, I took a £14.99 flight to Memmingen in Bavaria, then a train to the gloriously pretty

town of Lindau, on the shore of Lake Constance. It sounds terribly glamorous, but I skimped on my B&B accommodation so my room could best be described as somewhere between granny nostalgia and care home chic.

Perhaps that was what dampened my mood but, weirdly, for the first time ever, I didn't feel emancipated. I felt a bit lonely.

That was entirely baffling because usually I am so grateful to flee family, life and family life

Me-time: 15pc of adults travelled alone to 'stay sane', a study shows

for a week (they're not half-relieved, either) that I revel in every responsibility-free moment. Plus, I speak German and was chatting to everyone like an eager GCSE student.

So what was going on? According to the latest research from the Association of British Travel Agents, 15 per cent of adults travelled unaccompanied last year as "part of a strategy for staying sane". Meanwhile, the rest are struggling with an epidemic of loneliness. Talk about a bipolar society.

I'm not sure how I managed to combine both existential crises in one mini-break, but it was quite mollifying. Maybe I set my sights too high?

Previously, I've gone to a rustic British barn in the middle of nowhere, with nothing to do but walk and sleep and eat local cheeses.

This year, I'm cheating by heading north to stay with friends in Glasgow. Still, I shall enjoy the undisturbed rail journey there and back, as every mother will confirm, a childless trip constitutes a giddy holiday in itself.

Will I ever return to Germany for some me-time? Absolutely. There are heaps of quasi-profound quotes about travelling alone and how, if you go far enough, you will (gulp) finally meet yourself. Even if it involves a frilly nylon counterpane.

**The Daily Telegraph**  
**Nationale Tageszeitung**  
**370.000 Leser täglich**  
**Ergebnis: PR activities**

# Ausblick auf Maßnahmenplanung 2019

Grundauftrag IBT

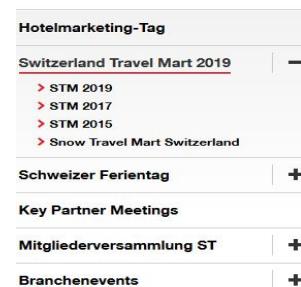


# GTM in Dresden

- 12. - 14. Mai
- 3er Bodenseekoje wieder mit Insel Mainau und Hotel Bayerischer Hof

# STM in Luzern

- 20. - 23. Oktober
- IBT im Gesamtauftritt von St. Gallen-Bodensee Tourismus mit Partnern der Schweizer Bodenseeseite



## Switzerland Travel Mart 2019

October 20-23, 2019, Lucerne



### STM 2019

Switzerland Travel Mart 2019,  
Lucerne

### STM 2017

Review: event pictures, program,  
partners

### STM 2015

Review: event pictures, program,  
partners

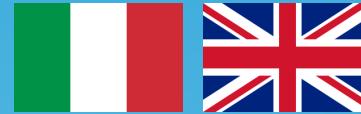
# Neuauflage Sales Guide Bodensee 2020/2021

- 3. Auflage
- Start April 2019
- Fertigstellung Aug /Sept 2019
- ist zum STM mit dabei



# Ausblick auf Maßnahmenplanung 2019

Projekt Internationale Marktbearbeitung



# Marktbearbeitung Italien



## Umfassende kontinuierliche Pressearbeit für die Vierländerregion Bodensee

- 7 thematische Presseaussendungen ([Themenplanung siehe Tischvorlage](#))
- laufender Kontaktaufbau und –pflege mit italienischen Journalisten
- Akquise, Planung und Umsetzung von Einzelpressereisen
- Pressereporting alle zwei Monate
- Clipping Service Italien für Vierländerregion
- 1 Gruppenpressereise (4 Tage) mit 6-8 Teilnehmern: 16. – 19. Mai 2019
- 2-3 Einzelpressereisen (Details und Daten noch offen)

# Marktbearbeitung Italien



B2B-/Tradebereich mit eigenem IBT-Italienrepräsentanten Antonio Vezzoso:

- 1 FAM-Trip durch die Vierländerregion Bodensee mit 6 RV-Vertretern: 04. – 07. April 2019
- Sales Tours Nord- und Mittelitalien
- TTG Incontri Rimini: 09. – 11. Oktober 2019
- Eventuelle Produktentwicklungsworkshops & weitere Maßnahmen durch Koop.Angebote



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del Lago di Costanza

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# Marktbearbeitung Großbritannien



- Umfassende kontinuierliche Pressearbeit für die Vierländerregion Bodensee
  - thematische Presseaussendungen
  - pro-aktiver Kontaktaufbau und –pflege mit italienischen Journalisten
  - ca. sechs Pitches pro Monat, Einbindung in thematische Newsletter
  - Akquise, Planung und Umsetzung von Einzelpressereisen
  - monatliches Reporting
  - Lemongrass Press Day, London
- Clipping Service in Großbritannien für Vierländerregion
- 2. Media Mission Bodensee in London: 12. Februar 2019
- 1 Gruppenpressereise (4 Tage) mit 6-8 Teilnehmern: 10. – 13. Oktober 2019
- 5-6 Einzelpressereisen (Details und Daten teilweise noch offen)

# 2. Media Mission Bodensee

Am 12. Februar 2019 in London

- Vorstellung der Vierländerregion in persönlichen Journalistengesprächen
- Fokus vor allem auf die Themen „Aktiv“, „Outdoor“, „Kulinarik“, „Kultur“ und „Familien“
- Charlotte Peet – The Culture Trip
- Lee Osborne – The Telegraph
- Lizzie Enfield – The Times, The Financial Times, Psychologies, The Independant, ...
- Rupert Parker – The Travel Magazine, ...
- Nick Redman – Sunday Times Travel Magazine
- Sally Peck – The Telegraph (Family Holidays!)





# Marktbearbeitung Großbritannien



- Pitching-Themen 2019 – Input von IHNEN:
  - Wine & Culinary Experiences
  - ***Family adventures***
  - Holidays for over 50s
  - Cycling, Hiking
  - ***Unusual activities***
  - ***Sustainable travel***
  - Wellness experiences
  - „experience seeking“
- Identifizierung von „Local Ambassadors“ :
  - authentische lokale Botschafter
  - Einheimischer, der ein besonderes „Mitmach-Erlebnis“ anbietet , (internationale) Gäste daran teilhaben lässt und darüber erzählen kann
  - Kenner der Vierländerregion
  - z.B. ein Koch, Kapitän, local Guide, Winzer, Hotelier,...

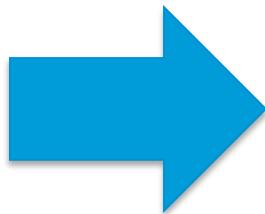
Zulieferung  
bis Montag,  
1. April 2019



# Marktbearbeitung Großbritannien



- **Sustainability – Sustainable Travel, z.B.:**
  - Slow travel
  - Natur, Naturschutzgebiete  
(Angebote + Erlebnisse dazu)
  - 0km-Menü, Regionalität
  - Nachhaltige Hotels
  - Nachhaltige Attraktionen + Zertifizierung
  - Offline ist das neue Online,
  - Entschleunigung
  - Birdwatching



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in Ihrer Destination!



# Exkurs: Was bedeutet Input?



- **News**, Themen, Highlights (in englischer Sprache)
  - ⇒ „Warum sollte ich JETZT in 2019 in die Bodenseeregion reisen bzw. darüber schreiben?“
  - ⇒ „Was ist der Aufhänger?“
- 2-3 beschreibende Sätze mit den **Kerndaten und Fakten**
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# Kalenderübersicht Presse + B2B

Monat	Januar	Februar	März
Italien 	<ul style="list-style-type: none"> <li>Pressemitteilung Fasnacht</li> </ul>	<ul style="list-style-type: none"> <li>23 – 26: Einzelpressereise (Winter in den Städten)</li> <li>Vorbereitung FAM Trip und Gruppenpressereise</li> </ul>	<ul style="list-style-type: none"> <li>Sales Tour (mit AV)</li> <li>Vorbereitung FAM Trip und Gruppenpressereise</li> </ul>
UK 	<ul style="list-style-type: none"> <li>08 – 10: Einzelpressereise (300 Jahre Liechtenstein)</li> <li>30 – 31: Strategiemeeting mit LGM @ IBT</li> <li>Vorbereitung Media Mission</li> </ul>	<ul style="list-style-type: none"> <li>12: Media Mission in London mit LGM</li> <li>Pressemitteilung 300 Jahre Liechtenstein in der VLR</li> <li>Start: Abfrage Input zu Kernthemen</li> </ul>	<ul style="list-style-type: none"> <li>TBC: Einzelpressereise (Birdwatching + Natur)</li> <li>25: IMM</li> <li>28 – 1: Einzelpressereise (Radfahren am Bodensee)</li> <li>Telefontermine im Nachgang an Media Mission</li> </ul>
Markt-übergreifend	Weihnachtsferien - Hochsaison	<ul style="list-style-type: none"> <li>10 + 12: Austausch mit Schweiztourismus UK, DZT London und ETOA</li> <li>20: AK INT Sitzung</li> </ul>	<ul style="list-style-type: none"> <li>6 – 8: ITB in Berlin (am Counter von LI Marketing)</li> <li>7: Pressekonferenz ITB in deutsch/englisch</li> </ul>

# Kalenderübersicht Presse + B2B

Monat	April	Mai	Juni
Italien 	<ul style="list-style-type: none"> <li>• 4 – 7: FAM Trip</li> <li>• Vorbereitung Gruppenpressereise</li> </ul>	<ul style="list-style-type: none"> <li>• 16 – 19: Gruppenpressereise</li> <li>• Pressemitteilung für STS</li> <li>• Sales Tour (mit AV)</li> <li>• Nachbereitung FAM Trip</li> </ul>	<ul style="list-style-type: none"> <li>• TBC: Einzelpressereise (Kultur + Natur)</li> <li>• Nachbereitung Gruppenpressereise</li> </ul>
UK 	<ul style="list-style-type: none"> <li>• Pressemitteilung zu Familienferien</li> </ul>	<ul style="list-style-type: none"> <li>• Verarbeitung der Inputs zum Thema „Sustainability“</li> </ul>	<ul style="list-style-type: none"> <li>• TBC: Einzelpressereise (Aktiv)</li> <li>• Verarbeitung der Inputs zum Thema „Cultural experiences“</li> </ul>
Markt-übergreifend	Osterferien - Hochsaison	<ul style="list-style-type: none"> <li>• 12 – 14: GTM in Wiesbaden</li> </ul>	Pfingstferien - Hochsaison

# Kalenderübersicht Presse + B2B

Monat	Juli	August	September
Italien 		<ul style="list-style-type: none"> <li>• Vorbereitung TTG</li> </ul>	<ul style="list-style-type: none"> <li>• Vorbereitung TTG</li> </ul>
UK 	<ul style="list-style-type: none"> <li>• Vorbereitung Gruppenpressereise</li> <li>• Pressemitteilung TBC</li> </ul>	<ul style="list-style-type: none"> <li>• Vorbereitung Gruppenpressereise</li> </ul>	<ul style="list-style-type: none"> <li>• Vorbereitung Gruppenpressereise</li> <li>• TBC: Einzelpressereise (Kulinarik)</li> </ul>
Markt- übergreifend	Sommerferien – Hochsaison	<p>Sommerferien – Hochsaison</p> <ul style="list-style-type: none"> <li>• <u>Start</u>: Sammlung der News und Highlights für 2020 (Partnerabfrage)</li> </ul>	Sommerferien – Hochsaison

# Kalenderübersicht Presse + B2B

Monat	Oktober	November	Dezember
Italien 	<ul style="list-style-type: none"> <li>• 9 – 11: TTG Incontri Rimini</li> <li>• Strategieplan 2020</li> </ul>	<ul style="list-style-type: none"> <li>• TBC: Einzelpressereise (Winteraktivitäten)</li> <li>• Strategieplan 2020</li> </ul>	<ul style="list-style-type: none"> <li>• Strategieplan 2020</li> </ul>
UK 	<ul style="list-style-type: none"> <li>• 10 – 13: Gruppenpressereise</li> <li>• Pressemitteilung TBC</li> <li>• Vorbereitung Lemongrass Press Day</li> <li>• Strategieplan 2020</li> </ul>	<ul style="list-style-type: none"> <li>• Nachbereitung Gruppenpressereise</li> <li>• TBC: Einzelpressereise (Nachhaltigkeit)</li> <li>• Lemongrass Press Day</li> <li>• Strategieplan 2020</li> </ul>	<ul style="list-style-type: none"> <li>• TBC: Einzelpressereise (Weihnachtsmärkte)</li> <li>• Strategieplan 2020</li> </ul>
Markt-übergreifend	<ul style="list-style-type: none"> <li>• 20 – 23: STM in Luzern</li> </ul> <p>Herbstferien - Hochsaison</p>		Weihnachtsferien - Hochsaison

# Sonstiges

Fragen / Anmerkungen?



# Vielen Dank für unsere Zusammenarbeit.

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