

DANUBE TRAVEL STORIES

Theresa Schuler | Christoph Grubmair | Johanna Mölzer

LINKING BRANDS | PJ&L

28.02.2022



TEAM

PJ&L in collaboration with Linking Brands.

Achieving more together: For the **DANUBE TRAVEL STORIES**, we pool our know-how and experience around the special experiences of a tourist adventure trip.

Together we offer an all-round carefree package for the conception, organization and handling of the DTC.

In the past, joint projects have already been realized for OÖ Tourismus, Skiregion Nassfeld or Niederösterreich Tourismus, among others.

TEAM

Your Experts for the DANUBE TRAVEL STORIES



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Projektmanagerin
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Social Media Expert
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AGENDA

- Key Concept
- Budget
- User-Journey
- Landing Pages
 - Casting: www.danubetravelstories.com/en
 - Trails: www.danube-pearls.eu/en/danube-travel-stories
- Social Media Creatives
- Budget & Campaign Plan
- Social Media Plan



Key Concept

OBJECTIVES

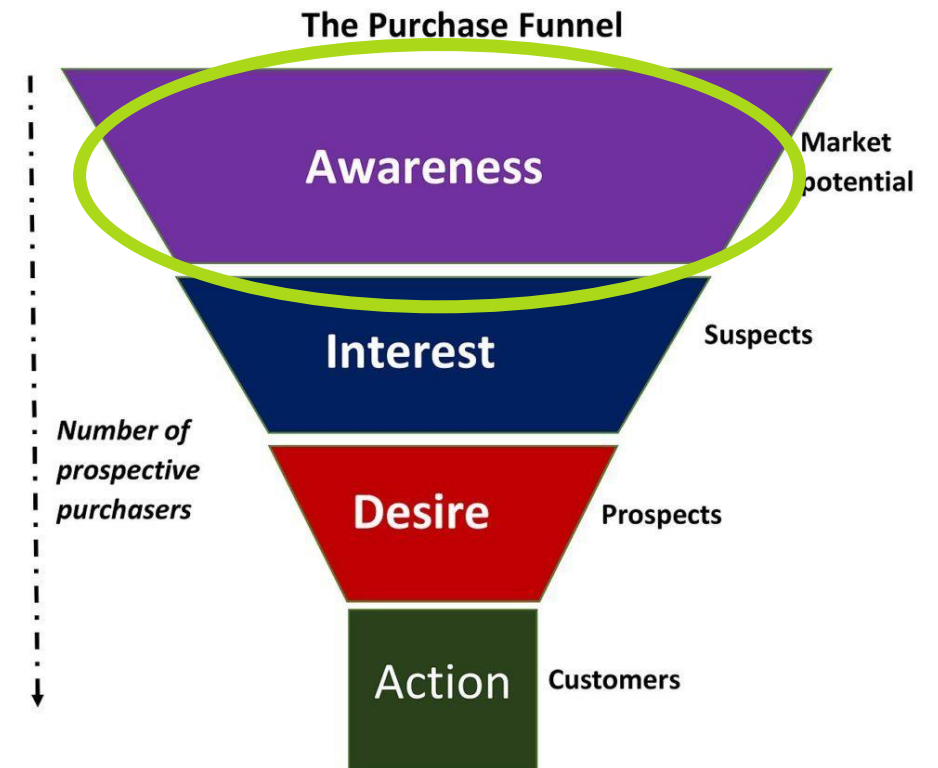
- **showcase the natural and cultural heritage of the Danube region** in an authentic way
- motivate individual travelers to choose the Danube region as their next travel destination
- **inform** about the **Danube narratives** (Europe, Nature & Mankind, Romans, Art & Culture, Trade and Religion)
- **inspire and challenge** individual travelers to a **sustainable vacation** in the Danube Region

OBJECTIVE

Inspiration - escape the ordinary and discover unknown places

- **raise awareness** for the Danube region as a travel destination
- **inspire** individual travelers to travel along the Danube and use sustainable means of transport
- **show unknown places** along the journey and create content to present the region even better
- **experience** the natural and cultural heritage of the Danube region and **tell stories** about it

All in all, the DANUBE TRAVEL STORIES represent a comprehensive image campaign with a positive impact for all markets and partners.



CONCEPT

Through an **application process**, 6 participants (+ accompanying person) are invited to take part in the DANUBE TRAVEL STORIES.

By means of various smaller and larger **experiences during the trip**, information about the Danube region and its natural and cultural heritage is provided and interesting information is shared.

Communicational activities during the experiences and experiences on site inspire other individual travelers to spend their vacations in the Danube Region. Furthermore, **sustainable ways of vacationing in the Danube Region** are made visible. Thus, during their stay, the participants will have experiences and narratives that will remain in their memories and that they will tell their friends back home about.

After the trip, individual travelers at home will again be **addressed via a social media campaign** with the narratives and experiences of the DANUBE TRAVEL STORIES and inspired to a sustainable vacation in the Danube Region.

BUDGET

BUDGET

Budget-Split								
Trail	Partner	Budget	Travel Costs (journey+ train, buses) inkl. Puffer	Accommodation (100-150,- per night, inkl. Puffer)	Entry Fees (museum, activites...)	Influencer *6 (300-5000 € pro Influencer) inkl. Puffer	Pocket Money	Campaign
1	Linz Tourismus	10000	2000	2000	600	5000	400	
2	Danube Parks	10000	2000	2000	600	5000	400	
3	West Pannon HU	8000	2000	2000	600	3000	400	
4	Oradea	8000	2000	2000	600	3000	400	
5	Village Memership CA	8000	2000	2000	600	3000	400	
6	Muska Sobota SLO	10000	2000	2000	600	5000	400	
	Donau Oberösterreich (additional)	12000						12000
	sum	66000						

BUDGET

The **partner budget is split** between the different trails and **includes travel and accommodation costs**, entrance fees, additional food and drinks, and possible influencer costs.

The costs in the table above are estimated costs, so there is a possibility that we may not need the entire budget. In that case, the leftover budget can be added to the campaign after the fact. The planned **campaign budget is 12,000** for the casting campaign and the subsequent campaign.

Significantly less money will be spent on the casting campaign (approximately a 30:70 ratio). The campaigns will be managed from the **channels of the Donauregion Oberösterreich**, but the campaign will be **targeted in all 7 markets**.

This gives us the opportunity to **optimize the campaigns during their runtime** and have the full budget power in one channel. Detailed reporting is provided to all partners.

CASTING CAMPAIGN

CAMPAIGN OVERVIEW

Time: Spring 2022 (March-April) – KW10

Duration: 7 weeks

Budget: 3.600 € - 3 Flights

Targeting:

- AT, DE, HU, SE RO, HR, SL
- Lookalike Audiences
- Retargeting Audiences

DTS_AT, DE, HU, SE, RO, HR, SL

Actions ▾ ×

Summary Usage History

Audience Name
DTS_AT, DE, HU, SE, RO, HR, SL

Estimated Audience Size
47,100,000 - 55,400,000

Type
Saved audience

Created
2/23/22, 1:21 PM

Last Updated
2/23/22, 1:21 PM

Saved Audience Details

Location:
Austria, Germany, Croatia, Hungary, Romania, Serbia, Slovenia

Age:
18 - 65+

People who match:
Interests: Adventure travel, Roman Empire, Visual arts, Sustainable transport, Content marketing, Museum, Blog, Back to Nature, Travel + Leisure, Culture, Travel Blogger, Art Nouveau, Sustainable tourism, Blogger (service), Arts, Artists, Artwork, Writing, Travel photography, Videography or Photography, Behaviors: Frequent Travelers

Edit

Lookalike (AT, DE and 5 others, 1%) - People who like Donauregion in O... Actions ▾

Summary Usage History

Audience Name
Lookalike (AT, DE and 5 others, 1%) - People who like Donauregion in Oberösterreich

Estimated Audience Size
658,700 - 775,000

Type
Lookalike Audience

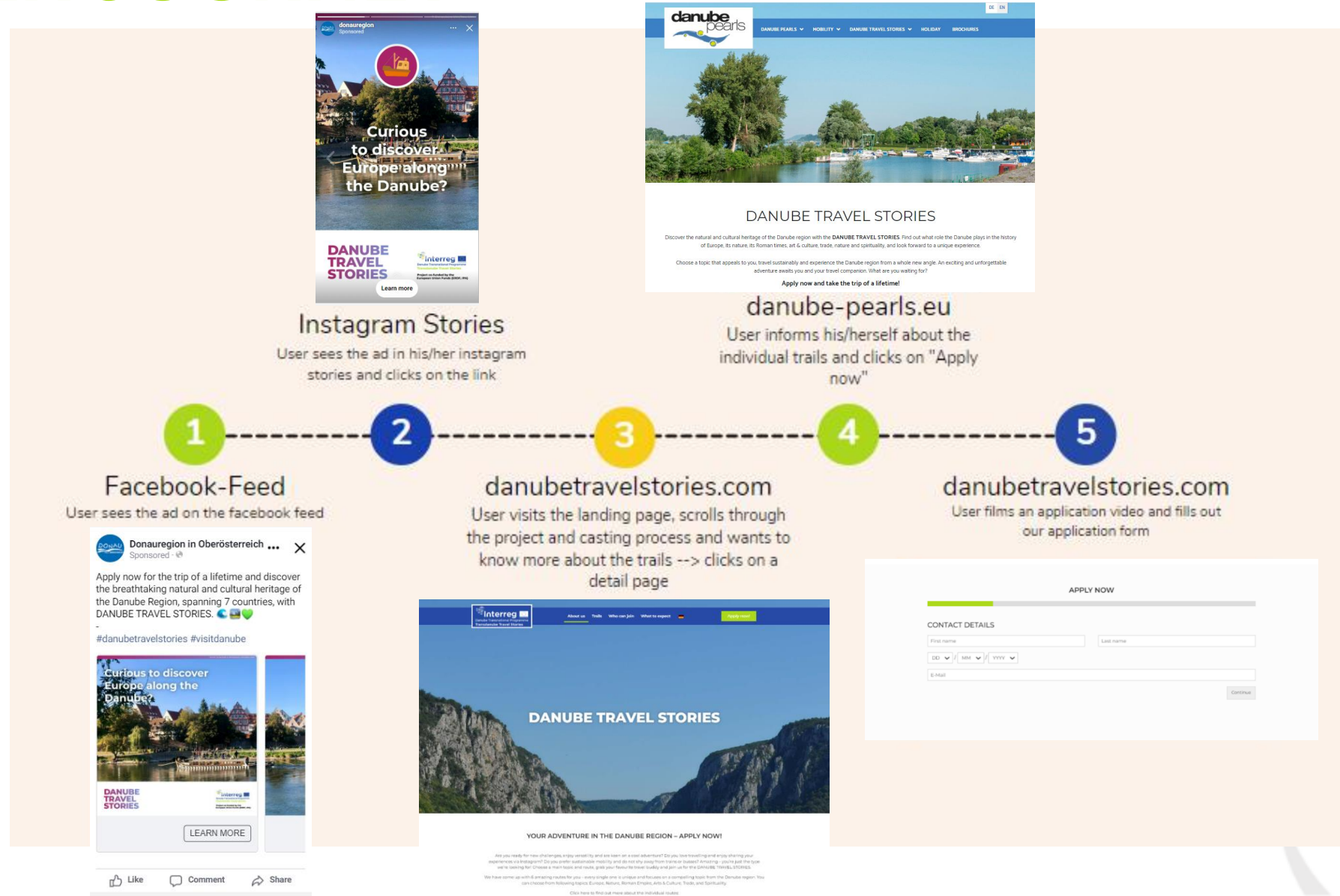
Created
2/23/22, 1:30 PM

Last Updated
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Country

Countries
Austria, Croatia, Germany, Hungary, Romania, Serbia, Slovenia

USER JOURNEY



LANDING PAGES

www.danubetravelstories.com



YOUR ADVENTURE IN THE DANUBE REGION – APPLY NOW!

Are you ready for new challenges, enjoy versatility and are keen on a cool adventure? Do you love travelling and enjoy sharing your experiences via Instagram? Do you prefer sustainable mobility and do not rely away from train or buses? Amazing – you're just the type we're looking for! Choose a main topic and route, grab your favourite travel buddy and join us for the DANUBE TRAVEL STORIES.

We have come up with 6 amazing routes for you – every single one is unique and focuses on a compelling topic from the Danube region. You can choose from following topics: Europe, Nature, Roman Empire, Arts & Culture, Trade, and Spirituality.

Click here to find out more about the individual routes.

[Learn more](#)

WHO CAN JOIN?

Yes,

- ✓ are over the age of 18*
- ✓ enjoy travelling and care for sustainability
- ✓ you are an explorer and a creative person (#socialchallenges)
- ✓ enjoy using Instagram
- ✓ are knowledgeable about sharing stories and posts
- ✓ and like being in front of the camera
- ✓ can easily converse in English
- ✓ are TOTALLY READY for this unique opportunity

*You can freely choose your travel companion, but they have to be of 18 years of age at the start of the trip.



WHAT AWAITS YOU?

Depending on the route, a unique program awaits you. The routes are geared to the main topic, which you will have picked prior to the start of the trip (Europe, Nature, Roman Empire, Arts & Culture, Trade, and Spirituality). We have come up with various exciting experiences and places, which you have definitely never seen before.

Hotels and routes are taken care of beforehand – this means that you can relax and do not have to plan anything yourself! We will find fitting travel dates together with you, and you can bring whomever you like on the trip.

During the trip you will take part in a few small photo challenges – your experiences want to be shared with your community, after all. Do not worry, you do not need to be an influencer or have any set number of followers. All we care about is authentic content and that you have fun during the challenges. Take your Instagram Community along on your trip and show them the multifaceted Danube region. Before your trip, you will receive a detailed briefing outlining all links and hashtags to prepare you as best as possible.

[Learn more](#)



TRAIL #1: EUROPE OF CONTRASTS

Discover a new, different Europe, located along the Danube River. From its turbulent history to its technological innovations and creativity, its cultural diversity transforms it into a unique, world-class destination.

[Learn more](#)

TRAIL #2: NATURE LOVE

Thousands of animal and plant species, impressive forests and wild waters – the Danube offers an extraordinary and incomparable natural environment. The perfect route for all nature-loving outdoor fans.

[Learn more](#)

TRAIL #3: IN THE FOOTSTEPS OF THE ROMANS

Embark on a journey through time and admire the many stunning structures along the Danube that have been preserved from the Roman era. Throughout the trip you will visit some very special places that are guaranteed to become the next travel hot spot.

[Learn more](#)

TRAIL #4: ARTS, CULTURE & ARCHITECTURE

Attention, art and nature lovers! On this route you can find the oldest flute in the world, discover Chinese influences on Renaissance paintings, but also sit comfortably in a coffee house and talk about literature.

[Learn more](#)

TRAIL #5: DANUBE TRADE ROUTE

The Danube belongs to some of the oldest trade routes in Europe. Even during the dark ages, the Danube was used by traders to transport their goods, the foreign lands. Find out how the Danube impacted trade routes and experience the then and now.

[Learn more](#)

TRAIL #6: DANUBE FOR THE SOUL

The Danube region has been home to many diverse religions over the years – a place of dialogue, of compassion, and tolerance. Reconnect with your inner self and experience the many spiritual sites along the Danube. An unforgettable experience awaits you.

[Learn more](#)

HOW DO YOU APPLY?

Fill out the application form by 30.4.2022 and convince us in a short application video (max. 2 min) why you should be a part of the DANUBE TRAVEL STORIES. Be sure to answer the following questions in your video:

- 👉 Why do you want to be part of the DANUBE TRAVEL STORIES?
- 👉 What does travel mean to you?

You can upload the video following the entry form.

What happens next? After approx. 4 weeks, 1 participant plus their accompanying person will be selected per route. You will be informed by the DANUBE TRAVEL STORIES team if you have been selected. In the next step we will, together, look for the perfect travel date that works for you and your companion. We will send you the exact travel itinerary as well as an overview of the photo challenges that await you on location. The DANUBE TRAVEL STORIES team is of course available to answer any questions you may have. Now, it's time to get in the travelling mood, pack your bags, and look forward to a great experience along the Danube!

Closing date 30.4.2022

APPLICATION PROCESS

- ✓ Create a short application video

- ✓ Fill in the application form and submit an application video

- ✓ After the closing date, the participants will be selected and notified by mail.

- ✓ After that we will fix the travel date with you and you will receive a final program and briefing from us.

APPLY NOW

CONTACT DETAILS

First name Last name

DD MM YYYY

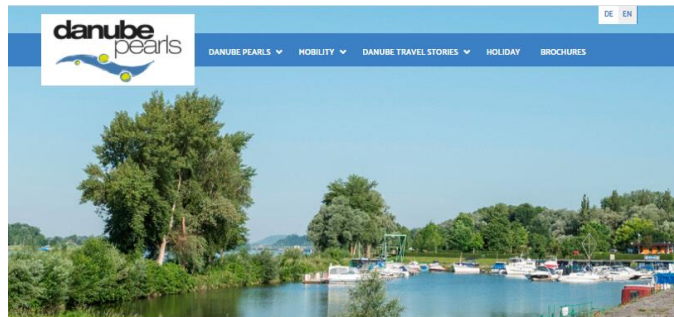
E-Mail

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LANDING PAGES

www.danube-pearls.eu/danube-travel-stories



DANUBE TRAVEL STORIES

Discover the natural and cultural heritage of the Danube region with the **DANUBE TRAVEL STORIES**. Find out what role the Danube plays in the history of Europe, its nature, its Roman times, art & culture, trade, nature and spirituality, and look forward to a unique experience.

Choose a topic that appeals to you, travel sustainably and experience the Danube region from a whole new angle. An exciting and unforgettable adventure awaits you and your travel companion. What are you waiting for?

Apply now and take the trip of a lifetime!



One Danube, 6 exciting routes & countless experiences

All in all, we have come up with 6 cool routes for you. Each route has a thematic focus and includes a coordinated itinerary. Whether you choose Europe, nature, Roman times, art & culture, trade, nature or spirituality, during your stay you will gain valuable knowledge on the individual topics. And of course, fun is to be had at every turn.



Trail #1: Europe of contrasts

Discover a new, different Europe, located along the Danube River. From its turbulent history to its technological innovations and creativity, its cultural diversity transforms it into a unique, world-class destination.

[Find out more about the route](#)



Trail #2: Nature Love

Thousands of animal and plant species, impressive forests and wild waters - the Danube offers an extraordinary and incomparable natural environment. The perfect route for all nature-loving outdoor fans.

[Find out more about the route](#)



Trail #3: Roman footsteps

Embark on a journey through time & admire the stunning structures along the Danube that have been preserved from the Roman era. Throughout this trip you will visit some special places that are guaranteed to become the next travel hot spot.

[Find out more about the route](#)



Trail #4: Arts & Culture

Attention, all art and culture lovers: On this route you can enjoy Art Nouveau buildings, find the oldest flute in the world, discover Chinese influences on Renaissance paintings, but also sit comfortably in a coffee house and talk about literature.

[Find out more about the route](#)



Trail #5: Danube trade route

The Danube belongs to some of the oldest trade routes in Europe. Even during the dark ages, the Danube was used by traders to transport their goods into foreign lands. Find out how the Danube impacted trade routes and experience the then and now.

[Find out more about the route](#)



Trail #6: Danube for the soul

The Danube region has been home to many diverse religions over the years - a place of dialogue, of compassion, and tolerance. Reconnect with your inner self and experience the many spiritual sites along the Danube. An unforgettable experience awaits you.

[Find out more about the route](#)

Apply now!

Are you curious, adventurous and ready for a once in a lifetime trip? Then apply now and become a part of our **DANUBE TRAVEL STORIES**.

[Apply now](#)

Q&A

How do I apply?

- Click on the button with the text "Apply now" and you will be taken to our casting page. Fill out the casting form at the bottom of the page and upload a short application video.

When does the trip take place?

- The trip will take place between June and July 2022. The exact time of the trip will be agreed with you individually based on your time resources.

What will I experience during the trip?

- During the trip you will experience a packed exciting program around nature, culture, culinary and sustainability, travel to different places along the Danube and get some small tasks from us like ephotochallenges.

What do I have to do to participate?

- To participate, please fill out the participation form completely and upload a short introduction video of yourself (language: English).

What tasks will I have to do during the trip?

- During the trip you will be given small tasks such as a ephotochallenge, where you have to find and photograph the most beautiful building in the city you are visiting. In addition to that, it is your task to take some pictures and videos of the visited places during the trip and also tell your social media followers about it.



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LANDING PAGES

Detail Trail-pages:

www.danube-pearls.eu/en/danube-travel-stories

Trail#1:
Mobile version



Trail #: EUROPE OF CONTRASTS



Route: Linz (AT) - Budapest (HU)

- Linz (AT)
- Gornal (HU)
- Szeged (HU)
- Hódmezővásárhely (HU)
- Lónyayvár (HU)
- Budapest (HU)

This route is for you if ...

- you are interested in history
- you are curious about the importance of Europe in the Danube Region
- you are ready for a great and well-organized trip
- you will have a great time at each of our daily stops
- you will get to discover different places in Hungary and Austria



Experiences

There is more to see and do! Check out the archaeological museum of the Danube and other interesting places.

Are you ready, adventurous and ready for a great holiday? Then apply now with our application form for **DANUBE TRAVEL STORIES**.

[Apply now](#)



Transdanube Travel Stories
Project is funded by the European Union Public Support Instrument (PSI) under the Danube Transnational Programme (DTP) 2021-2027. The project is implemented by the Danube Transnational Programme (DTP) 2021-2027. The project is implemented by the Danube Transnational Programme (DTP) 2021-2027.

[More information](#)



Trail #: EUROPE OF CONTRASTS



Route: Linz (AT) - Budapest (HU)

- Linz (AT)
- Gornal (HU)
- Szeged (HU)
- Hódmezővásárhely (HU)
- Lónyayvár (HU)
- Budapest (HU)

This route is for you if ...

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Are you ready, adventurous and ready for a great holiday? Then apply now with our application form for **DANUBE TRAVEL STORIES**.

[Apply now](#)



Trail#1:
desktop version

VISUALS

Examples for Social Media Visuals: Project Logo

**DANUBE
TRAVEL
STORIES**

**DANUBE
TRAVEL
STORIES**



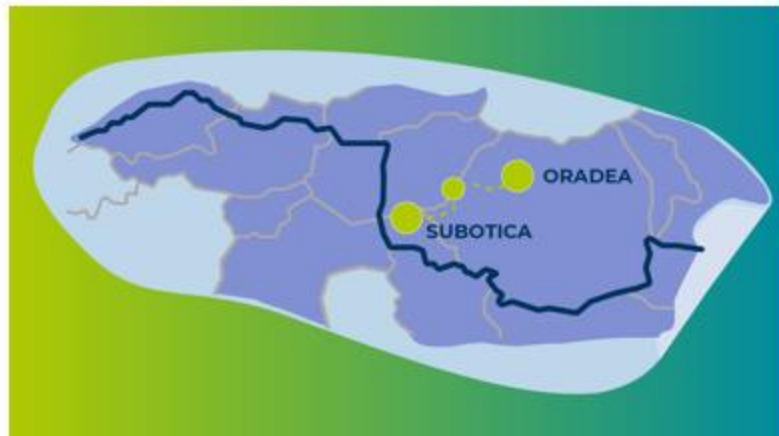
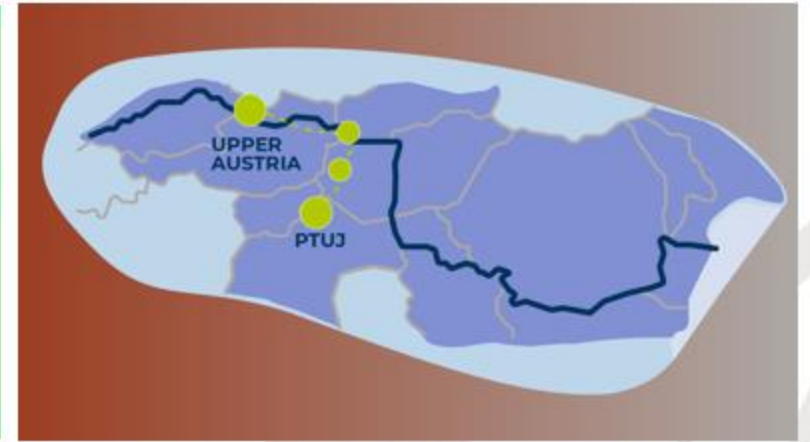
VISUALS

Route Illustration (Overview)



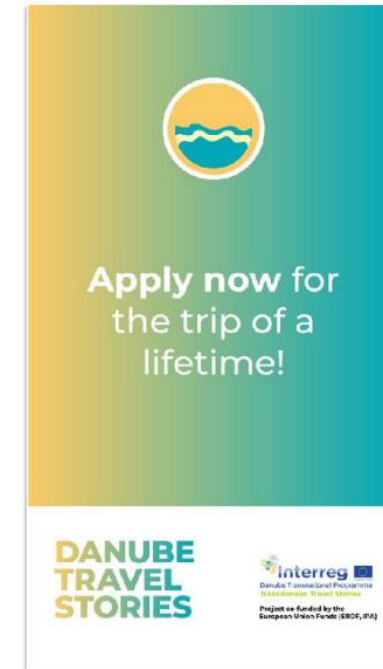
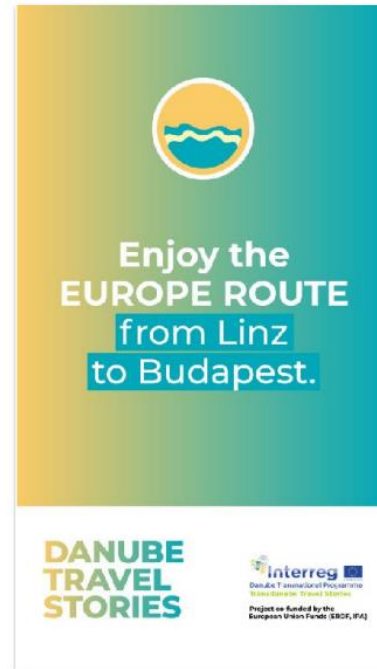
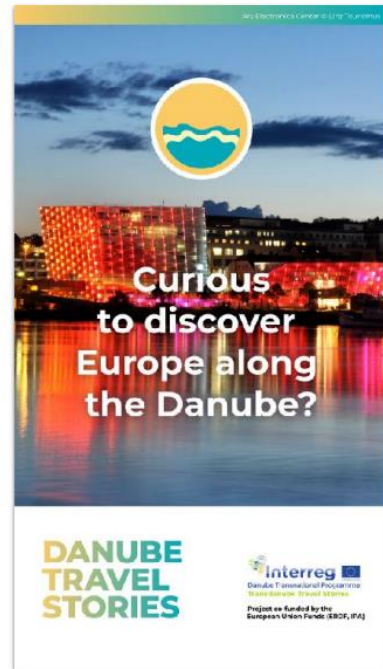
VISUALS

Route Illustration (1 Version per Route)



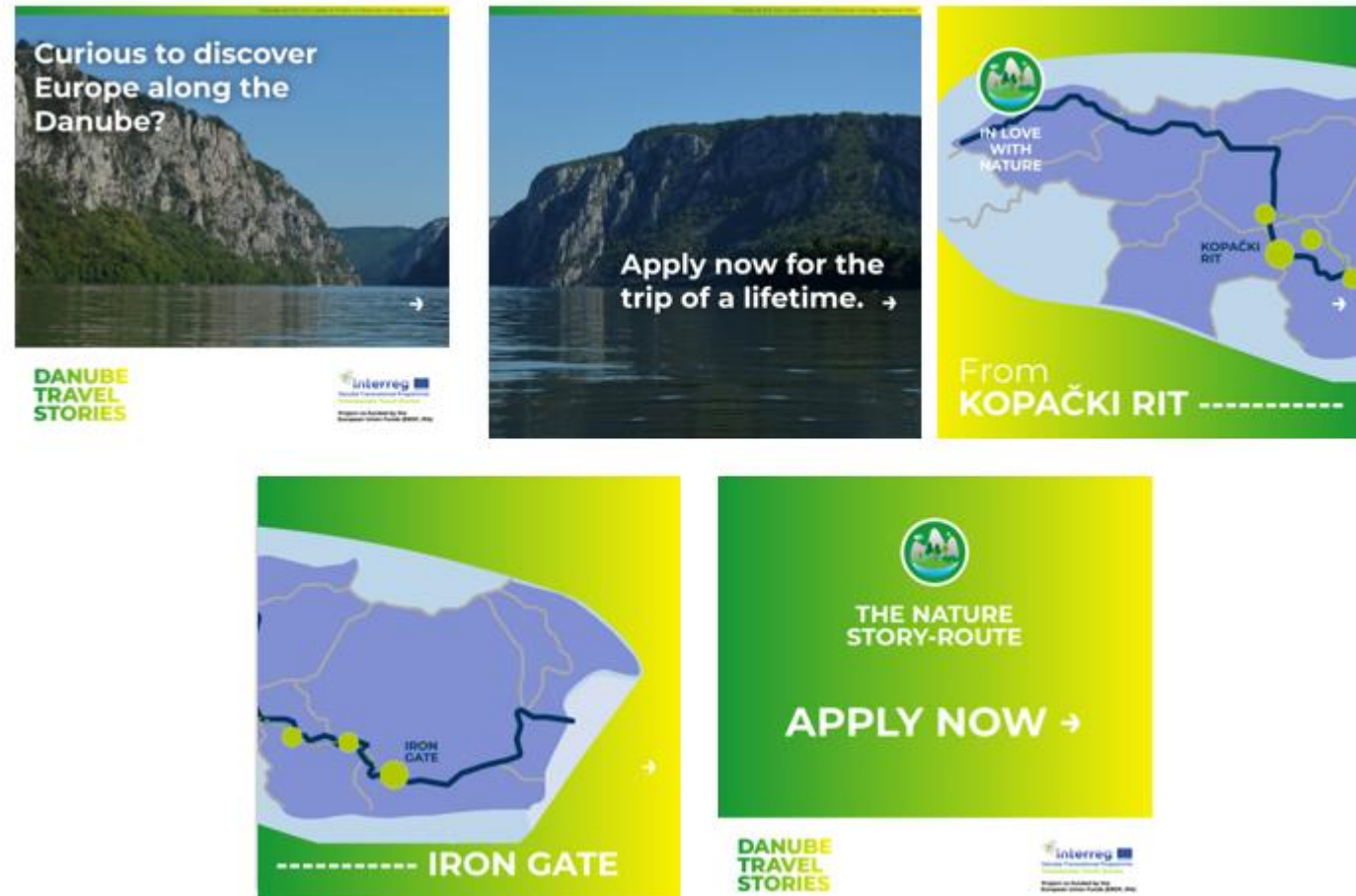
CASTING VISUALS

Instagram Story Carousel (1 Version per Trail)



CASTING VISUALS

Facebook & Instagram Feed Carousel (1 Version per Trail)



CASTING VISUALS

Facebook & Instagram Feed Single Image (1 Version per Trail)



CAMPAIGN MOCKUPS

Donauregion in Oberösterreich Sponsored

Apply now for the trip of a lifetime and discover the breathtaking natural and cultural heritage of the Danube Region, spanning 7 countries, with DANUBE TRAVEL STORIES.

#danubetravelstories #visitdanube

Curious to discover Europe along the Danube?

DANUBE TRAVEL STORIES

LEARN MORE

Like Comment Share

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#danubetravelstories #visitdanube

The trip of a lifetime is waiting for you.

DANUBE TRAVEL STORIES

APPLY NOW

LEARN MORE

DANUBETRAVELSTORIES.COM
DANUBE TRAVEL STORIES
Apply now for the trip of a lifetime!

Like Comment Share

donauregion Sponsored

Curious to discover Europe along the Danube?

DANUBE TRAVEL STORIES

Learn more

DETAILED CAMPAIGN PLAN

Week	Flight	Text	Creative	Budget	Targeting	Placement	Objective
10	1	Version 1-3	6 * Single Images 6 * Carousel 6 * Stories	1200	AT, DE, HU, SE RO, HR, SL Lookalike Audiences	Facebook / Instagram Feed & Stories	Traffic
11							
12	2	Version 4-6	6 * Single Images 6 * Carousel 6 * Stories	1200	AT, DE, HU, SE RO, HR, SL Lookalike Audiences	Facebook / Instagram Feed & Stories	Traffic
13							
14							
15	3	Version 1-9	6 * Single Images 6 * Carousel 6 * Stories	1200	AT, DE, HU, SE RO, HR, SL Lookalike Audiences Retargeting Audiences	Facebook / Instagram Feed & Stories	Traffic
16							
17							

SOCIAL MEDIA PLAN*

Week	Text	Creative	Targeting	Placement	Objective
10	Version 1-9	6 * Single Images 6 * Carousel 6 * Stories	Organic Audiences of your channels	Facebook / Instagram Feed & Stories	Traffic
11					
12					
13					
14					
15					
16					
17					

*Note: This is only a suggestion on how you can incorporate all the creatives into your social media plan, you can adapt the plan and the texts however you want.

KPIs

How do we measure the success of the campaign?

Reach: How many people did we reach with the campaign? How many people have seen our visuals and the final videos? How many people visited the website?

Impressions: How many times were our visuals and final videos viewed?

Interactions: How often was our content interacted with (commented, liked, shared)?

Link clicks: How many people clicked on a link in our campaign (to sign up, to landing page after the fact..).

NEXT STEPS

NEXT STEPS

- Start Casting Campaign
- Detailed planning of the programme
- Influencer acquisition
- Screening of possible participants
- Briefing of the participants
- Trips
- Campaign afterwards

Contact



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Thank you for your attention!

