

WORLD'S LEADING SPECIALIST

# fitREISEN GROUP

*Health, Spa  
& Wellbeing*

fitREISEN

SpaDreams

aytour

tripz

Yoga  
eScapes

Lotus  
TRAVEL

kurz-mal-weg.de  
#1 für Kurzreisen

Wellnessurlaub.com



Poovar Ayurveda Village, India



# Fit Reisen: Your Premium Sales Partner for Health & Wellness Travel

Leading specialist for health & wellness  
with 45 years of experience



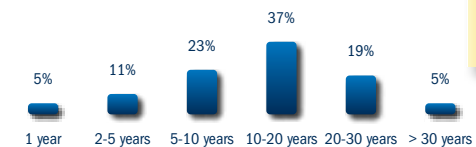
Burnout *Thalasso* *Schrothkur*  
Beauty *Yoga* *Anti-Aging*  
*Wellness* *Fango* *Reduce stress*  
Regeneration *Ayurveda*  
*Prävention* *Medical Health*

We send premium guests to over  
400 destinations in 45 countries



We select the right Premium Partners  
for successful partnerships

Time of Partnership



Great variety of online and offline  
marketing opportunities

PR Website Marketing  
Guidebooks Newsletter Flyer  
Facebook SEO Social Media  
Fax Mailings Blog FAM Trips  
SEM Articles Poster

Access to over 100 million customers in  
German speaking markets

- ✓ Fitreisen.de
- ✓ SpaDreams.com
- ✓ Aytour.de
- ✓ Yogaescapes.de
- ✓ Kurz-mal-weg.de
- ✓ Lotus-travel.com
- ✓ >12,000 Travel Agencies
- ✓ >1,500 Online Retailers
- ✓ >100,000 Direct Customers







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





Ein Gedi, Israel



Dead Sea



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

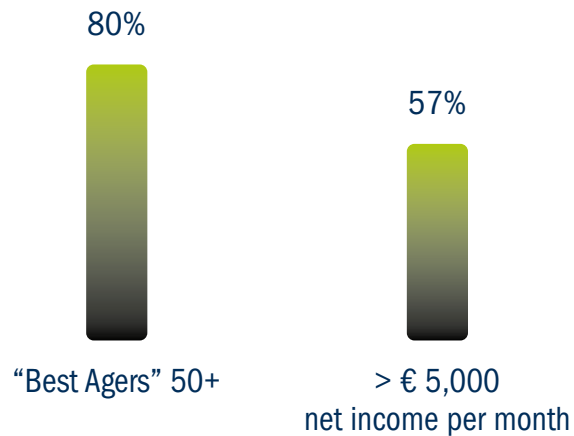
Fit Reisen started in 1975 as cure holiday specialist ...

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



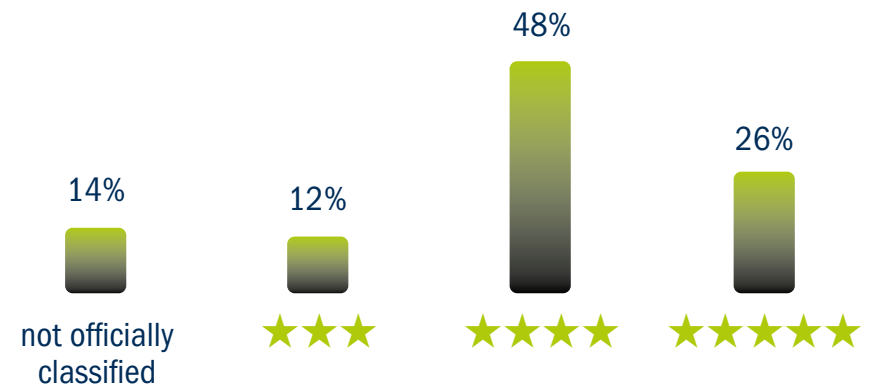
# For our Premium Customers we are looking for Premium Partners

## 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





Mövenpick Dead Sea, Jordan

# Fit Reisen Premium Partnership: Access to our Distribution and Marketing World





# 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 price comparison)

# 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

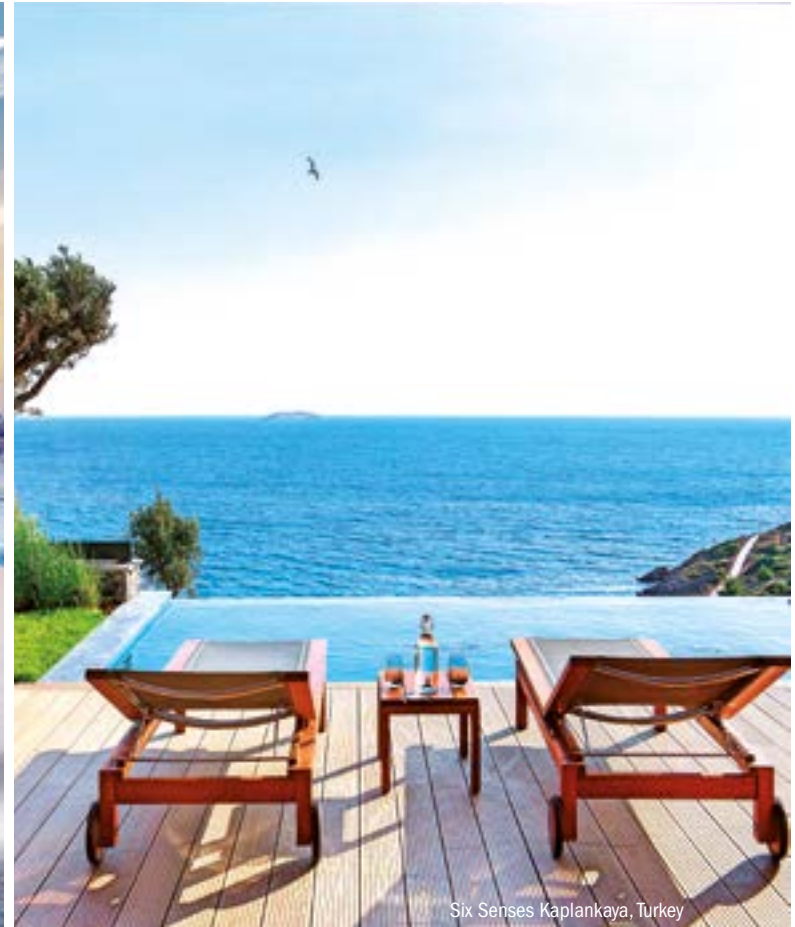
- ✓ Theme catalogues: “Ayurveda & Yoga”, “Cure & Vital”, “Deluxe & Best Spa”
- ✓ High class presentation on a half, full or double page
- ✓ Focus on health and wellness packages







Abano Terme Grand Hotel, Italy



Six Senses Kaplankaya, Turkey



# The Online World of Fit Reisen – [www.fitreisen.de](http://www.fitreisen.de)

Websites

**fit**REISEN



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



Shanti Maurice, Mauritius



The Raviz Kovalam, India



The Residence Tunis, Tunisia

**fit**REISEN 15  
GROUP

# Our additional Sales Platforms and Brands target specific Segments

Websites





# Our International Brand SpaDreams sells in >45 Markets

Intl.  
Websites

# SpaDreams



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



Baron Palace Sahl Hasheesh, Egypt





Heritance Aarah, Maldives



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

Travel  
Agencies

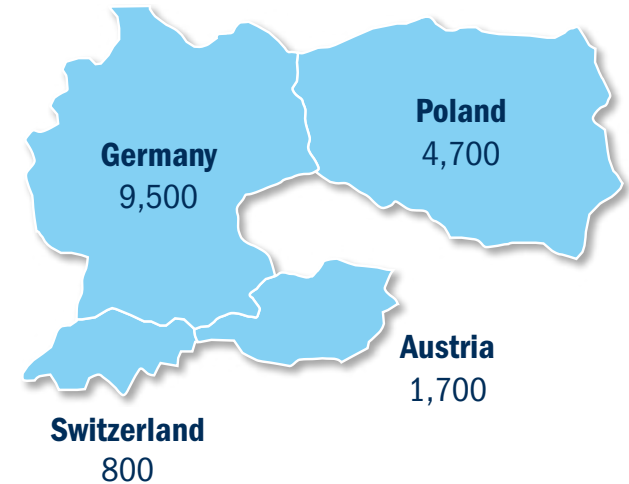
Our products are bookable in  
all travel agency systems



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



We sell via 16,700  
travel agencies



**fit**REISEN 19  
GROUP

# 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



# What our Partners say about the Premium Partnership

*"The successful cooperation with Fit Reisen has enabled us to establish ourselves on the German market."*

Manick Rodrigo, Proprietor  
Barberyn Ayurveda Resorts, Sri Lanka

*"We have been successfully working together with the German market leader for health & wellness travel for decades."*

Guiseppe Romano, Proprietor  
Paradiso Terme Resort & Spa, Ischia, Italy

*"We receive many high quality bookings via Fit Reisen. Thank you for more than 30 years of very pleasant and successful cooperation."*

Dr. Imre Deák, President & CEO  
Ensana Hotels Group, Budapest, Hungary

*"Since 22 years we have a successful partnership with Fit Reisen. The sophisticated Fit guests appreciate very much our high-quality wellness and health packages."*

Gerhard Huber, Director  
Concordia Wellnesshotel & Spa and Oversum Vital  
Resort Winterberg, Germany

*"Thank you for your kind support throughout the years."*

*Kairali wouldn't be Kairali without your help."*

Abilash K. Ramesh,  
Executive Director  
Kairali Ayurvedic Group, India



# 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 news-letter 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



## CONTACT US ANYTIME



**Claudia Wagner**  
Managing Director  
claudia.wagner@fitreisen.de  
+49 69 405885-368

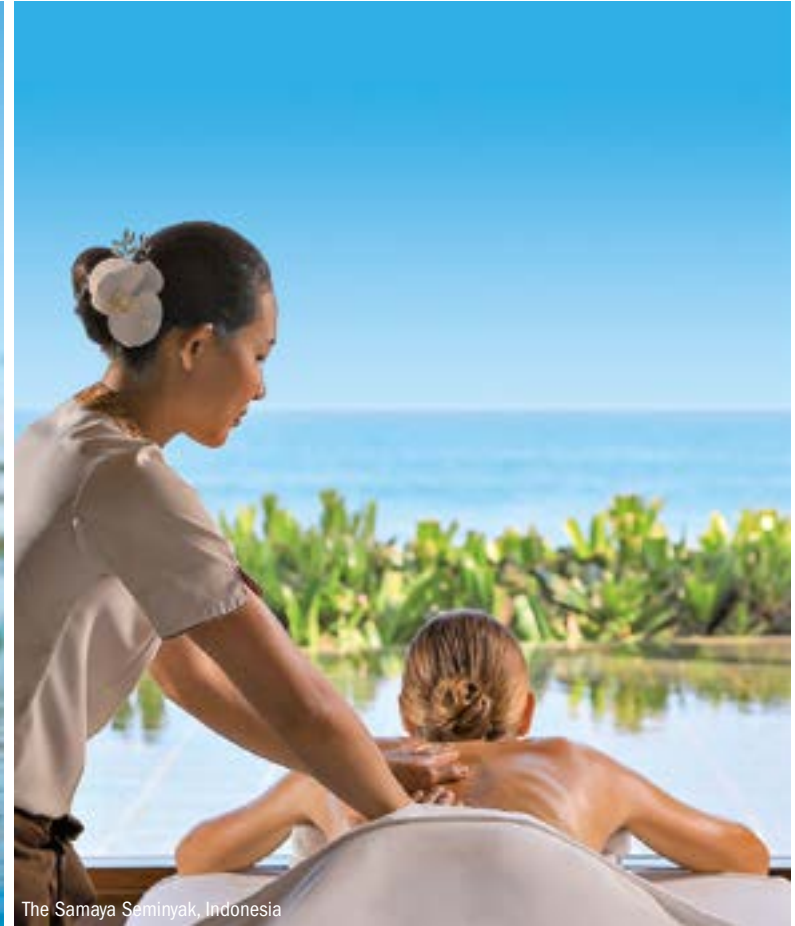


**Karoline Schütze**  
Head of Contracting & Cooperation  
karoline.schuetze@fitreisen.de  
+49 69 405885-374



**Cornelia Stollenwerk**  
Manager Contracts & Cooperation  
cornelia.stollenwerk@fitreisen.de  
+49 69 405885-355





The Samaya Seminyak, Indonesia

*Refill Your Energy*

*Fasting and Detoxification*

*Including Your Soul*

*Raise Your Zest for Life*

*Build up Power*

*Reduce Stress*

*Regain Vitality*

*Feel Good*

*Revitalize*

*Learn Relaxation*

*Ease Pain*