



**Germany's Largest Award Ceremony
for the Tourism Industry**

konzipiert von
media impact_
Germany's most creative expert in
understanding customers_

TRAVELBOOK IN A NUTSHELL

GERMANY'S LARGEST ONLINE TRAVEL MAGAZINE

TRAVELBOOK is a unique platform that combines a travel magazine, a digital travel guide, and a service portal—visually striking, international, and inspiring.

Rediscover something new every day, filled with wanderlust and a zest for life!



*b4p 2025, IVW PI 12/2025

**Facebook and Instagram June 2026

8.59

Mio. Page Impressions*

2.13

Mio. User*

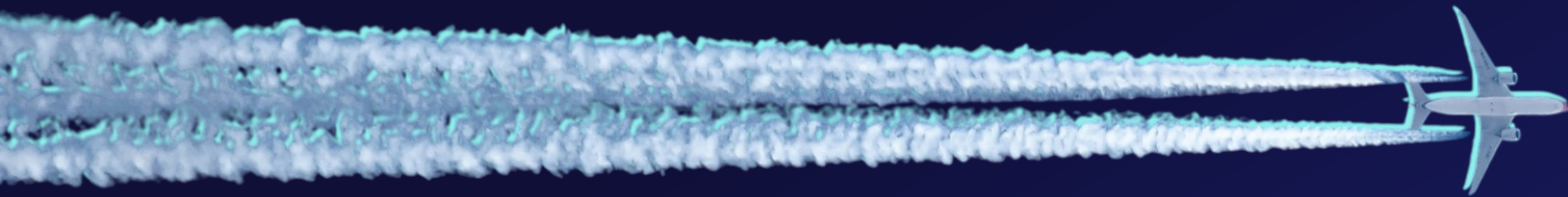


172,709 Follower**



35,400 Follower**

2,757 Posts**



TRAVELBOOK AWARD

Program and Award Ceremony

TRAVELBOOK NAMES THE WORLD'S BEST TRAVEL DESTINATIONS FOR 2026

TRAVELBOOK.de is reaffirming its position as Germany's largest online travel magazine with Germany's biggest award ceremony in the tourism industry!

For the fifth time, the best travel destinations in various categories will be honored during a varied and entertaining evening event and on TRAVELBOOK.de.



THE AWARD CEREMONY



LOCATION

Award Ceremony & After-Show Party

Journalists' Club on the 19th floor of the Axel Springer Tower



TIMING

September 22nd, 2026

The event begins at 6:00 p.m.



SCHEDULE

International Cuisine Menu

Entertaining Talks and Keynote Presentations

Laudatory Speeches & Acknowledgments

After-Show Party



PEOPLE

Host

Laudators

Speakers

Guests: Press, representatives of the tourism industry, ambassadors, travel influencers



CATEGORIES

The Best Trending Travel Destinations, as Voted by Users

THE CATEGORIES



ACTION ROADMAP

NOMINATIONS

Definition of categories and selection process; determination of nominees

Q2 2026

AWARD CEREMONY

The winning destinations will be honored during the evening event

September 22nd

PRESS COVERAGE

Media coverage of the award ceremony and winners, including sources other than TRAVELBOOK.de

Sep – Nov 2026

Jun - Aug 2026

READER VOTE

Readers can vote for the winners online at TRAVELBOOK.de

Sep – Oct 2026

COVERAGE

The award ceremony and winners are featured on TRAVELBOOK.de with high-quality photos and videos

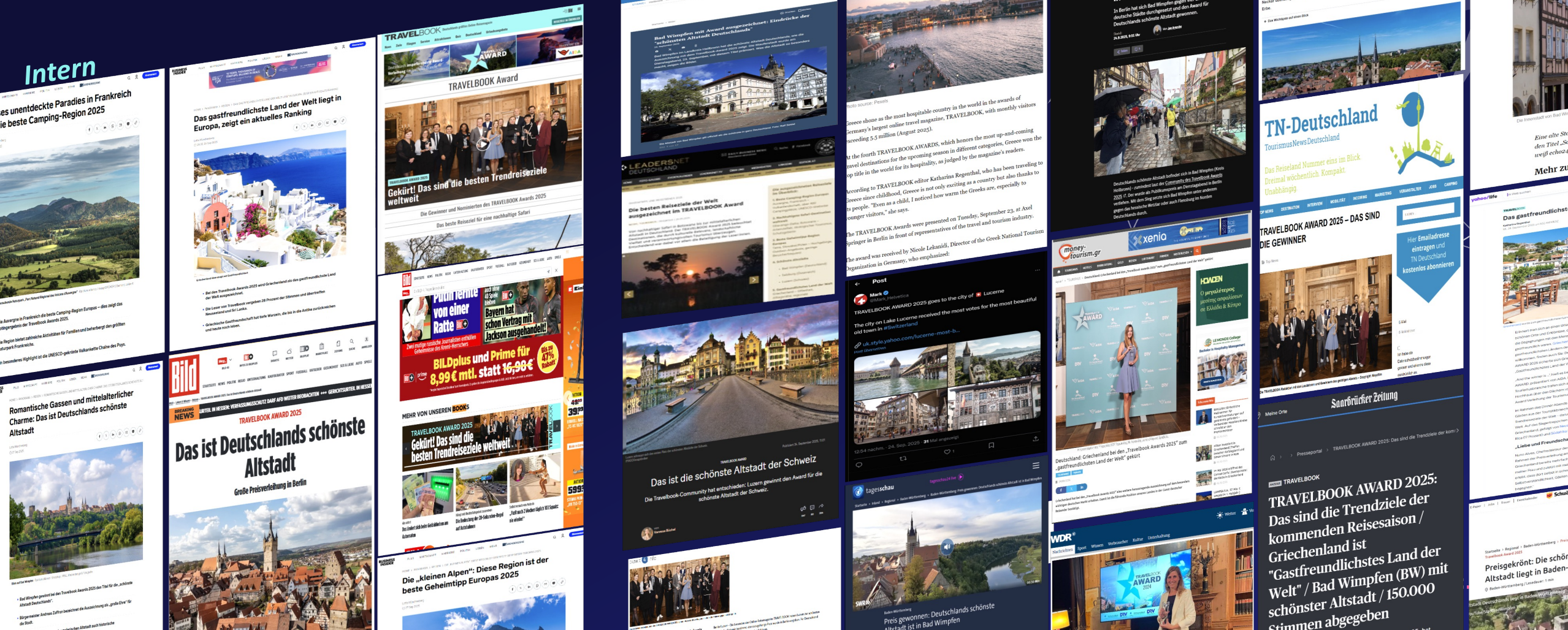
TRAVELBOOK REPORTING 2025

- Dedicated landing page on the website
- Special teaser on the homepage
- 21 articles covering pre-event coverage, the event itself, and the winners and nominated destinations
- Exclusive video recap of the award ceremony
- Over 202,000 page views on the Award landing page

[Click here to go to the landing page](#)



2.6 Mio Page Impressions
€83k Media Equivalency Value



Relive the best moments from
the last awards ceremony—right here in this video!

TRAVELBOOK AWARD



AIDA

DRV



TN-Deutschland
TourismusNews Deutschland

TRAVELBOOK AWARD PARTNERSHIP

Sponsorship Partnership as Part of the Award



YOUR CUSTOM SPONSORSHIP PACKAGE

EVENT INTEGRATION

Components	Canal	Duration	Guarantee ³	Gross Price
Logo integration at the event (including via a logo wall and screens), on the online stage, and in the documentary video	TRAVELBOOK AWARD, TRAVELBOOK.de, YouTube, Instagram, Facebook, LinkedIn	min. 4 Weeks	-	€2,800
Incorporating the sponsorship partner into the event program (e.g., keynote speech, live interview)	TRAVELBOOK AWARD	1 Day	-	€4,000
Exclusive: Presentation of a special award by a sponsoring partner, with corresponding visibility in the stage program	TRAVELBOOK AWARD	1 Day	-	€10,000 ⁴

MEDIA COMPONENTS

Exclusive: Media Placement on the TRAVELBOOK AWARD Online Stage ²	TRAVELBOOK.de	4 Weeks	1,200,000	€36,000
Advertorial Package M, including a teaser on the TRAVELBOOK AWARD online ^{1,2}	TRAVELBOOK.de	4 Weeks	1,000,000	€17,500
Instagram Sponsored Post ^{1,2}	Instagram	4 Posts	200,000	€10,000

1) Plus creative costs: €200 per Instagram sponsored post, Advertorial Package M €2,000

2) Components are SR-, AE-, and AR-compatible

3) Reach in ad impressions

4) Bookable only with a media component

Minimum booking amount: €5,000 net

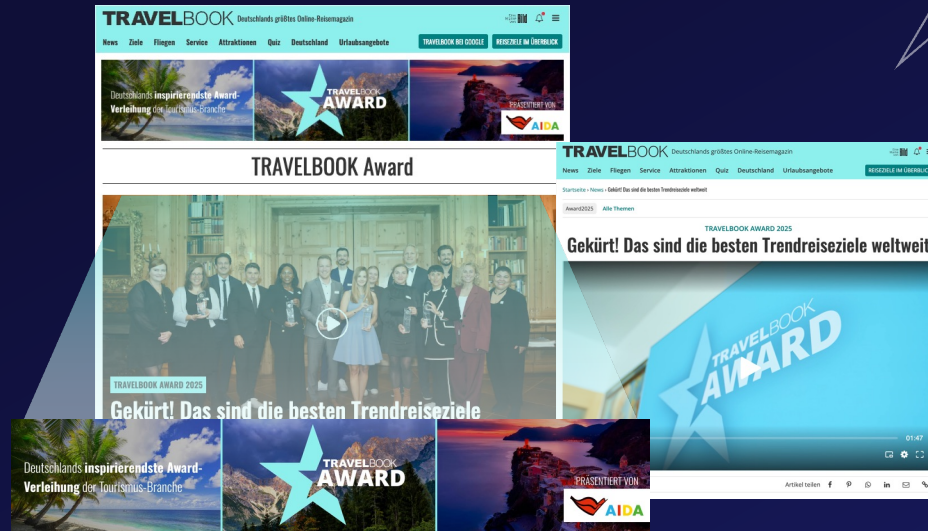
Lead time: 4 weeks; 8 weeks for integration into the stage program and presentation of a special award

SPONSORSHIP PACKAGE COMPONENTS

LOGO INTEGRATION AT THE EVENT



LOGO INTEGRATION ONLINE STAGE & DOCUMENTARY VIDEO



EXCLUSIVE AWARD “PRESENTED BY PARTNER”

PARTNER AWARD

Inclusion on:

- Logo wall
- Stage backdrop
- Photo and video documentation of the coverage

- **Duration:** at least 4 weeks
- **Reach of logo integration:** at least 30,000 impressions*
- Target URL for all digital AWARD communication materials
- **Reach of documentary video:** at least 4,000 views*
- Publication on TRAVELBOOK.de and social media channels

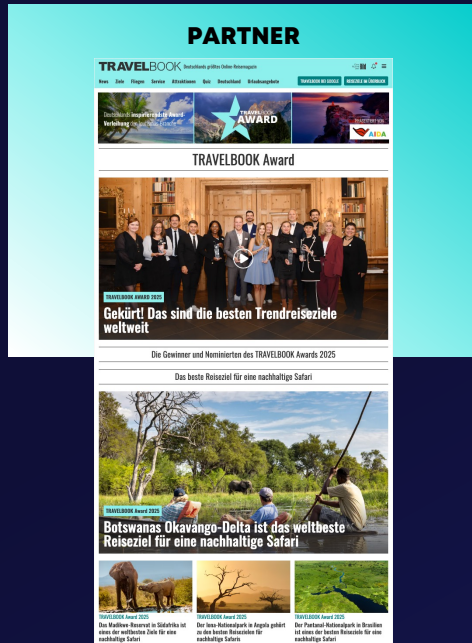
- Presentation of an exclusive award “Presented by PARTNER”
- Corresponding integration into the stage program** with a dedicated introduction within the program and the inclusion of PARTNER representatives

*Estimated reach; not guaranteed

**Partner Award: The title and content may be proposed subject to editorial discretion.

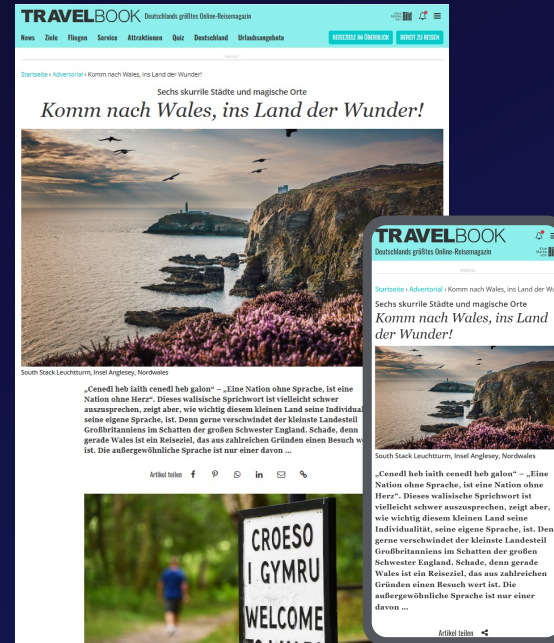
SPONSORSHIP PACKAGE COMPONENTS

EXCLUSIVE MEDIA SPOT ON THE TRAVELBOOK AWARD STAGE



- **Duration:** 4 weeks
- **Guarantee:** 1,200,000 AIs
- Prominently featured on the TRAVELBOOK AWARD stage and on all related article pages

ADVERTORIAL M



- **Duration:** 4 weeks
- **Guarantee:** 1,000,000 AIs
- Hometeaser & AdBundle in RoS
- Teaser on the TRAVELBOOK AWARD stage as a highlight

SPONSORED POSTS



- 4 Instagram Posts
- **Guarantee:** 200,000 Ad Impressions

EXCLUSIVE EVENT INTEGRATION BY THE SPONSORSHIP PARTNER

A seamless presence throughout the evening

The sponsorship partner will be integrated into the event as a central element to ensure strong brand visibility and engagement.

Key moments may include

Keynote or video presentation: The partner kicks off the evening with an inspiring message following the editor-in-chief's opening remarks

- or** Culinary Experience: A specially curated menu brings the partner's culture to the table
- or** Artistic Performance: A unique performance creates emotional highlights
- or** Live interview or category presentation: Direct interaction with the audience for maximum impact

All editorial aspects related to media partnerships require approval from the editorial management and are subject to Axel Springer's compliance guidelines. The content, format, and scope are determined by the editorial team and are considered independent editorial work. These are based on relevance and added value for users.



EXCLUSIVE AWARD

“PRESENTED BY PARTNER”

An exclusive award that we develop together with you, tailored specifically to your brand, your message, and your goals.

Services at a Glance

- **Custom Award Concept:** A unique award name, custom design, and branding tailored to your brand
- **Our readers decide:** Winners are selected through a public vote
- **Unique Trophy:** The award's design is customized to match your brand or the award's theme
- **On-stage presentation:** The award ceremony takes place as a separate segment of the TRAVELBOOK AWARD Show
- **Brand visibility:** The award is presented by you or a representative of your brand



All editorial aspects related to media partnerships require approval from the editorial management and are subject to Axel Springer's compliance guidelines. The content, format, and scope are determined by the editorial team and are considered independent editorial work. These are based on relevance and added value for users.

*The partner may use the partner trophy in its own communications for a period of 3 years.

WE LOOK FORWARD TO DISCUSSING CUSTOMIZED PLANS WITH YOU!

You can find your contacts [here!](#)

konzipiert von
media impact_
Germany's most creative expert in
understanding customers_

