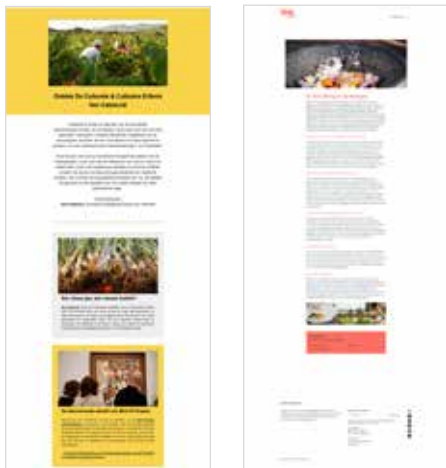


As a marketing specialist in the travel industry, we continuously monitor the travel behavior of Benelux holidaymakers.

We look for opportunities and trends in our market forming the basis of our yearly thematic co-branding packages.



©Catalan Tourist Board



Why co-branding?

- ✓ Boost the identity of your destination together with other brands
- ✓ Reach specific audiences with a joined thematic approach.
- ✓ Put your productlines in the spotlight in dedicated communication.
- ✓ Combine PR, B2C media and B2B trade in one campaign.
- ✓ Best value for money: limited investment and high measurable return.

Co-branding packages 2024

- 1 It runs in the family**
Family holidays nearby or far away
- 2 Outdoor adventures**
Enjoying hiking in nature
- 3 Big and small city vibes**
Surprising and unusual city trips
- 4 Multi Culti on a plate**
Enjoying culinary and cultural experiences
- 5 Amazing Asia**
360° presence on 6 Asian festivals

1 It runs in the family

Family holidays nearby or far away

As a family we all want some real time together. A quick get-away to recharge our batteries. A (short) holiday during which we reconnect with each other. That doesn't always have to be far away, as long as everyone is having a good time. Happy kids, happy parents. We looked at channels to reach families and inspire them for their next trip. Multigenerational and with the grandparents on board? That is also possible of course!



©VisitBrabant

Timing
May 2024
Deadline reservation
16th April 2024



Timing
September 2024
Deadline reservation
13th June 2024



2 Outdoor adventures

Enjoying hiking in nature

We are all increasingly living in urbanized areas. This makes us long to reconnect with nature. Spending time in the outdoors and preferably experiencing it in an active way is up high on our priority list. No wonder walking and biking have become one of our most popular leisure activities. With this campaign we perfectly zoom in on this trend, both in Belgium and the Netherlands.



©Toerisme Provincie Antwerpen

MAISON SLASH



- The online magazine for families with children
- **150.000** unique visitors per month
- **30.000** newsletters subscribers
- **55.000** followers on social media
- www.maisonslash.be

libelle



- Biggest subscription based magazine in Belgium
- Focus on female audience looking for inspiration and tips for household, leisure time and holidays.
- **867.000** readers
- www.libelle.be

✓ B2C-media ✓ Dedicated press release ✓ Dedicated B2B newsletter

Your package to reach more than 900.000 families

- 1/1 page advertorial in Libelle magazine (867.000 readers)
- Online advertorial Maison Slash (150.000 unique visitors per month)
 - + Integration in online advertorial (max 3 partners per advertorial)
 - + Social post per partner with link to your website
 - + Newsletter integration with link to your website
- Dedicated press release to ± **1.000** journalists and influencers in Belgium
- Dedicated B2B-newsletter to ± **2.000** travel professionals in Belgium
- Focused on Dutch speaking part of the market
- Support in terms of content creation
- Tailor-made based on your briefing



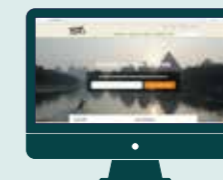
Budget:
€ 8.886
(excl. VAT)

Package value:
± € 20.000



- Hiking fanatics
- Collaboration with 2 walking federations with **33K active members in The Netherlands** and **67K in Flanders**
- Reach magazines: **90.000** copies
- www.wandel.be / www.wandel.nl

wandelbe wandelnl



- Biggest outdoor oriented website in the Benelux
- **+ 230K** visitors/month (web)
- **+35K** followers on socials
- **+100K** subscribers newsletters
- www.naturescanner.nl



- People who love hiking, biking, nature and camping
- Magazine with **80K** readers
- **+65K** visitors / month (web)
- **+ 11K** followers on socials
- **+50K** subscribers newsletters
- www.pasar.be

Pasar

✓ B2C-media ✓ Dedicated press release ✓ Dedicated B2B newsletter

Your Package to reach more than 400.000 outdoor enthusiasts

- 1/1 page advertorial in the magazines Wandel.be & Wandel.nl (+ 166K readers)
- Online advertorial on NatureScanner.nl (+ 230K unique visitors per month)
 - + insert in newsletter + social media post (organic + paid)
- Online advertorial op Pasar.be (+65K unieke bezoekers per maand)
 - + insert in newsletter + social media post (organic + paid)
- Press release to ± **3.500** journalists and influencers in Belgium and the Netherlands
- B2B-newsletter to ± **3.000** travel professionals in Belgium and the Netherlands
- Focused on Dutch speaking part of the market
- Support in terms of content creation
- Tailor-made based on your briefing



Budget:
€ 9.980
(excl. VAT)

Package value:
± € 14.000

3 Big and small city vibes

Surprising and unusual city trips

Travelers are looking for new, often smaller cities to discover. These don't necessarily have to be far from home. Since covid we are aware that nearby city trips can be as much fun as the ones we have to take a plane for. In addition, more and more cities are becoming accessible by high-speed trains or night trains, making our city trips a lot more sustainable. With this campaign for the Belgian market we zoom in on surprising city trips in Europe.



©VisitDüsseldorf

Timing
October 2024
Deadline reservation
28th August
2024



4 Multi Culti on a plate

Enjoying culinary and cultural experiences

Did you know that 30% of Belgians look for cultural activities during their holidays and that 25% find gastronomy important while traveling? No wonder we also chose this theme for a campaign in 2024 after an incredibly successful edition last year. Gastronomic or cultural holidays are also the type of trips that can extend the peak season and boost shoulder season arrivals. That is why we are planning this co-branding campaign in the winter of 2024. A package aimed at high-quality tourists.



©J Kelagopian

Timing
December 2024
Deadline reservation
23rd October
2024



DeMorgen.



- Biggest quality newspaper in Belgium
- Higher social classes, open minded citizens with desire to explore the world
- **346K** readers (print)
- **www.demorgen.be**

june.
 — a travel magazine



- Online magazine voor travel and gastronomy enthousiasts
- **53K** monthly readers and followers
- **www.june.be**

✓ B2C-media ✓ Dedicated press release ✓ Dedicated B2B newsletter

Your package to reach more than 400.000 citytrippers

- 1/1 page advertorial in De Morgen Magazine (346K readers)
- Online advertorial on June.be (53K readers and followers per month)
 - + insert in newsletter + social media post (organic + paid)
- Dedicated press release to ± **1.000** journalists and influencers in Belgium
- Dedicated B2B-newsletter to ± **2.000** travel professionals in Belgium
- Focused on Dutch speaking part of the market
- Support in terms of content creation
- Tailor-made based on your briefing



Budget:
€ 8.630
 (excl. VAT)

Package value:
± € 14.000

the weekend



- Biggest quality magazine in Flanders
- Focus on higher social classes and people who love culture and travel
- **+450K** readers
- **www.weekend.be**

Gault & Millau



- Largest culinary community in Belgium
- **+300K** readers of the culinary guide
- **+200K** unique visitors per month
- **+43K** followers on social media
- **www.gaultmillau.be**

✓ B2C-media ✓ Dedicated press release ✓ Dedicated B2B newsletter

Your package to reach more than 600.000 culture and gastronomy lovers

- 1/1 page advertorial in Weekend Knack (450K readers)
- Online advertorial on Gault & Millau website (200K unique visitors per month)
 - + social post (organic + paid)
- Dedicated press release to ± **1.000** journalists and influencers in Belgium
- Dedicated B2B-newsletter to ± **2.000** travel professionals in Belgium
- Focused on Dutch speaking part of the market
- Support in terms of content creation
- Tailor-made based on your briefing



Budget:
€ 8.786
 (excl. VAT)

Package value:
€ 20.000



5 Amazing Asia Campaign 2024

A project by Thx.agency and Amazing Asia Festivals

A unique inspirational campaign dedicated to Asia

Ready-made package to target travelers to Asia

Developed by market and industry specialists

Long haul travel is back at the level of pre covid times and Asia is leading the way with 5,7% of all holidays for 2024.

Seeing this evolution in the market, the organisers of the Amazing Asia Festivals and Thx.agency decided to team up to push the travel desire to Asia. Join our campaign with visibility before, during and after the festivals. A unique 360° approach to sell your product or destination.



Amazing Asia Festivals

Amazing Asia Festival, launched as a pioneer in 2019, is Benelux's leading multi-day Asian festival. It is a family festival in exotic vibe. An event where all generations meet and discover delicious street food, travel inspiration and entertainment. For the 6th year in a row, on 6 event locations and cities, welcoming over 60.000 visitors with the goal to promote the

knowledge about Asian culture and support various good causes in Asia. More than 100 exhibitors with products from Thailand, Malaysia, Indonesia, Singapore, Japan, the Philippines and other countries are present. Including embassies and travel companies inspiring visitors about their future holidays in Asia. With live animation, music, workshops and keynote presentations. A festival with a solid reputation ideal to activate your brand.



2024 Editions

- 24 – 25 – 26 May in Hasselt
- 14 – 15 – 16 June in Antwerp
- 5 – 6 – 7 July in Leuven
- 9 – 10 – 11 August in Laakdal
- 30 – 30 August – 1 September in Vilvoorde
- 13 – 14 – 15 september in Ghent

More information: www.amazingasiafestival.be

Join our 2024 campaign

We have put together a 360° package allowing you to promote your product or destination towards a targeted audience of Asia lovers on the Belgian market. From print to online, from PR to B2B, from event to activation. Discover our package and Amazing Asia Campaign.



Your campaign package

- 2/1 page advertorial in Amazing Asia Magazine (A4 size)
 - + 30.000 copies distributed during the 6 editions of the festival in 2024
 - + 75.000 readers
- Your video (max 30 sec) on big LED-screen during the 6 festival editions in 2024
- Your logo on 100.000 A5 flyers distributed before the festival in the 6 cities
- Partner page on the event website
 - + 100.000 unique visitors / year
 - + Possibility to host a promo or contest
 - + Hyperlink to your website
- Promo in newsletter
 - + Short text with your content + link to your website
 - + ± 10.000 subscribers
- Press release to ± 1.000 journalists, media and influencers in Belgium (Dutch speaking)
- B2B newsletter (in Dutch) to ± 2.000 travel professionals in Belgium (tour operators and travel agents)
- All copywriting, graphic design and translation included based on your briefing and input



Deadline for reservations
12 April 2024



Budget:
€ 7.600
(excl. VAT)

Increase your presence during the festivals?

Do you wish to have a stronger presence during the events? This is possible!

You can consider an activation stand:

- 50 m² (partial stretch tent): 2.000 Euro per festival city
- 20 m² (foldable tent): 900 Euro per festival city

Or look at additional options:

- Sampling in the free festival zones
- Sales of own products or services in stand
- Sales and promotions via our vendors (matchmaking)

Are you interested or do you wish to obtain more information?

Kris Van den Broeck
kris@thx.agency
+32 468 17 28 46

Sjobbe Schellens
Festival
partnerships@amazingasiafestival.be
+32 496 68 89 87

Join our co-branding campaigns

With the help of the Thx.agency campaigns, you are sure to reach the right target groups within the holiday segments that are important to you. We take care of everything and get to work based on your briefing.

The number of partners per campaign remains limited in order to ensure you with sufficient visibility and to guarantee your return on investment.



Example campaign
'Cultural and culinary delights' - 2023.

Thx.agency is a creative and hands-on PR and marketing agency, specialised in travel and leisure. We work for over 30 clients in the industry: from local, regional and national tourism boards to tour operators and suppliers.

You can rely on Thx.agency for Analysis & Strategy, PR & Influencer Marketing, Events, Advertising & Social Media, Content & Storytelling and Trade Development.

We are active on the entire Benelux market and are able to promote your products and activities in our network.



Are you interested in one or more of our co-branding campaigns for 2024?

Kris Van den Broeck
kris@thx.agency
+32 468 17 28 46.