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ITB PODCAST SPONSORING – VOICES OF THE TOURISM INDUSTRY

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WHAT TO EXPECT FROM THE PODCAST BY ITB?

The podcast episodes feature inspiring minds of the tourism industry sharing anecdotes, stories of success and failure, practical tips and trend topics that move the industry like future mobility, climate change, disaster management, communities, travel technology, marketing sustainability in tourism and much more. The episodes are available on itb.com, Spotify, Apple Podcast and Podigee.

WHO IS THE PODCAST AUDIENCE?

The listeners are travel professionals, experts, economical and political policy makers, journalists, students and passionate travelholics from the international travel industry.

WHAT IS THE FORMAT?

„300 seconds with...“ is the ITB Berlin NOW’s brand new audio concept focusing on tourism industry experts who provide an answer to a question on a cutting-edge topic in 300 seconds in a spotlight monologue. If you are CEO, founder, technical expert, visionary, impulse generator, or entrepreneur and you would like to give your voice to the tourism industry in a crisp statement, then the “300 seconds with...” is clearly your stage!



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THE PODCAST SPONSORING PACKAGE

MEDIA	YOUR BENEFIT	YOUR "300 SECONDS WITH..." STAGE (content sponsor)	COVERAGE
WEBSITE			
itb.com Website (English only) Page: Home, Podcast itb.com/Home/	Your naming within the episode description	✓	> 60,000 page impressions since March 2020
NEWSLETTER & MAILINGS			
ITB Berlin Trade Visitor Newsletter	Your naming and link within podcast announcement	✓	> 17,500 subscribers
SOCIAL MEDIA			
Social Media feature via the ITB Berlin social media accounts Facebook, Twitter, LinkedIn, Instagram	Your naming within a post and/or story about the podcast episode	✓	Facebook: > 62,505 followers, Twitter: > 31,509 followers, LinkedIn: > 6,187 members Instagram: > 12,380 followers* *numbers from October 2020
PODCAST EPISODE			
"300 seconds with..." (a question to be answered by you)	Your 300-second speaking slot	✓	varies
Show notes	Your text (short) incl. link to your website + e.g. promo-code	✓	varies
PACKAGE PRICE + GERMAN VAT		1,500 €	

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