

BEST OF 2017

 **BZ.COMM**
PUBLIC RELATIONS • MARKETING • EVENTS

Member of

International Tourism Communication Network



China National Tourism Administration
Korea Tourism Organization
Japan Tourism Board

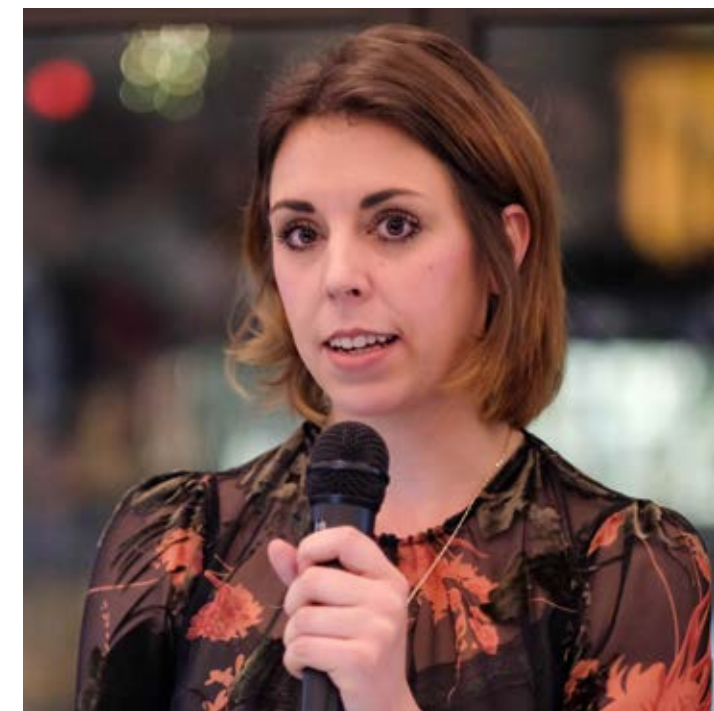




Visit East Asia Event

This special event was a premiere in Germany. For the first time the tourism boards of China, Japan and Korea came together and organized a joint event. Over 100 guests – travel agencies, tour operator and airlines – came together in Frankfurt's exclusive event location CODE to learn more about the three destinations. After a champagne reception and presentation about the destinations the guests could enjoy a flying buffet with Asian specialties.

BZ.COMM was responsible for the invitation management, layout and production of roll-ups and giveaways, press releases, coordination of event location, florist and catering as well as presentation preparation and hosting the evening.





Trentino Marketing



Trentino on the screen



In 2017 a feature for the ZDF show “Volle Kanne” has been produced in Trentino. “Volle Kanne” is the leading consumer magazine on German television. Each episode reaches an audience of averagely 730.000 people and has a market share of 14.3 percent. In the feature host Marina Wenk presents winter sport destinations that are reckoned as hidden gems and reveals insider tips. She participates in adventurous and exceptional activities such as fat biking in the snow, ice climbing and snowshoeing.

Like this the diversity of the winter sport destination Trentino with its impressive nature, exquisite cuisine and its manifold activities is displayed to a large number of viewers.



Korea Tourism Organization



Bibimbap cooking workshop – Paradise for Foodies

In cooperation with Korea Tourism Organization we hosted two Bibimbap cooking workshops in Frankfurt and Munich. The first cooking workshop took place at Mirko Reeh's cooking studio with carefully selected MICE participants from Frankfurt. We started off both evening events introducing Korea as a MICE-Destination and presented news on the Winter Olympics in Pyeongchang in 2018. Thereafter we started joyously with the preparations for the most famous specialty from South Korea – the rice dish "Bibimbap".

Our participants were enthusiastic and got involved right from the beginning of the cooking workshop and learned a lot about the destination Korea.



Influenced by „Real is beautiful“

With a cross-media Influencer campaign under the slogan Lithuania - „Real is beautiful“, we highlighted Lithuania as travel country. We distributed the campaign in out-of-home media, social media and on the travel blog Justtravelous.com by Yvonne Zagermann. According to the slogans „Explore culture“, „See nature“ and „Meet people“, the travel blogger and TV author, calls for the diversity of the country to be discovered in three emotional video clips. The 15-second spots were played on 36 Infoscreens at highly frequented stations in Frankfurt. Yvonne's inspiring clips reached around 1.28 million travelers in Frankfurt. With Yvonne Zagermann, we have won one of the most influential German travel bloggers for the campaign. The extension of travel blog content to out-of-home channels is new. Yvonne reported live on Instagram and facebook during her research trip in Lithuania at the beginning of June; posts on her award-winning Blog JustTravelous.com extended the information and inspiration into the web.



Lithuania State Department of Tourism





China National Tourism Administration

Blogger Fam trip to China

For the China National Tourism Administration we organized the first official blogger and influencer trip from Germany to China. Twelve travel blogger joined us on the journey to South China on insider tracks. They explored the romantic channels of Suzhou, went for a boat cruise on Hangzhou's famous Westlake and gazed at the impressive skyline of Shanghai from the second largest building in the world – the Shanghai tower. The coverage afterwards included a total of 280 releases on Blogs, Instagram and Facebook and reached an audience of about 21.000.000.



The Future of Travel

For TravelEssence, a high-end travel specialist for New Zealand and Australia, we organized an exclusive video campaign which will be displayed on the website of Handelsblatt and Wall Street Journal throughout 2018. The campaign features opinion leaders from all sections of the travel industry and broaches the issue "The Future of Travel". Ralf Szepanski, a journalist of the renowned German TV-station ZDF interviewed Andrew Morten, General Manager of TravelEssence, who states how individual journeys are planned today, in the future and how the desire for individual trips is increasing.

According to experience, the videos generate over 10.000 views only in the first two months. Additionally to the display on Handelsblatt and Wall Street Journal the videos can be used as corporate content.

Handelsblatt

THE
WALL STREET
JOURNAL



TravelEssence



Cuba Tourism Office

Evening Event - Caribbean News

Cuba Tourism Office planned to gather key decision makers of the biggest Tour Operators together in Frankfurt to inform about the situation on site after the Caribbean island was hit by a hurricane. One of our objectives for Cuba has been to educate the most important tour operator and front line sales staff, to enable them to effectively sell the destination to their clients with latest knowledge of the island. We produced a highly successful evening event with an informative presentation about Cuba's cleanup efforts, recent developments and future hotel construction plans. After the presentation we assured enough time for press interviews and a fruitful get-together with everyone during dinner.





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