

Eurowings Holidays

Media Proposal 2025



Eurowings Holidays: the new tour operator

Eurowings sent 250.000 customers in 2024 on holiday

2024 Figures

Over 200 million revenue and 250.000 customers

Carrier

Eurowings with 100 aircrafts, 140 destinations, 11 bases, exclusive prices for EWH
Third-party airlines: Lufthansa, Condor, etc.

Portfolio

Beach holidays, Short trips and city breaks
Long-distance holidays
Super Last Minute

Flight and Hotel

Packaging of flight, hotel offers and additional services such as rental cars, transfers, insurance

Booking channels

Direct sales: holidays.eurowings.com
Third-party sales: Holidaycheck, Check24, Invia and Travel agencies

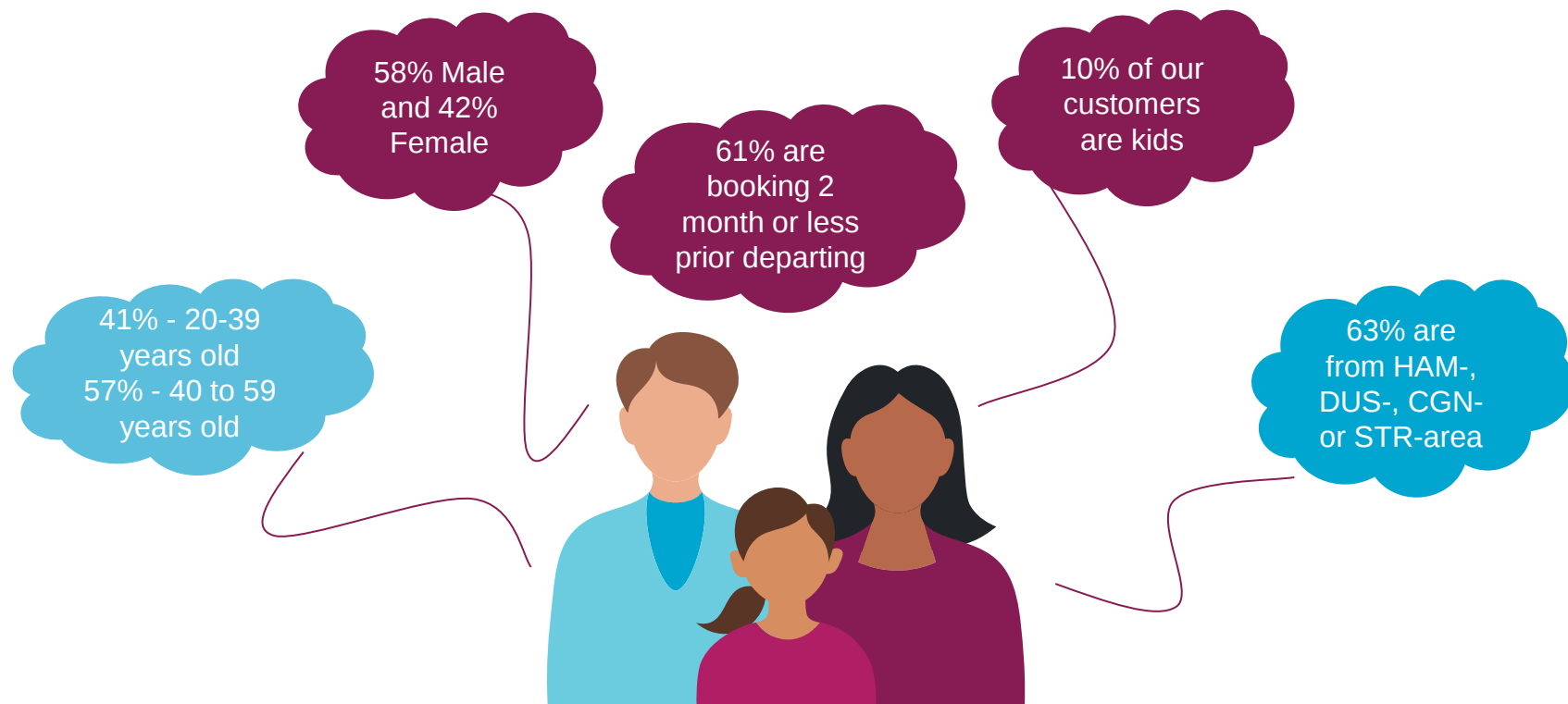
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Eurowings Holidays

Eurowings Holidays: Our customers

Our customers are relatively young, spontaneous, without kids and from western Germany



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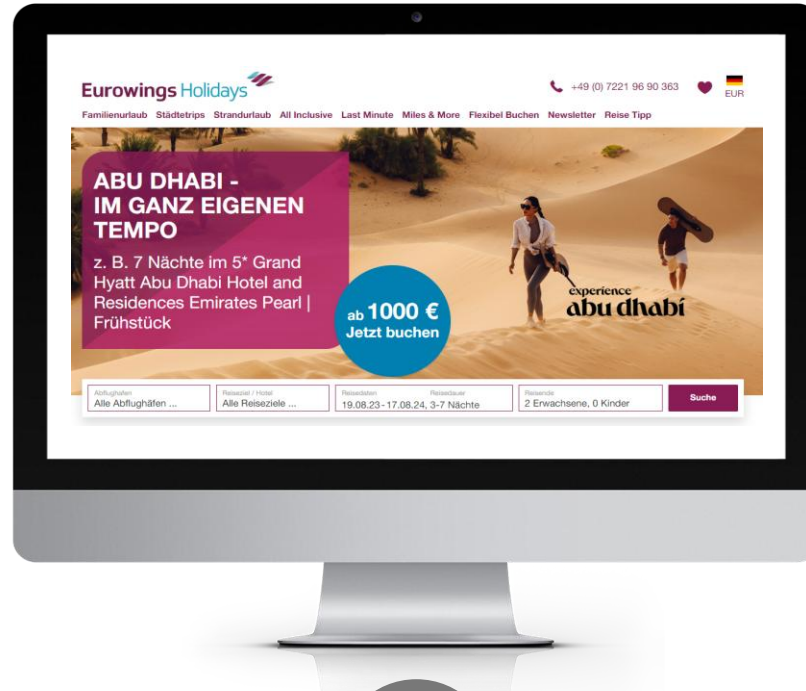
Eurowings Holidays 

Touchpoints

Slider Homepage (incl. Logo)

Most prominent placement on the Eurowings Holidays website

Online



1 week



35k booking-relevant User per week

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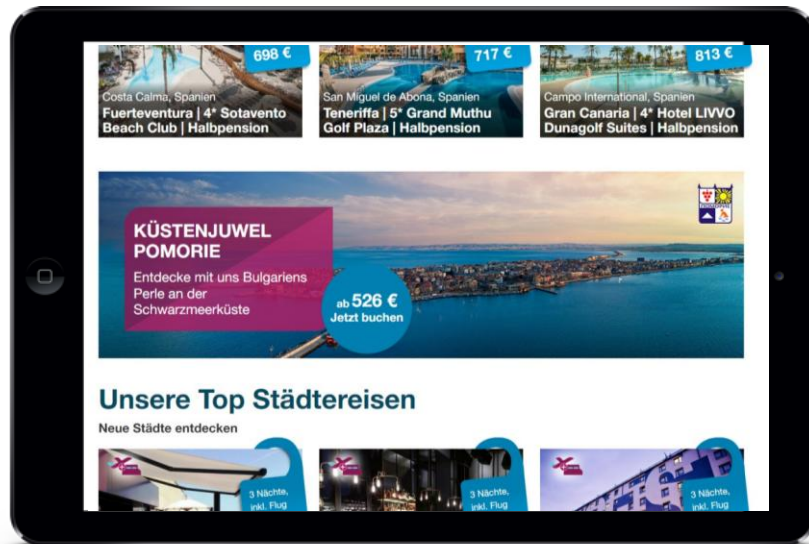
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Destination Teaser (below search mask)

Online

Sticky Teaser to inspire customers for your destination or your hotel group



1 week



35k booking-relevant User per week

Member of

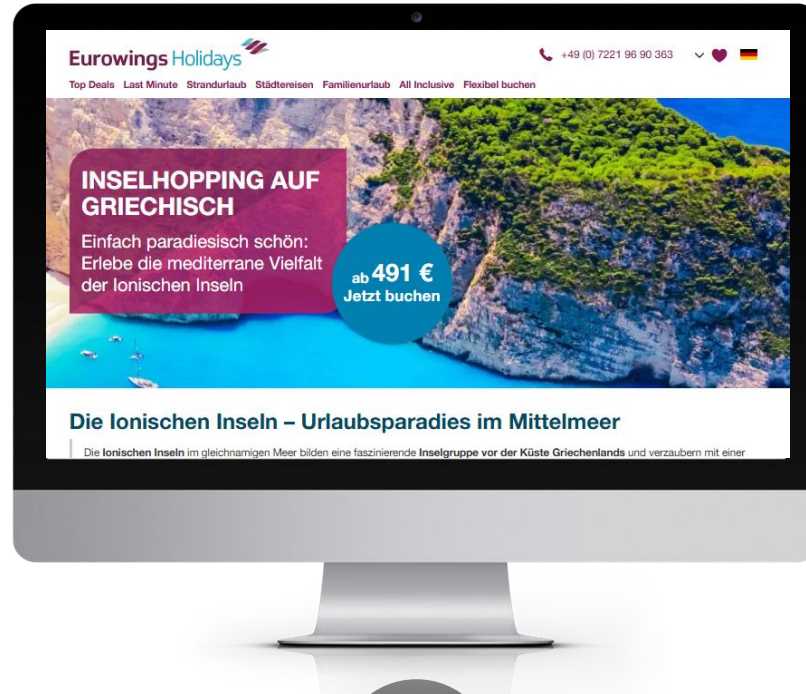
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Eurowings Holidays

Landing page

Inspire our customers with your content and offers

Online



Always on



35k booking-relevant User per week

Member of

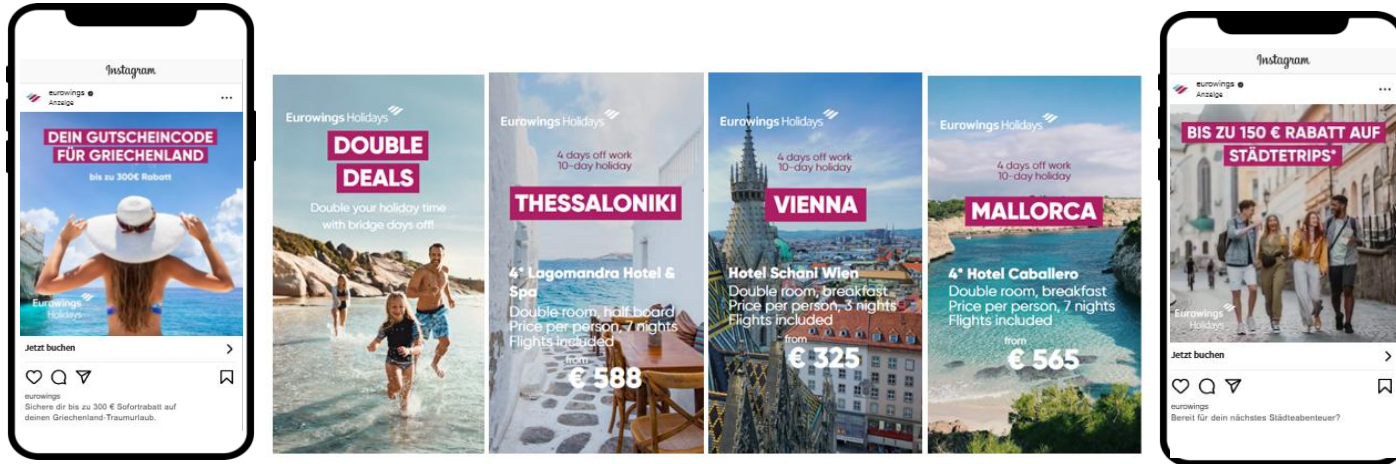
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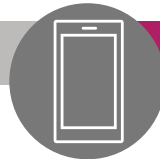
External Social Ads – Facebook and Instagram

Generate external traffic to the Eurowings Holidays landing page

External Online



2 weeks



1m reach

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External Display Ads and SEA

Generate external traffic to the Eurowings Holidays landing page

External Online



2 weeks



1m reach

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Eurowings Holidays 

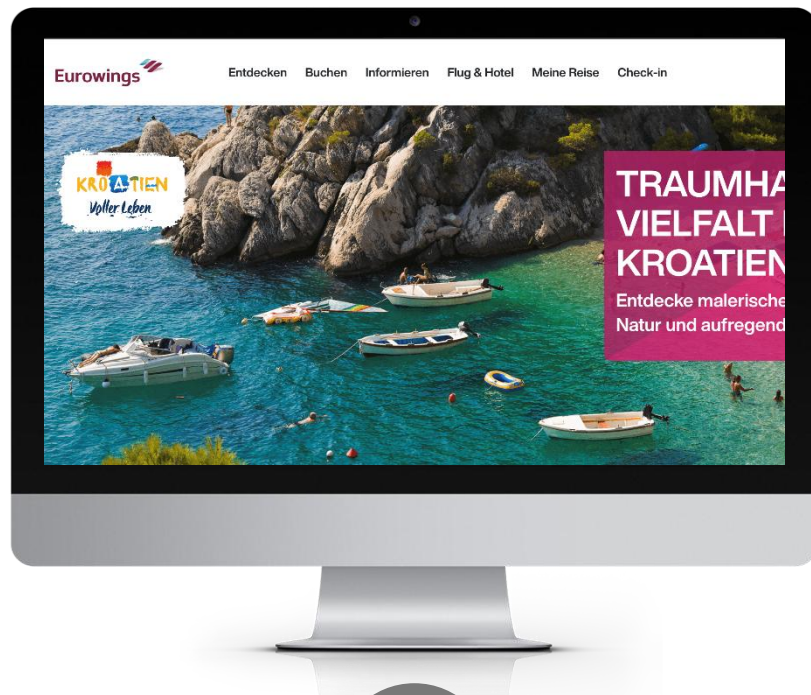


Touchpoints

Hero Banner Eurowings.com – DE/EN/CZ (incl. Logo)

Online

Prominent placement on the Eurowings website to generate traffic to Eurowings Holidays



1 week



1 million impressions

Member of

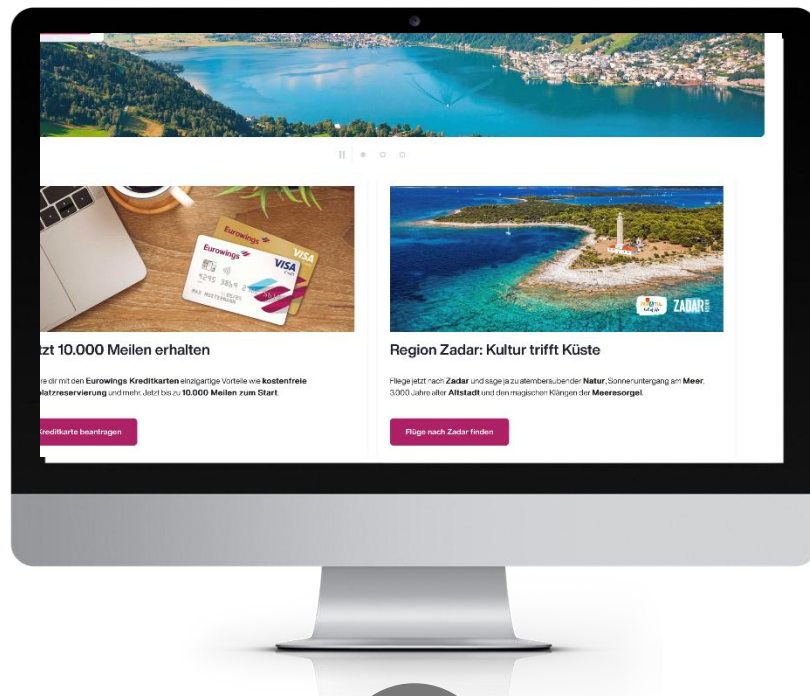
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Banner Eurowings.com – “Search” (incl. Logo)

Online

Prominent placement on the Eurowings website to generate traffic to Eurowings Holidays



1 week



1 million impressions

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Eurowings “Single Partner Slot” Newsletter

Generate traffic to the Eurowings Holidays landing page

Online



1 “Single Partner Slot” newsletter



850k subscriber

Member of

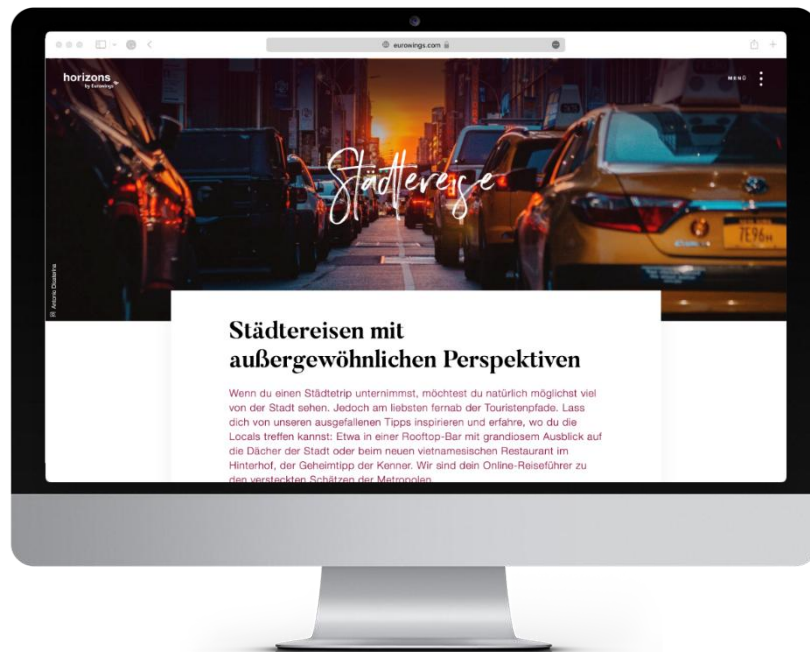
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Eurowings – E-Stream and Horizons

Online

Use Eurowings customer data to generate qualified traffic to the Eurowings Holidays landing page



Always online



10k page views

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Eurowings 

Aircraft branding

Raise awareness among Eurowings customers about holiday packages to your destination

On Board



6 Months



Lead time: 10 months in advance

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Check-In Boarding Card

On Board

Raise awareness among Eurowings customers about holiday packages to your destination

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BRINGEN SIE IHRE MARKE HOCH HINAUS!

✓ Attraktive und außergewöhnliche Werbeplätze
✓ Hohe Kontaktintensität
✓ Individuelle Integrationsmöglichkeiten

Sichern Sie sich attraktive Werbeplätze auf eurowings.com/werben-bei-eurowings

Eurowings Holidays

TRAUMURLAUB MIT TRAUMRABATT SICHERN.

✓ Flug & Hotel im Doppelpack zu exklusiven Preisen
✓ Flexible Stornierung und Umbuchung bis 14 Tage vor Reise*
✓ Jetzt Gutschein** einlösen auf holidays.eurowings.com

50€ GUTSCHEIN

* Gegen eine Gebühr von 50 €.
** Hinweise und Bedingungen auf holidays.eurowings.com oder an den Verkaufsstellen.

1 million boarding cards

Lead time: 12 weeks in advance

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On Board Magazin - Wings

On Board

Raise awareness among Eurowings customers about holiday packages to your destination



1 page



2-4.5m per edition

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Tray Table Branding

Raise awareness among Eurowings customers about holiday packages to your destination

On Board



1 Aircrafts for 6 months

96.000 contacts per aircraft

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Hot Beverage Cup - Branding

On Board

Raise awareness among Eurowings customers about holiday packages to your destination



1 million pieces



Lead time: 20 weeks

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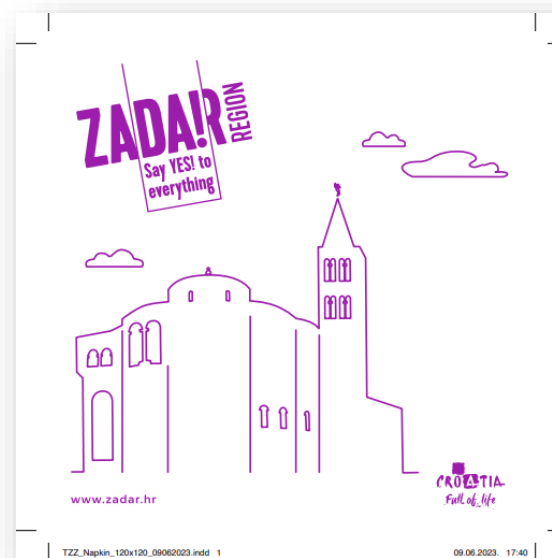
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Napkins - Branding

On Board

Raise awareness among Eurowings customers about holiday packages to your destination



1 million pieces

Lead time: 20 weeks

Member of

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Eurowings

Thank you for being a partner of us
For any questions, please contact me at any time

Eurowings Holidays



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