



THE ONLINE TRAVEL GROUP

Project for the promotion of Verona airport flights and catchment area on OdigeO portals



April 2014



- In the first five months of 2014, Verona airport transported more than 915,000 passengers, **630,000 of which on international flights** (+2%)
- In the 2014 summer season, Verona airport was linked to 57 airports: 9 domestic destinations, 34 in the European Union and 14 in the rest of world
- Some of the most important European airlines operate at Verona airport (Air France-KLM, Air Moldova, Alitalia, British Airways, Easyjet, Monarch, Volotea, S7 Airlines, Lufthansa, Wizz, Neos, Livingston, Germanwings and Etihad Regional), in addition to Meridiana and Air Dolomiti, which operate out of Verona and perform their plane maintenance in the hangar.
- In order to support air traffic development and particularly new routes, Verona airport wants to incentivise incoming tourist flows. We intend to support, in particular, airlines that open flights from strategic markets like **Russia**, Germany, the UK and Poland.

Goal

The promotion of routes cannot be separated from that of the destination. The goal is to sell flights and the area.

In order to support the new routes and "sell" the area, the airport intends to implement a project that promotes the area in source markets through a certified channel: the EDREAMS platform.

Edreams (Opodo Group) is one of the main players on the market, an on-line travel agency with its central headquarters in Barcelona and a branch in Milan. Its activity is based on offering the best selection of flights, hotels and tourist packages with the use of on-line technological tools. The company operates in Italy with the portal Edreams.it, in Germany with Opodo.de and in the UK with Opodo.co.uk.

By means of a special advertising investment, Edreams.it sold 4,596 flights departing from Verona in ninety days and contributed to increasing car parking sales from 788 spaces (2013 figure) to 2,010 spaces (2014).

The aim is to sell packages + flights on foreign markets. The packages may be provided to Edreams by the area tour operators.

The packages will be sold in a dedicated section of Edreams/Opodo (depending on the market) on markets like Italy, Germany and the UK, and we are also evaluating Russia and Poland. The activation times for the portals are four weeks from definition of the agreement.

Russian Market



Sales and advertising platform: to reach the Russian market, actions will be implemented on eDreams.ru

Timing: October 2014 for 18 months

eDreams.ru / from May 2014 site traffic

source: Google Analytics



Panoramica

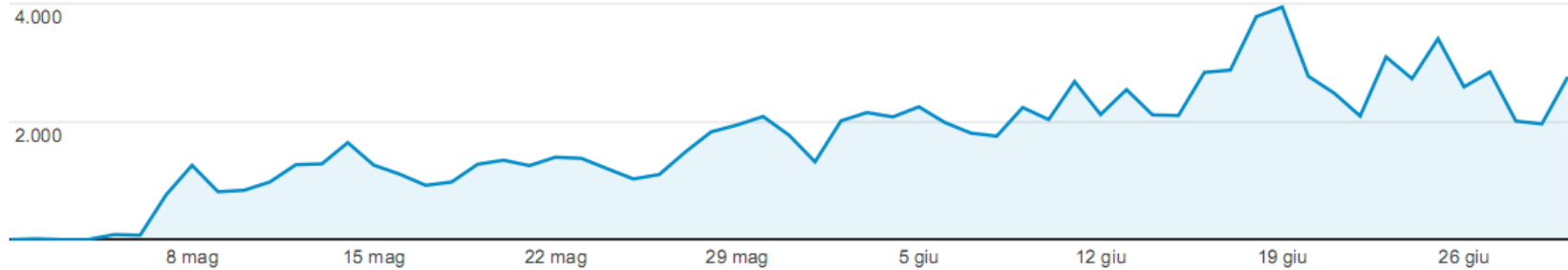
01/mag/2014 - 30/giu/2014

Tutte le sessioni
100,00%

+ Aggiungi segmento

Panoramica

● Visualizzazioni di pagina



Visualizzazioni di pagina

105.381

Visualizzazioni di pagina uniche

65.102

Tempo medio sulla pagina

00:01:45

Frequenza di rimbalzo

28,75%

% uscita

22,33%

Italian Market

Sales and advertising platform: In order to reach the domestic market, actions will be implemented on eDreams.it (presence with dedicated area + advertising campaign)

Timing of the advertising/sales campaign: October 2014 for 18 months

eDreams.it/2012 site traffic

source: Google Analytics



Panoramica pubblico

01/gen/2012 - 31/dic/2012

Segmenti avanzati | Email | Esporta | Aggiungi alla dashboard | Scorciatoia

% di visite: 100,00%

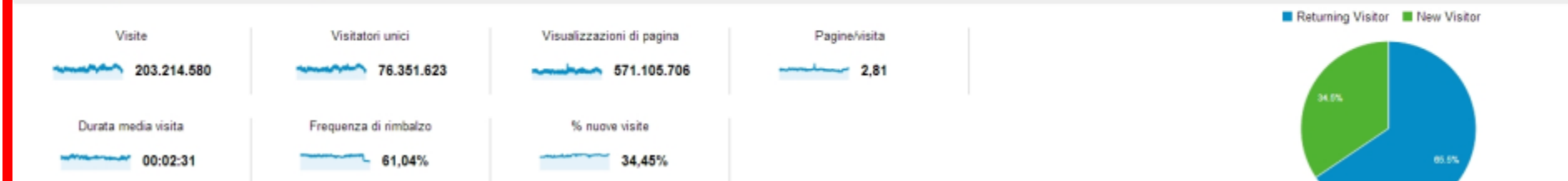
Panoramica

Visite | Seleziona una metrica

Ora | **Giorno** | Settimana | Mese



76.351.623 persone hanno visitato questo sito



Dati demografici

Lingua

Visite | % Visite

1. Example of eDreams Subtab with customised drop-down menu, under Specials or Weekend

NOTE: THIS SLIDE IS AN EXAMPLE ONLY TO SEE WHAT THE SPACE WILL LOOK LIKE ON THE PLATFORM

The screenshot shows the eDreams website interface. At the top, there is a navigation bar with the eDreams logo and the slogan 'viaggiamo insieme'. Below this is a menu with various travel options: HOME, VOLI, VOLO+HOTEL, HOTEL, VIAGGI&VACANZE, AUTO, TRENI, MONTAGNA, WEEKEND, CROCIERE, SPECIALI, TRAGHETTI, OFFERTE, MIRABILANDIA, and METEO. A red arrow points to the 'WEEKEND' menu item, which has a customised dropdown menu open. The dropdown menu is titled 'GARDA REGION' and lists several travel options: Speciali, Northern Territory, Case Vacanza, Carta Edreams, Rimborsoalvolo, Questa è Taranto, Taxi Airport, Visit Scotland, Monterosa Ski, Turismo Turchia, Isole Canarie, and Turismo India. Below the navigation bar is a search form titled 'RICERCA VOLI'. The form includes options for 'Andata e ritorno', 'Andata', and 'Destinazioni multiple'. It has fields for 'Città di partenza', 'Città di arrivo', 'Data di partenza', 'Ora', 'Data di ritorno', and 'Ora'. There are also input fields for the number of 'Adulti (12+)', 'Bambini (2-11)', and 'Neonati (-2)'. A 'CERCA VOLO' button is visible. Below the search form are two promotional banners. The first banner features a beach scene and the text 'VIAGGERAI AL MASSIMO' with a call to action 'CLICCA SU "CERCA VOLO" E CONFRONTA I PREZZI DI OLTRE 750 COMPAGNIE AEREE'. The second banner features a coastal town and the text 'GRECIA, TURCHIA, TUNISIA DA SOGNO da 352€' with a 'PRENOTA ORA' button.

BUONI REGALO DA 25€ A 250€

1.1 Example of eDreams Subtab

A further example of a customised subtab under the Mountain section, which is currently sponsored entirely by Trentino Regional Authority

NOTE: THIS SLIDE IS AN EXAMPLE ONLY TO SEE WHAT THE SPACE WILL LOOK LIKE ON THE PLATFORM

THIS SECTION HAS SOLD AN AVERAGE OF 278 PACKAGES PER YEAR

The screenshot shows the eDreams website interface. At the top, the navigation bar includes 'HOME', 'VOLI', 'VOLO+HOTEL', 'HOTEL', 'VIAGGI&VACANZE', 'AUTO', 'TRENI', 'MONTAGNA', 'WEEKEND', 'CROCIERE', 'SPECIALI', 'TRAGHETTI', 'OFFERTE', 'MIRABILANDIA', and 'METEO'. The 'MONTAGNA' menu item is highlighted with a yellow box labeled 'GARDA REGION'. Below the navigation bar, there are several promotional cards for vacation packages in Trentino, including 'Trentino Charme', 'Vacanza in appartamento', 'Proposte Weekend', 'Vacanza rurale', 'Vacanza al lago', and 'Trekking e bike'. A search bar on the right allows users to book a vacation in Trentino.

1.2

Example of an introductory page that opens the microsite



NOTE: THIS SLIDE IS AN EXAMPLE ONLY TO SEE WHAT THE SPACE WILL LOOK LIKE ON THE PLATFORM



COSA SONO LE CITYCARDS?

Tessere turistiche o city pass per trasporti pubblici, musei e monumenti gratuiti. Spendi di meno e vedi di più!

COME SI ACQUISTANO LE CITYCARDS?

Acquistale dal sito per riceverle a casa in alternativa ritirale direttamente nelle sedi di Milano e Roma.



London Travelcard – La card trasporti di Londra

La London Travelcard garantisce libera circolazione su tutti i mezzi pubblici di Londra: bus, metro, treni e Docklands Light Railway, inclusi i "Night buses". Un must per chi visita Londra, se si pensa che il singolo biglietto costa minimo 4,30 sterline.

A PARTIRE DA € 9,90

Acquista Ora!



Gatwick Airport Link - Treno aeroporto/Londra città

Dall' aeroporto di Gatwick sono in servizio per Londra centro due compagnie ferroviarie, oltre a Gatwick Express: la Southern e la First Capital Connect. Con i treni di queste due compagnie è possibile raggiungere altrettanto comodamente e velocemente Londra, risparmiando moltissimo rispetto al Gatwick Express.

A PARTIRE DA € 17,60
(Andata e Ritorno!)

Acquista Ora!

1.2

Example of an introductory page that opens the microsite

NOTE: THIS SLIDE IS AN EXAMPLE ONLY TO SEE WHAT THE SPACE WILL LOOK LIKE ON THE PLATFORM

The screenshot shows a web browser window displaying the eDreams website. The page features a navigation menu with options like HOME, VOLI, VOLO+HOTEL, HOTEL, VIAGGI&VACANZE, AIUTO, TRENI, MONTAGNA, WEEKEND, CROCIERE, SPECIALI, TRAGHETTI, OFFERTE, and BUONI REGALO. The main content area is dominated by an Air Dolomiti advertisement, which includes the airline's logo, the slogan "Voliamo con te", and a "Partner of Lufthansa" badge. Below the advertisement is a search form titled "RICERCA VOLI" with fields for departure and arrival cities, dates, times, and passenger counts. To the right of the search form, there are promotional offers for flights to Frankfurt and Monaco, both starting at 34 €. The website is displayed in Italian, and the browser's address bar shows the URL: http://www.edreams.it/static/it_IT/flights/airlines_microsites_it/air_dolomiti.html.

NOTE: THIS SLIDE IS AN
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THE SPACE WILL LOOK LIKE ON
THE PLATFORM



Minitalia Leolandia **TUTTI I WEEKEND DAL 5 OTTOBRE** **Halloween** **CLICCA E RISPARMIA** **BIGLIETTI A PARTIRE DA €13.50**

eDreams viaggiamo insieme Prenotazioni e assistenza **89 22 44** Lun/dom 8/20 | 1'82 € IVA Incl./min. Assistenza-Reclami-Aiuto Utente Registrato [IT]

HOME **VOLI** VOLO+HOTEL HOTEL VIAGGI&VACANZE AUTO TRENI MONTAGNA WEEKEND CROCIERE SPECIALI TRAGHETTI OFFERTE MIRABILANDIA METEO

Fasi della prenotazione: Ricerca ▶ **Selezione Voli** ▶ Dati dei passeggeri ▶ Prenota ▶ Conferma [Consiglia](#) [Tweet](#) [e-mail](#)

Mosca - Verona andata e ritorno da 329 €
241 voli trovati per la tua ricerca

Hai cercato Da **Mosca** a **Verona** andata il 23-ott ritorno 31-ott 1 Adulto [Cambiare ricerca](#)

Orario di partenza

Andata: 0h - 24h
Ritorno: 0h - 24h

Scali

Quantità
 E' indifferente
 1 Scalo
 2 Scali

durata
 E' indifferente
 Meno di 4h

328,80 € per passeggero *	ANDATA	<input type="radio"/> 05:50 Mosca (Domodedovo) 12:25 Verona (Verona) 8h35' 1	<input type="radio"/> 13:05 Mosca (Domodedovo) 20:25 Verona (Verona) 9h20' 1
	RITORNO	<input type="radio"/> 10:20 Verona (Verona) 23:10 Mosca (Domodedovo) 9h50' 1	
* Prezzo con carta di credito più economica (Carta Agos/eDreams). Variazioni per carta di credito prescelta: 391,86 € con American Express (carta meno economica). Tasse aeroportuali e quota di gestione incluse nel prezzo			
333,02 € per passeggero *	ANDATA	<input type="radio"/> 05:50 Mosca (Domodedovo) 12:25 Verona (Verona) 8h35' 1	<input type="radio"/> 13:05 Mosca (Domodedovo) 20:25 Verona (Verona) 9h20' 1
	RITORNO	<input type="radio"/> 06:30 Verona (Verona) 18:40 Mosca (Vnukovo) 9h10' 1	
* Prezzo con carta di credito più economica (Carta Agos/eDreams). Variazioni per carta di credito prescelta: 396,37 € con American Express (carta meno economica). Tasse aeroportuali e quota di gestione incluse nel prezzo			
343,00 €	ANDATA	<input type="radio"/> 05:50 Mosca (Domodedovo) 12:25 Verona (Verona) 8h35' 1	<input type="radio"/> 07:00 Verona (Verona) 00:30 (+1) Mosca (Vnukovo) 14h30' 2

Leaderboard on the flight
search pages

3. Display Campaign on Homepage + rotation to support the partnership in the Specials, Weekend or Mountain sections



MPU 300*250 +
Leaderboard 728*90
Homepage + ROS



NOTE: THIS SLIDE IS AN EXAMPLE ONLY TO SEE WHAT THE SPACE WILL LOOK LIKE ON THE PLATFORM



4. eDreams Newsletter

Top position:
MPU 300*250 top page

Newsletter sent to our DB of 1,200,000 registered users, sent once a week

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eDreams viaggiamo insieme

Trova la destinazione che fa per te con **domingo!** →

Prenotazioni e assistenza Lun/Dom 8.00/20.00 | 1,82€ IVA incl./min **89 22 44**

VOLI HOTEL VOLO+HOTEL AUTO TRENI CROCIERE REGISTRATI VIAGGI & VACANZE

PRENOTA IL TUO VIAGGIO ALL'OKTOBERFEST

HOTEL A MONACO

da **39€** E...CIN CIN!

PRENOTA ORA ▶



OFFERTE VOLI LOW-COST

Milano - Lamezia	da 14 €	Venezia - Brindisi	da 25 €
Milano - Napoli	da 14 €	Torino - Roma	da 27 €
Roma - Bari	da 15 €	Milano - Berlino	da 53 €
Bari - Torino	da 17 €	Milano - Monaco di Baviera	da 99 €
Torino - Palermo	da 23 €	Tutte le tratte	

*Prezzo per tratta. Tasse e commissioni incluse.

CROCIERE D'AUTUNNO MEDITERRANEO

DA 349€

5. eDreams DEM

Usually sent every Thursday, again to the entire DB - 1,200,000 registered users

NOTE: THIS SLIDE IS AN EXAMPLE ONLY TO SEE WHAT THE SPACE WILL LOOK LIKE ON THE PLATFORM

eDreams *viaggiamo insieme*

EDREAMS SEMPRE CON TE: CHIAMA IL TUO AGENTE DI VIAGGIO, TUTTI I GIORNI DALLE 8.00 ALLE 20.00

Prenotazioni e assistenza
Lun/Dom 8.00/20.00 | 1,82€ IVA incl./min

89 22 44

VOLI | HOTEL | VOLO+HOTEL | AUTO | TRENI | CROCIERE | REGISTRATI | VIAGGI & VACANZE

in collaborazione con:

eDreams *viaggiamo insieme*

BEVI LIPTON ICE TEA E VOLA IN VACANZA
... NELLE SPIAGGE DA SOGNO

FANTASTICI PREMI IN PALIO PER TE!
Acquista Lipton Ice Tea e gioca col codice

GIOCA SUBITO

E INOLTRE
VOTA LA TUA SPIAGGIA DEL CUORE!

VIENI SU facebook
E SCOPRI COME VINCERE UN WEEKEND DA SOGNO CON I TUOI AMICI!





→ Prenota il tuo volo: direzione mare! Scopri le vibranti città che faranno della tua estate parte di un'esperienza indimenticabile.

Ancora indeciso per le tue vacanze? eDreams ha selezionato per te una molteplice offerta nell'incantevole Grecia. Scegli dove e...prepara la valigia!

Sales and advertising platform: to reach the German market, actions will be implemented on Opodo.de

Without advertising, in 2012, Opodo.de sold 1,387 flights to Verona (2074 pax)

Timing of the advertising campaign: October 2014 for 18 months

Site Sections Report

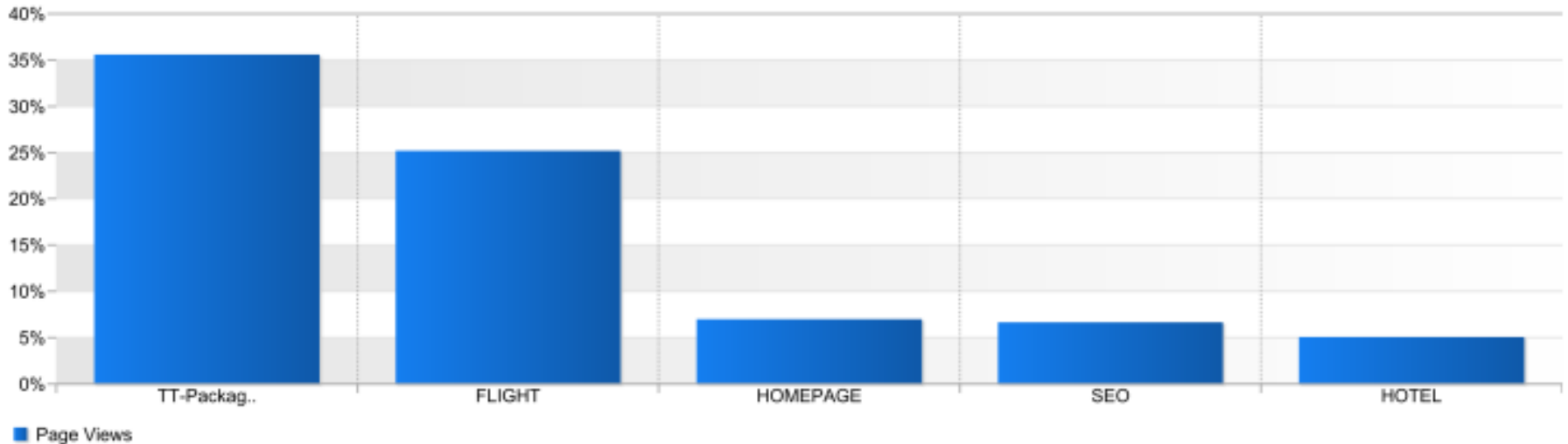
2012

Reporting Date: 2012
Search: None

Showing: Page Views
Compare to Report Suite: None
Correlation Filter: None
Percent Shown as: Number

Site Sections Report

2012



Graph Generated by SiteCatalyst using Report Accelerator at 2:34 PM CEDT, 21 Oct 2013

Site Sections	Page Views	Percentage
1. TT-Packages	128,508,087	35.6%
2. FLIGHT	90,861,306	25.2%
3. HOMEPAGE	25,194,061	7.0%

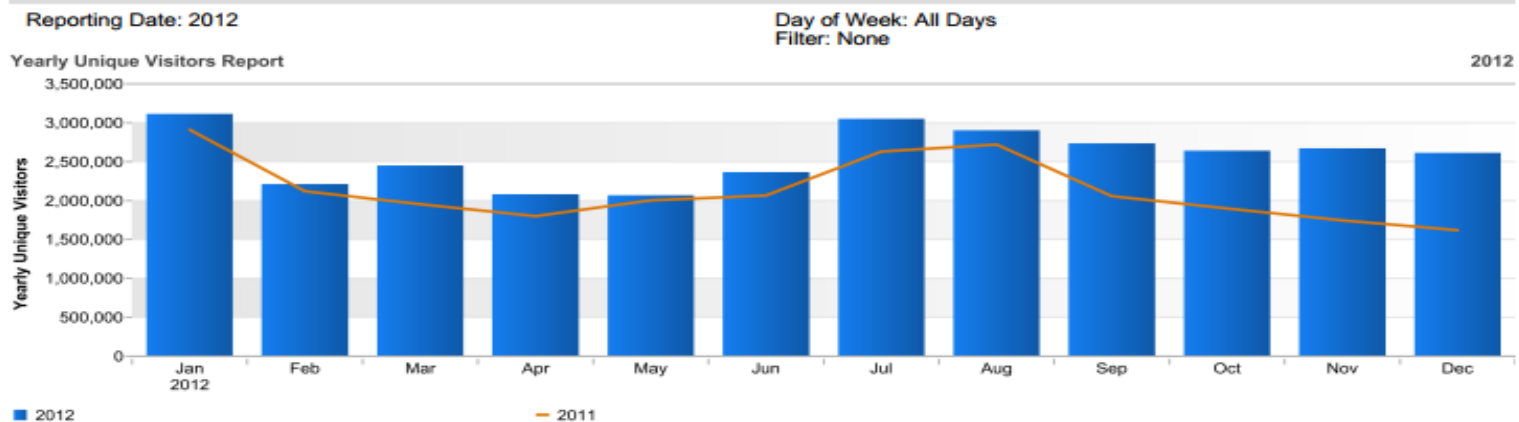
Opodo.de/2012 unique visitors

source: Omniture



Yearly Unique Visitors Report

2012



Graph Generated by SiteCatalyst using Report Accelerator at 3:10 PM CEDT, 21 Oct 2013

Date	2012	2011
1. January 2012	3,112,386	2,907,452
2. February 2012	2,208,781	2,121,163
3. March 2012	2,448,849	1,952,505
4. April 2012	2,077,803	1,797,512
5. May 2012	2,066,771	2,003,542
6. June 2012	2,362,543	2,065,942
7. July 2012	3,049,975	2,630,946
8. August 2012	2,902,051	2,721,013
9. September 2012	2,733,079	2,054,698
10. October 2012	2,637,627	1,900,471
11. November 2012	2,670,737	1,746,832
12. December 2012	2,610,219	1,620,834
Total	30,880,821	25,522,910

Opodo.de
Homepage

Billige Flüge, Städtereisen, Last Minute, Urlaub & Reisen | Opodo - Windows Internet Explorer

http://www.opodo.de/

Mein Urlaub designed by TUI

opodo und die Reise beginnt

Geschäftsreisen | Reisen Apps | Blog | Mein Opodo | Hilfe

Flüge | Hotels | Städtereisen | Last Minute | Pauschalreisen | Mietwagen | Ferienwohnungen | Mehr Reisen

Urlaub und Reisen finden

Flüge oder Bahn | Hotels | Flug & Hotel | Last Minute & Pauschal-Urlaub

Reiseart Hin- & Rückreise Nur Hinreise Gabelflug & Multi-Stopp

Von Nach

Hinreise Mi | 2. Juli 2014 Rückreise Mi | 9. Juli 2014

Zeit Jederzeit Zeit Jederzeit

Reisende 1 Erwachsene 0 Kind/er (2-11 Jahre) 0 Babys (0-2 Jahre)

Optionen Nur Direktflüge

Klasse und Airline auswählen

Sonnenflüge mit Germania

Germania

Hinflug ab Kassel-Mallorca € 69

QATAR AIRWAYS

Fluggutschein € 30 Code: QRFlug30

JETZT BUCHEN & € 30 MIT QATAR AIRWAYS SPAREN

z.B. JAKARTA KUALA LUMPUR SINGAPUR

opodo

Internet | Modalità protetta: attivata 100%

25/06/2014 10:56



- Flüge
- Hotels
- Städtetouren
- Last Minute
- Pauschalreisen
- Mietwagen
- Ferienwohnungen
- Mehr Reisen
- Reisetipp

 Empfehlen 123 |
  Twittern 0 |
  +1 9 |
  Share 1.1K

Pauschalreisen



Günstige Pauschalreisen finden

Abflugort: Reizeziel:

Früheste Hinreise: Späteste Rückreise:

Reise-dauer: Erwachsene: Mit Kindern

[Erweiterte Suche](#) (Sterne, Verpflegung, etc)

Ihre Vorteile bei Opodo

- ✓ 50 Euro Gutschein für die nächste Reise
- ✓ Attraktive Rabatte bis zu 50 Prozent
- ✓ Über 90 Reiseveranstalter im direkten Preisvergleich
- ✓ **Bestpreis und Geld-zurück-Garantie** für alle Pauschalreisen
- ✓ Echte Hotelbewertungen von echten Kunden
- ✓ Keine Buchungsgebühren
- ✓ Service-Hotline zum Ortstarif
- ✓ TÜV-geprüfte Sicherheit bei der Buchung
- ✓ Versicherungsschutz von HanseMerkur bei Opodo ist mit "sehr gut" **Testsieger** bei Finanztest (01/2013)

Luxusurlaub
5-Sterne-Hotels

1 Woche ab
€ 315

Top Inseln
2013

1 Woche ab
€ 500

Familien-
urlaub

1 Woche ab
€ 175

Service-Hotline

Täglich von 8-22 Uhr:
0234 96 10 35 55

(Zum Ortstarif im deutschen Festnetz, Mobilfunkpreise können abweichen).



Silvesterreisen
Egal wo Sie Silvester verbringen möchten, wir haben garantiert das richtige Angebot für Sie!

Gutscheine
Bei Opodo finden Sie die besten Angebote für Ihren Urlaub: Reisegutscheine zum Verschenken.

TAP PORTUGAL
A STAR ALLIANCE MEMBER

Jetzt günstige Portugal-Flüge buchen, z.B.

**LISSABON
FARO
MADEIRA**

Zu den Angeboten





3. 246*174 + 200*600 in the travel section, direct link to the customer's site or to a dedicated support page

NOTE: THIS SLIDE IS AN EXAMPLE ONLY TO SEE WHAT THE SPACE WILL LOOK LIKE ON THE PLATFORM

Carousel
dedicated to
advertising that
leads to a
dedicated page

NOTE: THIS SLIDE IS AN
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ON THE PLATFORM

The screenshot shows the opodo website interface. At the top, there is a navigation bar with the opodo logo and a banner for 'Top flight deals to Asia'. Below this is a menu with categories like HOME, FLIGHTS, FLIGHT + HOTEL, HOTELS, CAR HIRE, CITY BREAKS, PACKAGE HOLIDAYS, COTTAGE HOLIDAYS, OPODO EXTRA, THE USA, DEALS, and OPODO CORPORATE. A secondary navigation bar includes links for SHOPPING BASKET, COOKIE POLICY, MY OPODO, and HELP / FAQS.

The main content area features a 'Hotels' section with a search form. The search form includes a 'Destination' field (with placeholder text: City, Region, Country, Landmark, Hotel), 'Check-in date' (set to 9 April '14), and 'Check-out date' (set to 10 April '14). There is also a checkbox for 'I don't have specific dates yet' and a 'Search' button.

A carousel slide is highlighted with a red border. The slide is titled 'Come to Denmark' and features the text 'Stunning nature and vibrant cities'. It displays 'Hotels from £39' and a 'Find out more >' button. The background image shows a couple riding bicycles on a tree-lined street. The 'VisitDenmark' logo is also present.

On the right side of the page, there is a vertical sidebar with an orange header containing an airplane icon and the text 'Flights to Lisbon'. Below the header are icons for various travel services.

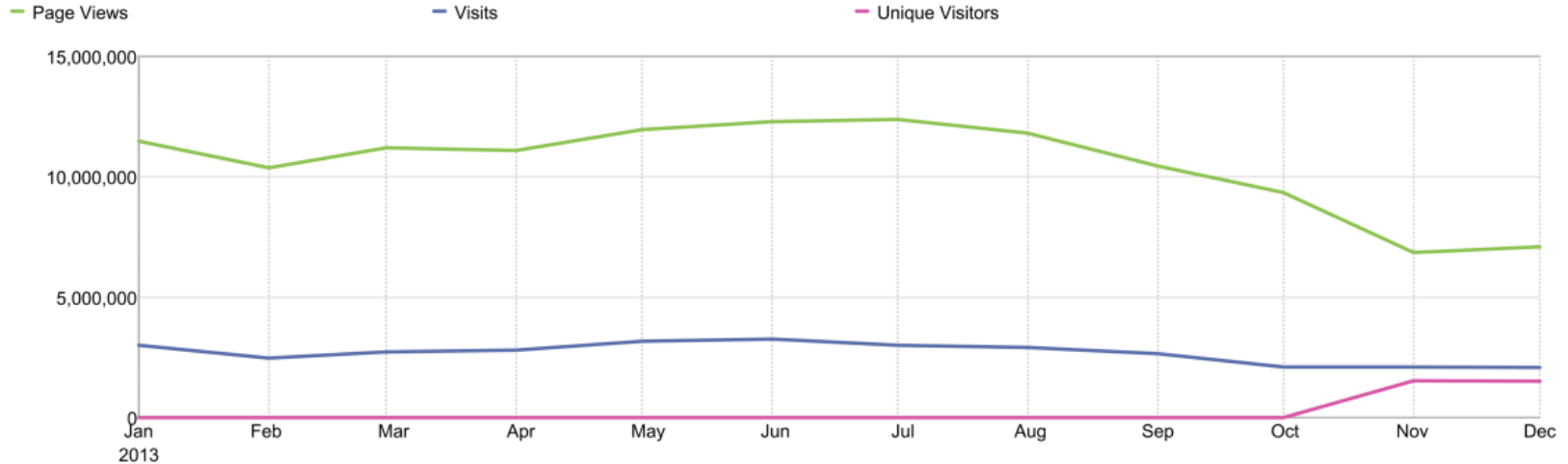
UK Market



Sales and advertising platform: to reach the UK market, actions will be implemented on Opodo.co.uk

Timing: October 2014 for 18 months

Opodo.uk/2013 site traffic + Flights page source: Omniture

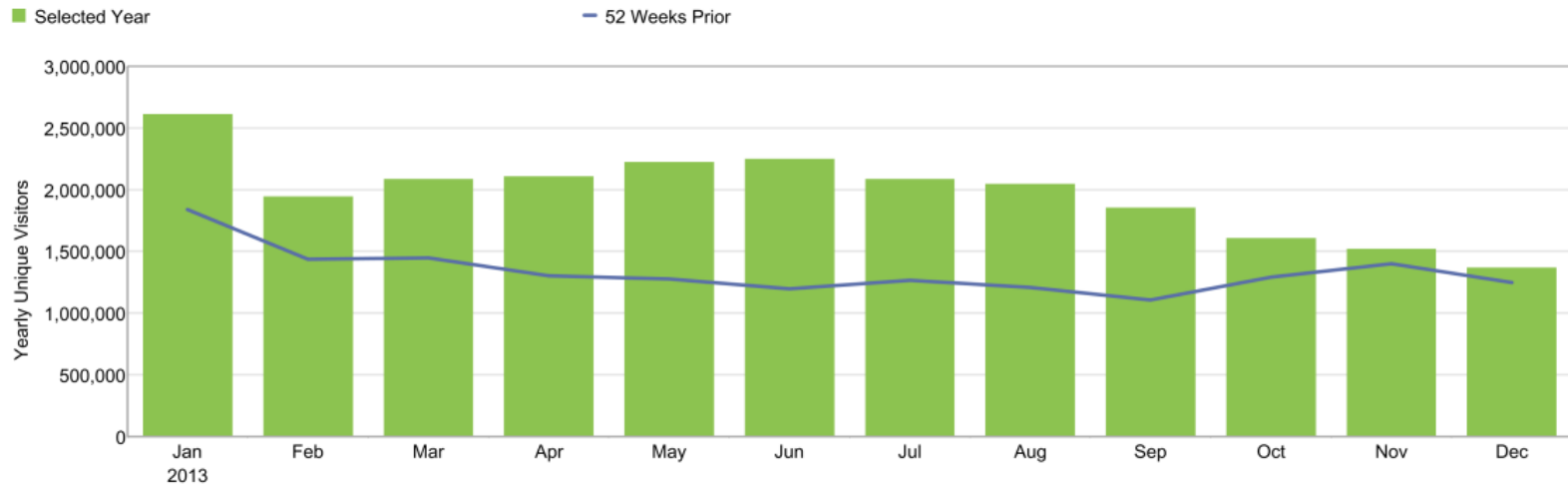


Key Metrics Report | All Visits (No Segment) | 2013 | Graph generated by Adobe Analytics at 8:37 AM GMT, 10 Apr 2014

Date	Page Views	Visits	Unique Visitors
1. Jan 2013	11,479,611	3,003,167	0
2. Feb 2013	10,374,687	2,467,075	0
3. Mar 2013	11,200,988	2,718,060	0
4. Apr 2013	11,094,363	2,810,090	0
5. May 2013	11,950,973	3,171,731	0
6. Jun 2013	12,299,303	3,256,993	0
7. Jul 2013	12,382,019	2,996,908	0
8. Aug 2013	11,804,118	2,920,017	0
9. Sep 2013	10,456,433	2,651,117	0
10. Oct 2013	9,347,126	2,095,928	0
11. Nov 2013	6,849,243	2,092,599	1,521,251
12. Dec 2013	7,091,357	2,075,688	1,507,130
Total	126,330,221	32,259,208	2,889,688

Opodo.uk/2013 unique visitors

source: Omniture



Yearly Unique Visitors Report | All Visits (No Segment) | 2013 | Graph generated by Adobe Analytics at 8:46 AM GMT, 10 Apr 2014

Date	Selected Year	52 Weeks Prior
1. Jan 2013	2,611,871	1,837,814
2. Feb 2013	1,945,989	1,437,372
3. Mar 2013	2,084,541	1,446,541
4. Apr 2013	2,106,568	1,302,946
5. May 2013	2,223,750	1,278,135
6. Jun 2013	2,250,342	1,196,876
7. Jul 2013	2,085,773	1,266,083
8. Aug 2013	2,045,945	1,207,736
9. Sep 2013	1,853,206	1,104,942
10. Oct 2013	1,605,948	1,292,938
11. Nov 2013	1,521,251	1,400,773
12. Dec 2013	1,368,437	1,247,510
Total	23,703,621	16,019,666

Dedicated page complete with info, videos, photos, etc.

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The screenshot shows the opodo website interface. At the top, there is a navigation menu with categories like HOME, FLIGHTS, FLIGHT + HOTEL, HOTELS, CAR HIRE, CITY BREAKS, PACKAGE HOLIDAYS, COTTAGE HOLIDAYS, OPODO EXTRA, THE USA, DEALS, and OPODO CORPORATE. Below the menu is a banner image of a panoramic view from a building in Aarhus, with the text "Enjoy the view at ARoS 'Your Rainbow Panorama' in Aarhus" and logos for DFDS SEAWAYS and VisitDenmark. The main content area is divided into two sections:

- Search Denmark flights:** A search form with options for Flights, Flight + Hotel, Hotels, and Cars. It includes fields for "From" and "To", departure and return dates (Apr 14), and checkboxes for "I'm flexible +/- 1 day" and "Direct flights only". It also has dropdowns for "Adults" (1), "Children" (0), "Infants" (0), and "Airline" (All airlines). A "Search >" button is at the bottom.
- Fall in love with Denmark this spring:** A promotional text block stating: "Whisk your loved one away to this spring, and fall in love with Denmark. Let the world-class gastronomy seduce you, as you're charmed by the old cities and captivated by the sunsets along the coast. Whether you choose to walk, cycle or drive, Denmark is the perfect place to relax and rejuvenate." Below this is a call to action: "Click below to see our top offers to Denmark".

To the right of the promotional text is a map of Denmark with three callout boxes:

- Denmark flights:** from £50
- Denmark Breaks:** from £105
- Denmark Hotels:** from £39

The map also shows locations: Aalborg, Aarhus, Billund, and Copenhagen.

Polish Market



Sales and advertising platform: to reach the Polish market, actions will be implemented on Opodo.pl

Timing: October 2014 for 18 months

Opodo.pl /2013-2014 site traffic

source: Google Analytics



Panoramica

01/giu/2013 - 30/giu/2014



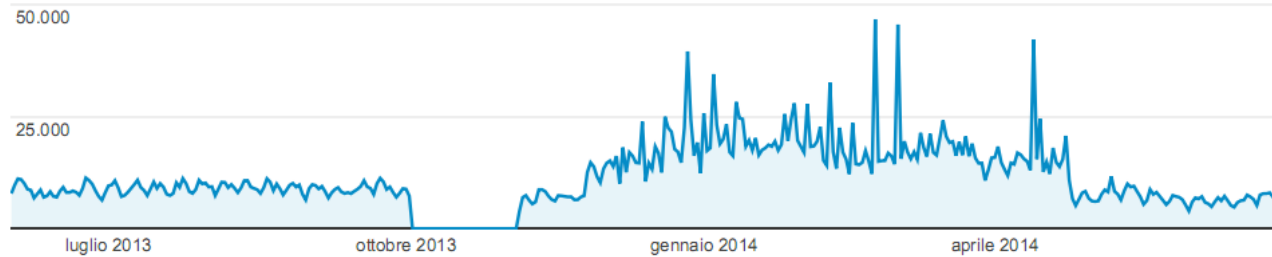
Tutte le sessioni
100,00%



+ Aggiungi segmento

Panoramica

● Visualizzazioni di pagina



Visualizzazioni di pagina

4.427.728



Visualizzazioni di pagina
uniche

3.462.704



Tempo medio sulla pagina

00:01:10



Frequenza di rimbalzo

82,46%



% uscita

58,72%



OdigeO international Advertising Campaign

Campaign duration: October 2014 - October 2015

(not ongoing to optimise the performance of the formats and positioning chosen. For example, October - December ongoing, break until March and then from April to October 2015)

eDreams.it:

- Dedicated microsite as subtab (Specials/Mountain/Weekend)
- Display support in some formats: ROS estimated 1,000,000 impressions/month
- Additional leaderboard in the relevant flight search pages
- Mktg e-mailing (4 Newsletters and 4 DEMs): sent to the entire eDreams.it DB of 1,200,000 users

Total cost of proposal €46,000 + VAT total

Opodo.de:

- estimated 100,000 impressions/month with 246*174 + 200*600 format, direct link to a page dedicated to you or the site of your choice

Total cost of proposal €30,000 + VAT total



OdigeO international Advertising Campaign

Campaign duration: October 2014 - October 2015

(not ongoing to optimise the performance of the formats and positioning chosen. For example, October - December ongoing, break until March and then from April to October 2015)

Opodo.pl:

- Fixed Skyscraper positioning 120*600 in the sections that allow + dedicated subtab, which leads to a microsite dedicated to the promotion

Total cost of proposal €30,000 + VAT total

Cost assessment

eDreams.ru: <http://www.edreams.com.ru/>

- Skyscraper positioning set at 300*510 in the sections that allow + dedicated tab, which leads to a microsite dedicated to the promotion

Total cost of proposal €15,000 + VAT total

Total cost of advertising project €121,000



OdigeO international Advertising Campaign

Campaign duration: 18 months from October 2014

(not ongoing to optimise the performance of the formats and positioning chosen)

eDreams.it:

- Dedicated microsite as subtab (Specials/Mountain/Weekend)
- Display support in some formats: ROS estimated 1,000,000 impressions/month
- Additional leaderboard in the relevant flight search pages
- Mktg e-mailing (4 Newsletters and 4 DEMs): sent to the entire eDreams.it DB of 1,200,000 users

Total cost of proposal €46,000 + VAT total

Cost assessment

Opodo.de:

- estimated 100,000 impressions/month with 246*174 + 200*600 format, direct link to a page dedicated to you or the site of your choice

Total cost of proposal €30,000 + VAT total

Opodo.uk:

- Fixed carousel positioning in the HOTEL section, which leads to a microsite dedicated to the promotion

Total cost of proposal €34,000 + VAT total

Total cost of advertising project €116,000