

About LuxSpots...

LuxSpots is an online German language portal with a diverse range of enjoyment, lifestyle, and travel recommendations. It is maintained by experienced journalists and subject specialists, whose articles are accompanied by professional images and videos.

LuxSpots introduces its audience to special, owner-run boutique and design hotels. The enjoyment and travel portal also reports on exceptional cuisine and exclusive lifestyles.

Multimedia content guarantees a comprehensive insight into the luxury destinations of our world. Interviews with creative and visionary restaurateurs and hoteliers leave the audience hungry for more.

The LuxSpots offering is completed by its delicious recipe suggestions and matching wine recommendations.



www.LuxSpots.de

Launch: 31st of December, 2015

Unique visitors: > 22,000 (as of February 2016)

Average stay: Between 2.5 and 3 minutes

Target groups: End customers and decision makers (B2C and B2B)

Interests: Architecture, (interior) design, wine, cuisine, spa and wellness, (golf and winter) sports, cruise holidays.

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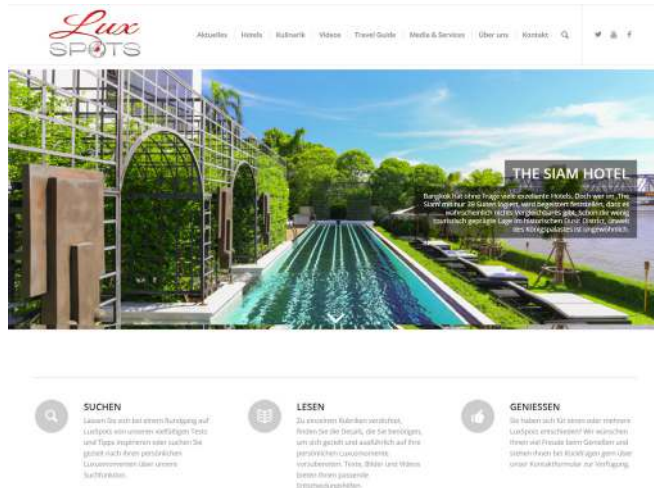


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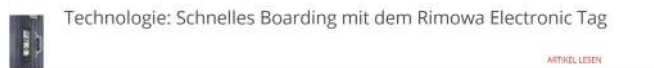
Lux
SPOTS
THE ENJOYMENT AND TRAVEL PORTAL



Welcome to LuxSpots...



News



Hotels



Cuisine



Five good reasons...



Food writers and travel journalists, photographers, television editors, and filmmakers



Multimedia content: Professional online texts, photographs, video, portraits and online formats



Background features on the current and rising stars of the high-end cuisine and owner-run hotel industries

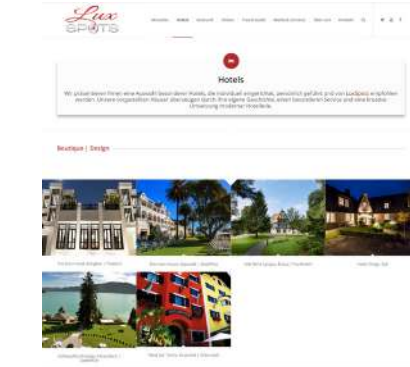


Partnerships: Blogger and press events, press and research travel, blogger campaigns, classic and online PR, content marketing, image and online film formats, brand ambassador, trade fair support, moderation, seminars, corporate blogs, website creation, and much more...



Advertising: Advertorials, sponsored articles, portraits and interviews in text or video, social media campaign and online TV format integration, integration in monthly newsletters or one-off video newsletters, competitions, and much more...

Lifestyle



Wine | Recipes



Video Portraits | Online TV | Image Films

