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○ häberlein & mauerer News 03.03.09 Tourism Experiential World

Press Release

häberlein & mauerer Successfully Expands Its Tourism Experiential World

häberlein & mauerer's Berlin office has added new destinations: South Tyrol and Western Sweden, as well as the repeatedly prizewinning Wellness Hotel Post in Bregenzer Wald and the Susanne Kaufmann cosmetic line. Effective immediately, the tourism team in Munich will look after the family-oriented Design Hotel Walliserhof in Vorarlberg.

New Clients

Unit Director Kristina Deppe and her Tourism Team in Berlin again successfully won the pitch for the three-year advertising budget of the **Südtirol Marketing Gesellschaft**. As in the past three years, the team will continue to look after the company's PR for Germany.

Western Sweden joined häberlein & mauerer's clientele in January 2009, thus adding another destination for the Berlin-based tourism team. The goal of the collaboration is to increase public awareness of Western Sweden as a region for tourism. Tourism media and lifestyle media will be the twin focal points of the classical PR work.

Susanne Kaufmann's name stands for high-quality natural cosmetics, for many years of spa competence, and for the repeatedly prize-winning Hotel Post at Bezaus in Bregenzer Wald, Austria. In January 2009, häberlein & mauerer's Berlin-based tourism team took on Susanne Kaufmann's classical press work, as well as the conception and implementation of various press events and tools to address opinion leaders. Special attention is being given to the new opening of the hotel, which will reopen in August 2009 after extensive renovations. The communication focuses on beauty and high-end titles, as well as on tourism media.

The tourism team in häberlein & mauerer's Munich office has been looking after **Walliserhof**, a family-oriented design hotel in Brandner Valley, since February 2009. häberlein & mauerer takes care of the hotel's communications in Germany, Austria and Switzerland, as well as individual projects in England



and France. The focus is on Active Travel, with particular priority given to lifestyle media and general-interest media.

The Tourism Experiential World at häberlein & mauerer

Tourism has been a full-fledged experiential world at häberlein & mauerer since 2001. Right from the start, the agency's tourism team pursued a comprehensive thematic approach: this approach facilitates the solicitation of various media and editorial departments, and is not exclusively limited to the tourism press and tourism themes. The agency currently operates two tourism teams: one in Munich and a second in Berlin.

Unit Director Kristina Deppe had had worked in PR for hotels and destinations for many years before she switched to häberlein & mauerer's Tourism & Food team in Berlin in 2007. Together with her team, she's responsible for Western Sweden, South Tyrol and Susanne Kaufmann's Hotel Post, as well as for communications for Therme Meran [Meran Hot Springs], the Samuel Brown Group Hotels, Südtiroler Apfel g.g.A., and the European Union's "New European Food Safety" campaign.

In 2001, Unit Director Christian Daiber was one of the cofounders of the Tourism experiential world in Munich. Since then, he and his team have looked after Golden Tulip Hotels Inns & Resorts, Derag Hotel & Living, and Walliserhof. The team in Munich is particularly specialized in the field of Active Travel.



Kristina Deppe
Unit Director Tourism & Food Berlin



Christian Daiber
Unit Director Tourism & Sports Munich



Contact

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About häberlein & mauerer

Founded on July 1, 1988, the häberlein & mauerer ag agency for public relations currently employs a staff of approximately 95 people and operates offices in Berlin and Munich.

Our philosophy is characterized by an integrated approach to innovative consumer PR. In addition to classical presswork, we are also active in the disciplines of brand relations, PR events, sponsoring, trend monitoring and strategic consulting. Our core competencies include beauty, design, digital lifestyle, food, health, mobility, fashion, music, travel, sports and technology. We have many years of experience in the development of concepts as a European lead PR agency and as a strong implementation PR agency in the German-speaking region.

A list of our ongoing clients is available from Miriam Reitmeier or in the Internet at www.haebmau.de
