



DEAR HOSTS,

autumn is just around the corner – can you believe how quick it came? **Have you already shared your fall specials and filled up your booking calendars?**

Not yet? No worries, we've got you covered!

Tell our readers that it's still warm enough for a dip, that hiking & biking season is at its best, or that it's all about cozy vibes with sauna sessions & evenings by the fireplace. Reach out now if you'd like an extra post, a newsletter entry or other marketing add-ons at your preferred date. Check out [our brand-new marketing overview](#) and [our updated media kit](#).

By the way: we're now making intensive use of AI to boost visibility, reach & targeting precision for your campaigns. Keep reading to find out what's new for you!

As always, just [drop us an e-mail](#) with any (marketing) request – we're happy to help.

Yours sincerely
Daniela & Chiara

IMPORTANT NOTE ON BANK TRANSFERS: Due to new EU regulations, the recipient's name must be entered exactly as registered, otherwise transfers will be declined. Please make sure to always use our founder's name – "Sonja Alefi" – as the recipient.



THEME CAMPAIGNS 2026



LARGE January: Carefree Beach Fun	July: Family Adventures
February: Chic & Cheap Summer Holidays	August: Foodie Destinations
LARGE March: Hygge & Cozy	September: Multigenerational Travel
April: Art & Culture with Kids	LARGE October: Skiing with Kids
May: Camping & Glamping	November: Winter Sun
LARGE June: All about Water	December: Trends 2027

NEW SINCE 2025 & ALREADY A FAVORITE GRAB YOUR THEME CAMPAIGN SPOT NOW

Our themed campaigns put you right in front of families searching for specific holiday ideas. You'll be one of only eight partners featured in our monthly theme, which we select based on search trends and AI insights. The perfect boost for long-term visibility!

- 👉 Small campaign (from 200 €): One month on our homepage with image & link, plus a feature in our themed Reel on Facebook & Instagram.
- 👉 Large campaign (from 890 €): Includes everything in the small package plus additional features in Instagram Stories, Instagram Highlights, a Pinterest Pin, and our themed newsletter – all strategically spread throughout the month.

Our themes for the entire year 2026 are now live! You'll find them [here](#) on page 3 of our marketing overview. If a theme is the perfect fit for you, just [drop us an e-mail](#) to secure your spot. Remember: first come, first served.



With a countdown sticker, your extra Instagram story works even better

IT'S THE FINAL COUNTDOWN MORE BUZZ FOR YOUR OFFER

One of our new AI-optimized features for greater visibility: you can now book an Instagram Story with a countdown sticker! Part 1 teases your offer, booking gap or special deal with a countdown that followers can activate. When part 2 of the Story with your offer goes live, our followers automatically receive a reminder.

- 😊 more excitement & anticipation: By building suspense, interested families become even more curious.
- ✅ more attention & booking success: When the countdown ends, your offer gets the spotlight at just the right moment – boosting your chance of bookings.

Secure your Countdown Story now during the test phase for the same price as a regular Story (€230). Spots are limited – so [e-mail us](#) quickly to grab yours!

We'd be delighted if you followed us on



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