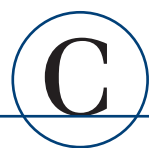


CLAASEN COMMUNICATION



# *Public Relations* *for the* *Travel Industry*



## *Claasen Communication is ...*

... wellknown for its clear focus on the travel industry and destinations.

... in business since 1990.

... privately owned and managed by founder Werner Claasen.

## *The Team of Claasen Communication*



Mr. Werner Claasen – *Managing Director*

Mr. Ralph Steffen – *Senior PR Consultant, Editor*

Mrs. Christel Wagner – *PR Consultant, Editor*

Mrs. Veronika Heibing – *Junior PR Consultant*

Mrs. Doris Paukstadt – *Executive Assistant to the Team*

Mrs. Marianne Lundberg – *Media Documentation*

The *team* of  
Claasen Communication  
is *highly experienced*  
in *pr, the travel industry and journalism.*

## The Services

Claasen Communication provides the full range of pr services to its clients such as:

- ▶ Product & destination pr
- ▶ News bureau activities
- ▶ Brand support
- ▶ Newsletters, brochures
- ▶ Customers magazines
- ▶ Crisis Communication
- ▶ Management consulting
- ▶ Media trainings

## The Tools

Clients rely on the professional work of Claasen Communication in all fields:

- ▶ Writing and distribution of press releases
- ▶ Organisation of press conferences
- ▶ Arrangements of media events
- ▶ Support on travel/tourism fairs
- ▶ Permanent consultancy
- ▶ Reliable reporting/monitoring
- ▶ Valuable synergies with other Claasen clients

Defining the right *tools* for each pr activity is the key to success



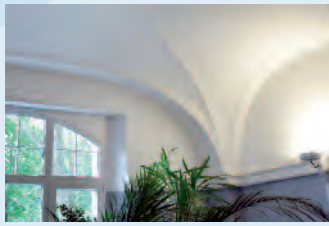
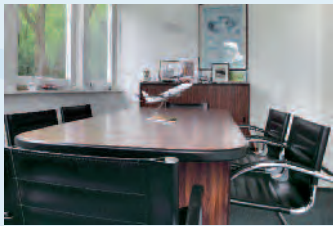
CLAASEN COMMUNICATION

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## Current Clients

Claasen Communication works for leading companies and brands from the travel industry. Among them are

- ▶ Air Astana
- ▶ Ameropa-Reisen
- ▶ Aviation & Tourism International
- ▶ Capital Region USA
- ▶ Chicago / Illinois
- ▶ Costa Cruises
- ▶ ebookers.de
- ▶ Travelport
- ▶ Lufthansa City Center
- ▶ Maryland
- ▶ Silversea Cruise
- ▶ SunExpress
- ▶ taa travel agency accounting
- ▶ United Airlines
- ▶ Floriade
- ▶ Virginia
- ▶ Washington DC



## Reputation

Claasen Communication has an excellent reputation in the market and builds its success on close and valuable connections and relations to German media.

Frankfurter Allgemeine

Bild

ZDF

## Our Clients About Us



*“The Frankfurt team of Claasen Communication is known overseas as a trustworthy, hard-working organization that delivers on its promises. Here in the United States we appreciate the Claasen crew as a long time partner knowing German media inside and out. For more than 15 years, Werner’s industry relationship have provided media more enjoyable experience in Illinois.”*

**JAN KOSTNER,**  
State Travel Director  
Illinois Bureau of Tourism



*“Both, SunExpress and Claasen Communication, started business twenty years ago – and during these two decades the Claasen team gave tremendous support to SunExpress building up the image of our airline towards the media as a reliable, forward going company with strong ties into the German market. SunExpress/Claasen is an unique, valuable relationship with long-term joint goals, over this period of time seldom to be found in our industry.”*

**PAUL SCHWAIGER,**  
CEO  
SunExpress



*“For more than 15 years, Claasen Communication has provided skilled media relations services for the Capital Region USA. The team with its high engagement supports strongly our goal to strengthen the Region’s position in the German speaking markets towards the competing U.S. destinations. With the continuous work of Claasen Communication the Capital Region USA gains more than 160,00 German travellers the Capital Region annually.”*

**MATT GAFFNEY,**  
President & CEO  
Capital Region USA



## Our Clients About Us



*“In the past years of very close cooperation Claasen Communication became a true LCC crew knowing all the important pr needs of the LCC network. We developed an excellent relationship, very unique and going beyond our usual day-to-day business. All the best from the bottom of our LCC hearts to this individual, targeting working team for the forthcoming years.”*

**KLAUS HENSCHEL,**

*Managing Director  
Lufthansa City Center Reisebüropartner GmbH*



*“Claasen Communication does a tremendous job in keeping Travelport and our brands Galileo and Worldspan constantly in the news since more than ten years. These targeted pr efforts are part of our keys to success. We are looking forward to continue this prosperous cooperation.”*

**JÜRGEN WITTE,**

*Country Manager Germany  
Managing Director, Travelport GDS*



*“If it comes to individual media relations, Claasen Communication is the right partner. Ameropa enjoys working with Werner and his team since more than a decade. It is a proven fruitful relationship which is unique in the German public relation market. We value Claasen Communication as an agency which understands the media needs for Ameropa as the leading tourism company of Deutsche Bahn / German Rail.”*

**MARTIN KATZ,**

*Managing Director  
Ameropa Reisen*



*“During the years in the pr field Claasen Communication developed an excellent and even unique relationship between United Airlines and the tourism organisations of Chicago/Illinois and the Capital Region USA. Bringing our airline and the destination to the medias and to the people – this is the commitment and dedicated mission of Werner and his experienced team reliably since many years.”*

**THORSTEN LETTNIN,**  
*Regional Director Central Europe  
United*



*“Air Astana as a young dynamic company with clear business objectives within the German market looked for an agency which understands our individual needs , products and the positioning of our company. We are very happy to cooperate so closely with Werner and his team and looking forward to a joint successful future.”*

**SUSITH HETTIHEWA,**  
*Regional General Manager Europe  
Air Astana*



*„Silversea as a very individual company relies on the long-term, highly efficient partnership with Claasen Communication in the German speaking markets: The Claasen team delivers to Silversea exactly what we need - a very selective media approach which is crucial for our unique product to stay growing strongly in the future.”*

**JEROME DANGLIDIS,**  
*Vice President Marketing & Corp. Communication, Continental Europe  
General Manager Germany, Switzerland, Austria  
Silversea Cruises*

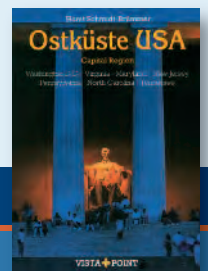
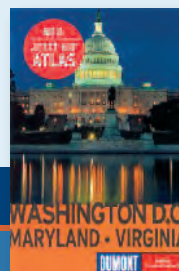
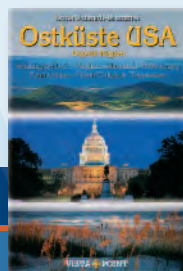
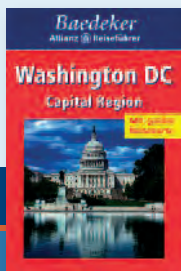
# Examples for Successful PR by Claassen Communication



Entire communication for United Airlines since more than 15 years and since 2011 also for the merged carrier, together with Continental the world's leading airline.



Inauguration of several new products, vessels and flagships for Europe's leading cruise company Costa Cruises since the 1990's.

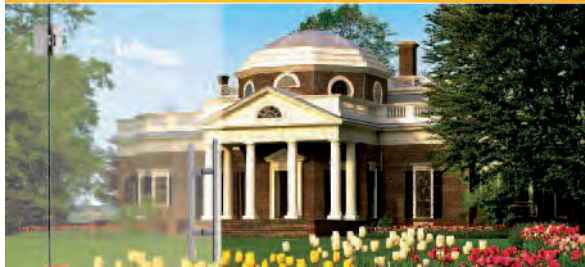


Production of several travel guidebooks for Washington/DC, Maryland and Virginia (Capital Region USA).



Launch of SunExpress as a forward going and reliable airline from its beginning in 1990 until today as a market leader in air traffic between Turkey and Europe.

USA neu entdecken –  
spürbar nah.



Successful joint destination marketing campaign over two years with the Capital Region USA, United Airlines and the travel agency organisation Lufthansa City Center.



# Bringing the top management of our clients in the media



Chicago Mayor Richard M. Daley (mid)  
TV stations ARD, 3sat, ARTE.



Costa Cruises Chairman &  
CEO Pier Luigi Foschi  
*Financial Times, FVW, dpa.*



The merged UNITED makes cover story  
headlines after a press conference in fall 2011  
in Frankfurt in prestigious  
*Frankfurter Allgemeine Zeitung*



Inaugural of new Munich-Chicago-flight with  
Dr. Michael Kerkloh, CEO Airport Munich,  
Jan Kostner, Director Illinois Bureau of  
Tourism and Marcel Fuchs, Managing Director  
Continental Europe, United Airlines  
(left to right).



Martin Katz, Speaker of the Management Board of Ameropa Reisen, in interview with *Radio Hessischer Rundfunk* during the world's leading tourism fair ITB Berlin.



Silversea and a top story about the efforts and success in the German speaking markets in maritime magazine *An Bord*.



Rainer Schäfer and Klaus Henschel, Managing Directors of Lufthansa City Center International and Lufthansa City Center Reisebüropartner GmbH during the annual LCC media briefing in Frankfurt.



Keeping Travelport over years constantly in the travel trade media: CEO Gordon Wilson in leading trade magazine *FVW International*.

Bringing the *Spirit* to the Media



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