

Munich International Airport experienced a shift in air traffic from Munich to Innsbruck over the past few years. Working with its airline partner Lufthansa and local ground transportation partners, they launched *Gateway to the Alps*, a marketing campaign designed to attract targeted audiences to Munich airport when booking travel to the Alps.

### Our Solution:

Mountain News offered a multi-channel approach to target a premium audience across all Mountain News digital channels in their desired source regions worldwide, leveraging an active user base of Mountain Travel Consumers with an affinity to travel to the Alps.



With the main goals of brand awareness and visibility in mind, the solution included: display advertising, newsletter & custom email blasts, in-app inbox message and editorial integration.

### Results:

Gateway to the Alps ran globally for two seasons with Mountain News and made a big impact: *'We found Mountain News a reliable partner for our digital marketing, who targets our desired target group precisely in very specific defined European and overseas source markets.'* said Florian Pötsch, Head of Travel Industry and Hub-Marketing, Munich Airport.

The campaign generated over four million impressions with an average CTR of .87% in Europe and .83% in US/Canada on IAB display formats.

Additionally, eight newsletter blasts and four custom emails reached over 75,000 recipients and generated average open rates of **32.6%** and **24%** respectively - very strong results for the industry.

**M** Munich Airport is the 2nd largest airport in Germany with 40 million passengers per year.

Lufthansa is the largest airline in Europe for number of passengers and fleet size.

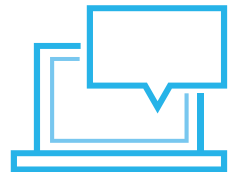


### Campaign Elements:

- » Display Advertising
- » Standalone Newsletter
- » IN-APP Inbox Message
- » Editorial Integration

*'We found Mountain News a reliable partner for our digital marketing.'* - Florian Pötsch, Munich Airport.

Average CTR  
**0.87% and  
0.83%**



Average open rates  
**32.6% and 24%**