

CAMPAIGN WITH AN AUSTRALIAN OTA LUXURY ESCAPES

Main themes: Luxury travel in France

2nd Semester

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Dear Partners,

We are delighted to present the file for the **campaign with The Australian OTA Luxury Escapes. Luxury Escapes** is a global travel brand on a mission to make extraordinary holidays accessible to all who dream of travel without limits. Founded in Melbourne in 2013, we've grown into one of the world's fastest-growing travel companies with over **8 million members across 27 markets**.

We are going to run this campaign for the second time as it has shown great results in term of impressions, quality of the contacts and conversion for the hotels.

We therefore invite you to take advantage of our offer to increase your presence in this resilient market of **over 860.000 tourists according** to European Travel Commission going to France every year, who are known to stay nearly **two weeks throughout France, year-round, and whose spending remains high**. (More information in French on the market [HERE](#)).

Thanks for your feedback for assets and confirmation you are on board.

Best regards,

Sophie

Moto

From **handpicked five-star resorts** and **tours to flights and curated experiences**, our platform offers a one-stop shop for creating your perfect getaway – all at insider prices, without compromise on quality. Powered by technology and a passion for innovation, we deliver **personalised travel recommendations, seamless booking experiences, and exceptional value.** We've been recognised as **one of Australia's most awarded travel companies** and continue to build trust through transparency, value, and customer-first thinking. Our team of 500+ is united by a shared belief: **travel should be inspiring, immersive, and unforgettable.** Whether it's a retreat in the Maldives, a city break in Tokyo, or a luxury rail journey through Europe, we help our members escape the ordinary – and discover the extraordinary.

Visit www.luxuryescapes.com to start your journey.

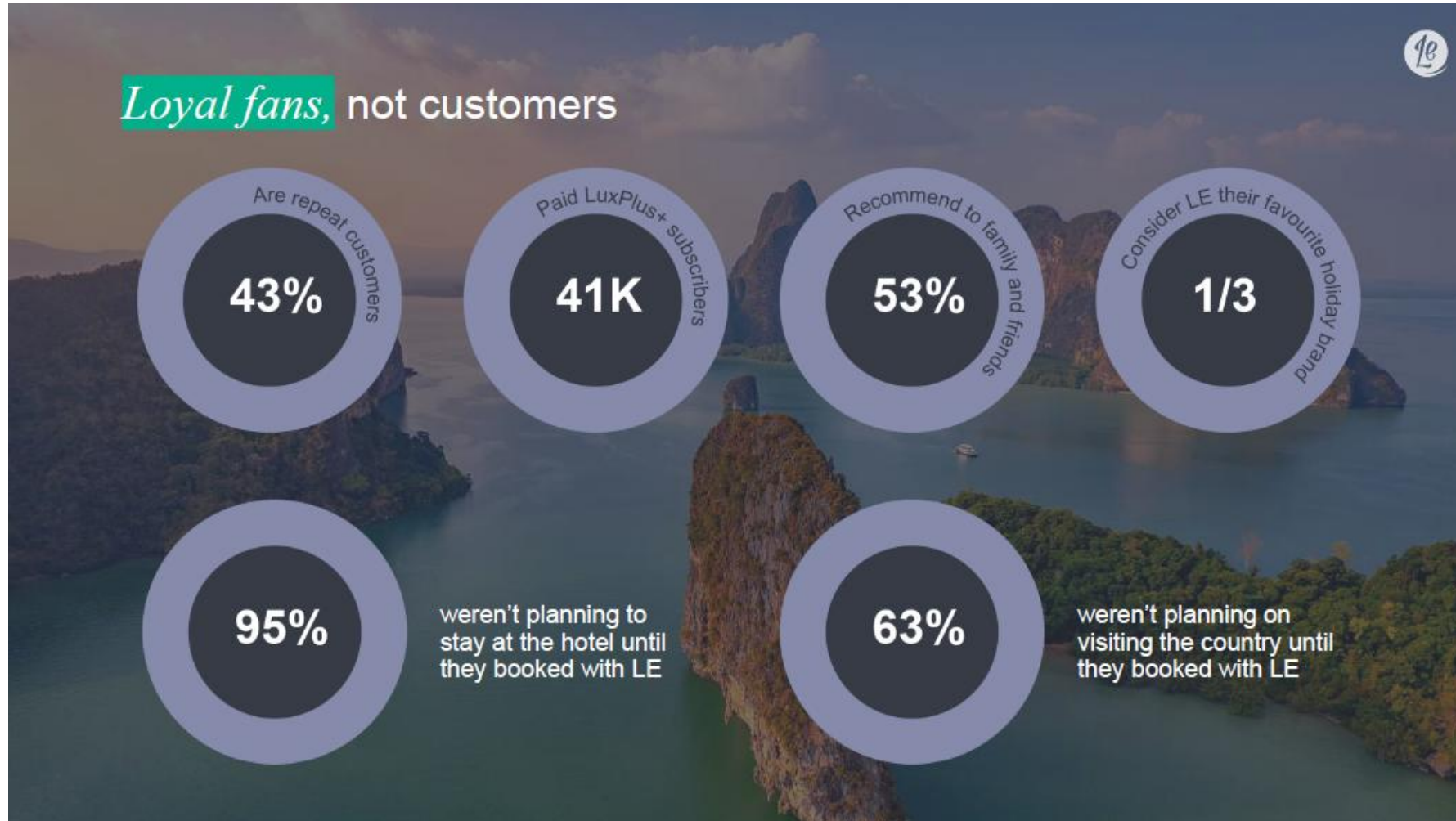


Audience



Source: LUXURY ESCAPES

Audience



Audience

With **affluent travellers** through their entire journey

IDEATION → PLANNING → BOOKING → TRAVELLING

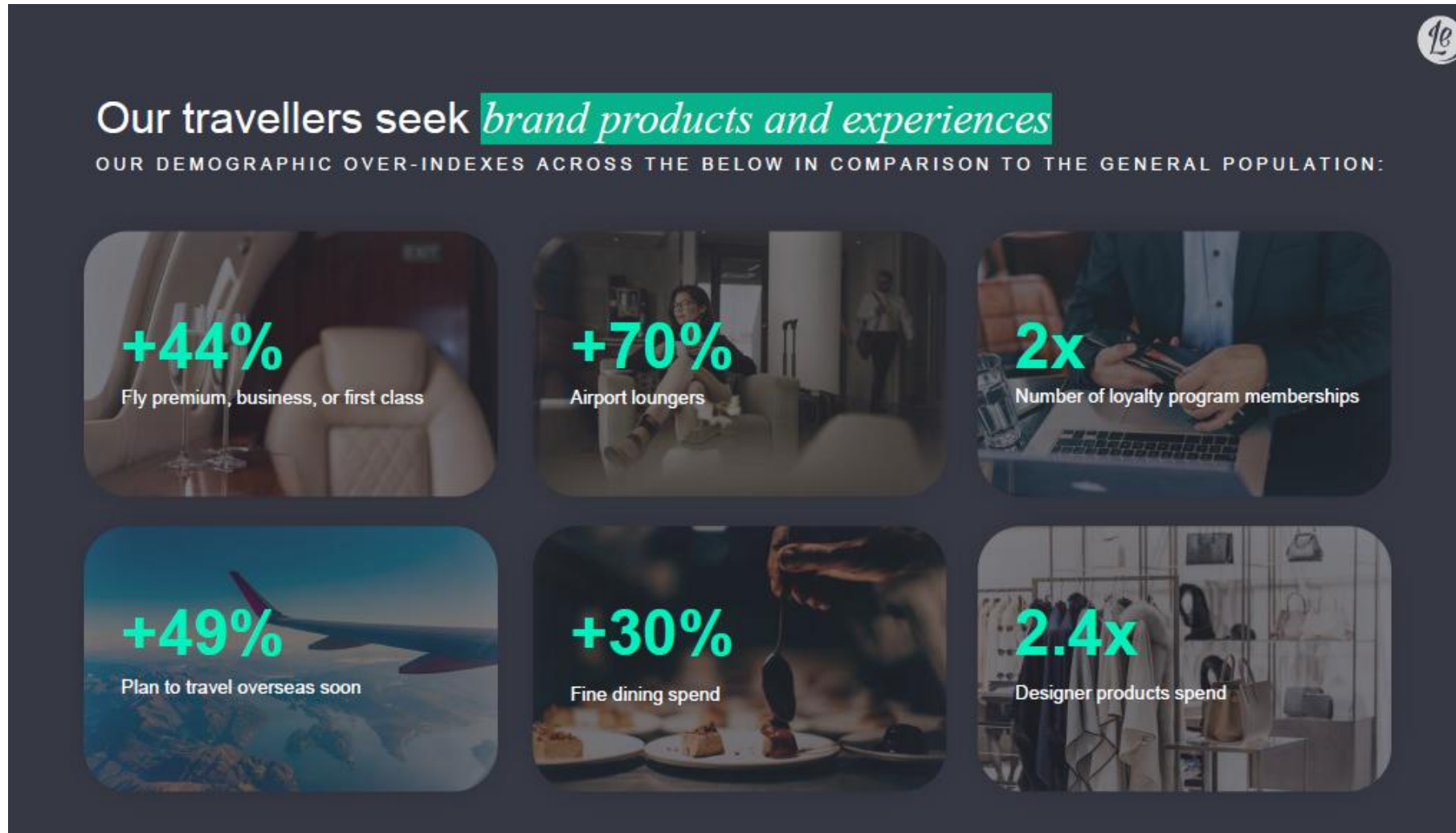
WHO ARE OUR TRAVELLERS?

- Couples at the peak of their careers with a high disposable income
- Young families with a desire for premium experiences
- Empty-nesters spoiling themselves with luxurious holidays
- Avid travellers taking 2-4 trips per year

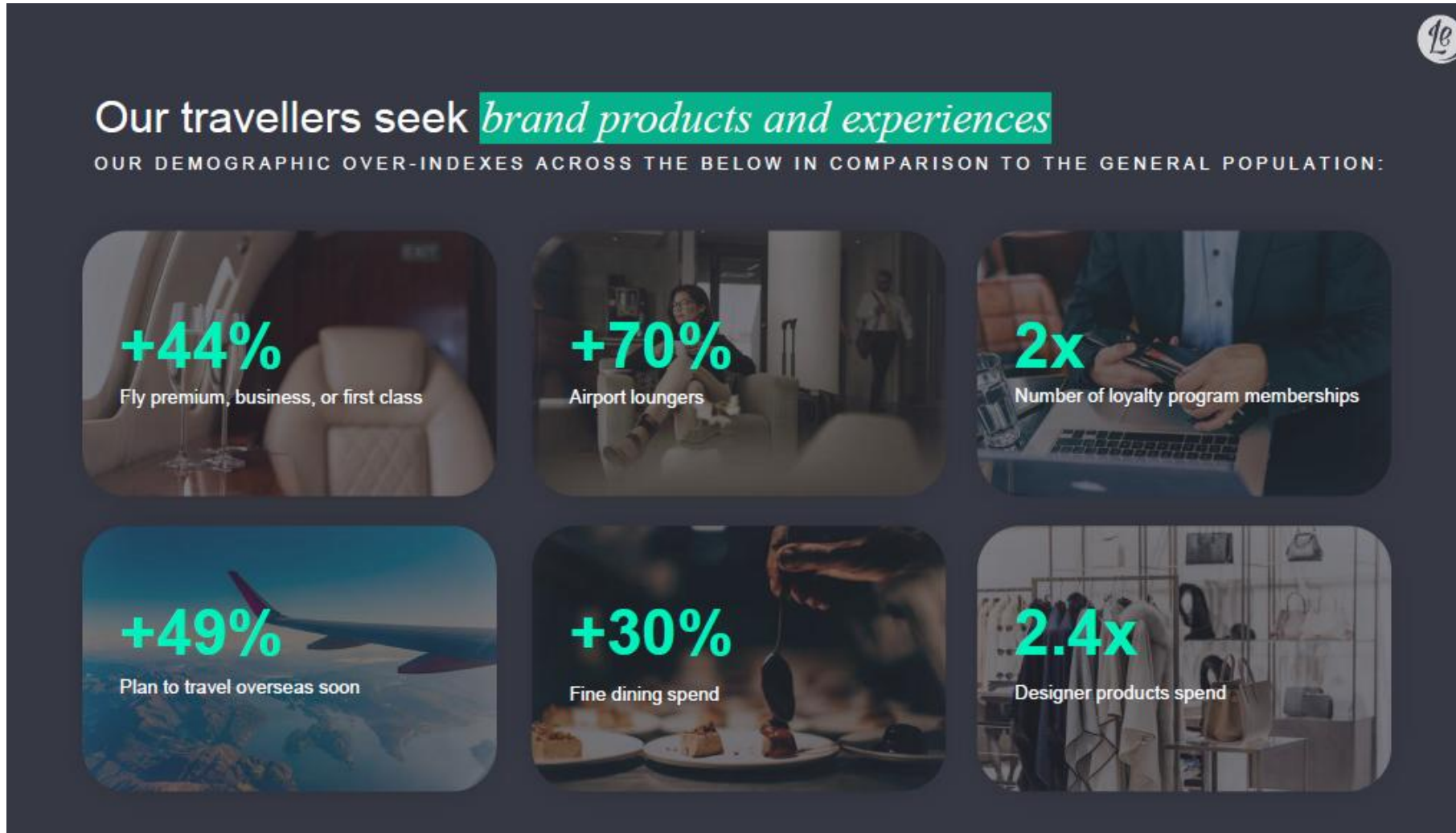
LE travellers have more to spend

The average household income of LE travellers is 36% higher than the general population (\$162K vs. \$119K)

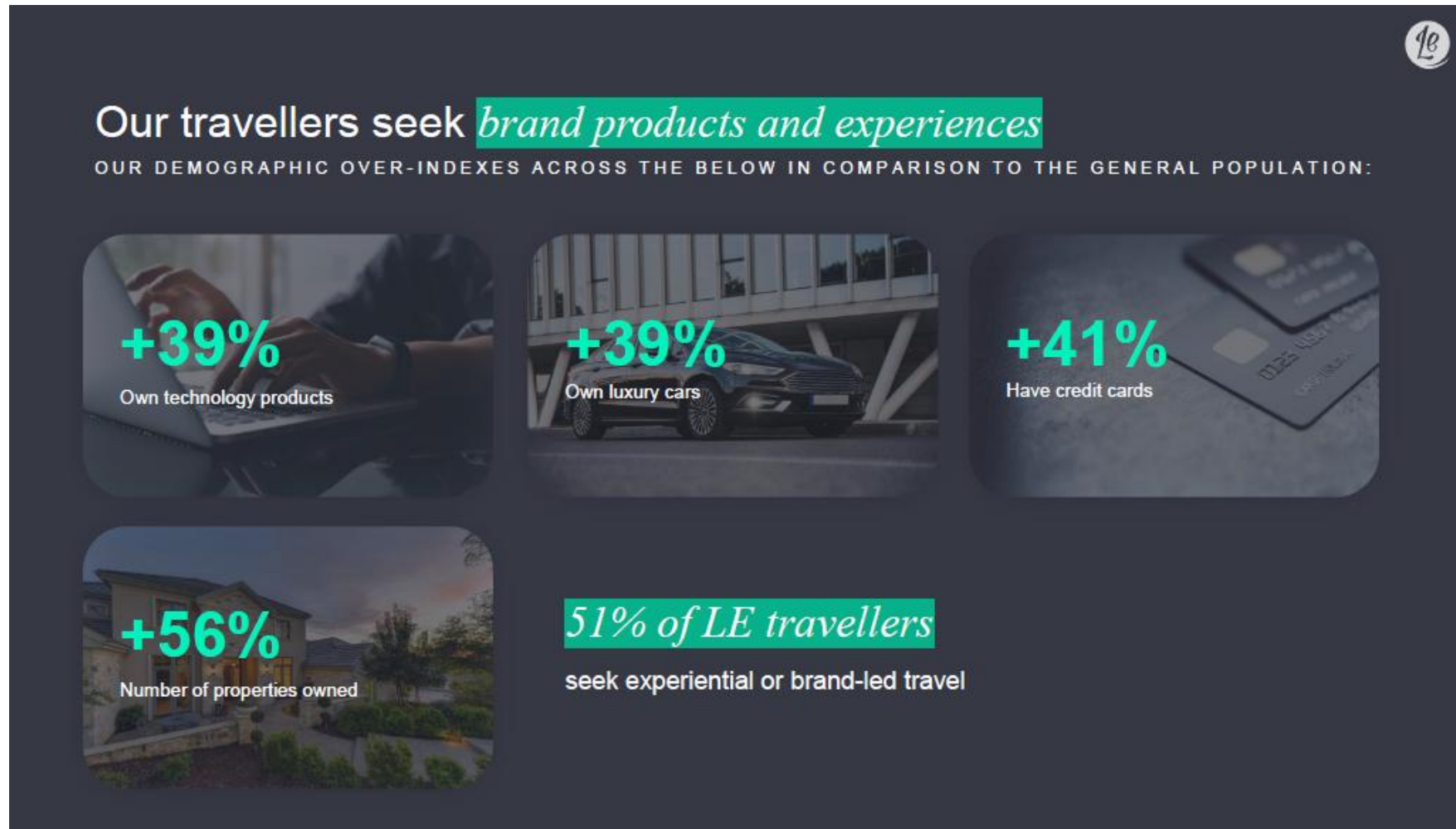
Audience



Audience

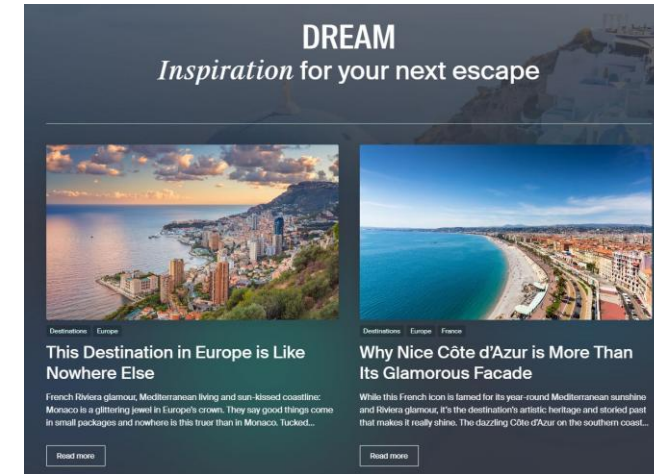
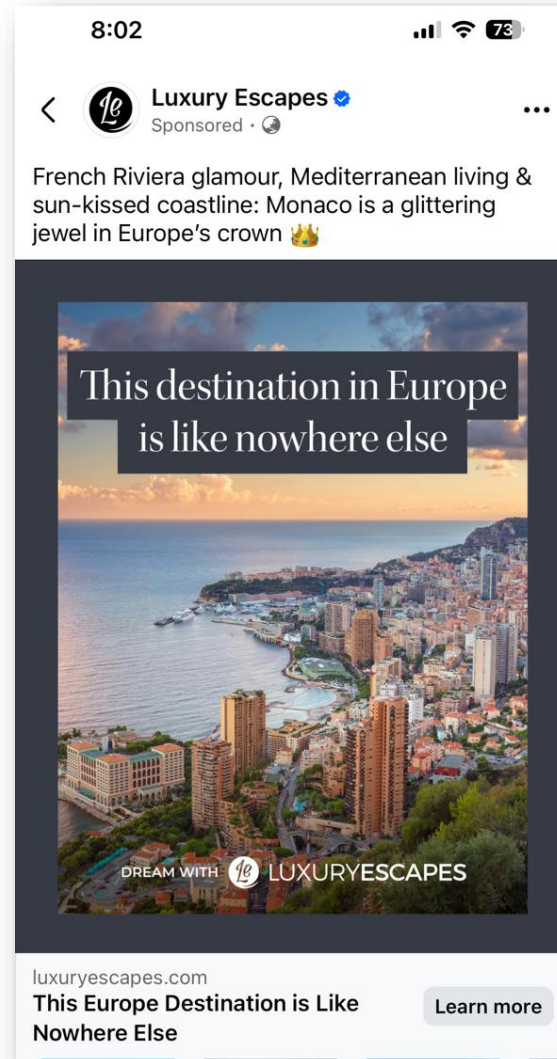
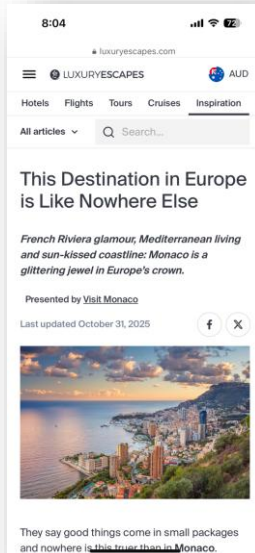
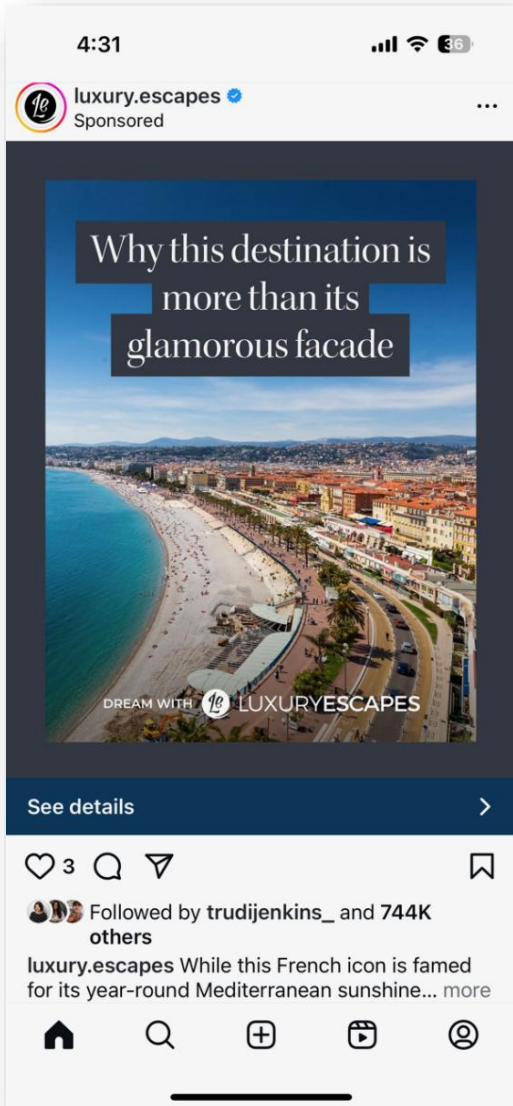


Audience



CAMPAIGN WITH AN AUSTRALIAN OTA LUXURY ESCAPES

Flash back on 2025



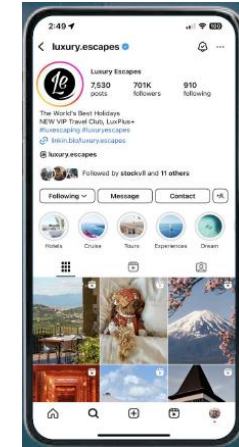
- **144.000** impressions
- More than **60.000 AUD** in bookings
- 1 page Nice Côte d'Azur [HERE](#)
- 1 page **Monaco** [HERE](#)
- Average CTR: **2.5 %**



CAMPAIGN WITH AN AUSTRALIAN OTA LUXURY ESCAPES

Key facts on the campaign 2026

- **Format and visibility:**
 - **Luxury Escapes website:** Digital campaign with tactical stay offers on the OTA website of Luxury Escapes. Each partner will have a **one-page article** on the destination including the Luxury Escapes products for conversion chosen by Luxury Escapes. Example [here!](#)
- **Time:**
 - Campaign will run from 15 October to 15 November
 - The articles will be available for 1 year on the Dream website of Luxury escapes and 1 year on France.fr
- **Theme:** high-end travel, lifestyle, culture and gastronomy
- **Target:** CSP+, frequent flyers, GenZ and Millenium with strong purchasing power
- **Promotion:**
 - Communication via the tools of Atout France Australia/New Zealand: e-newsletters, social networks, website
 - Communication with Luxury Escapes tools with Digital Banners and media purchase
- **Estimated results:** Impressions: 200k to a high net worth targeted audience



Ooh La Luxe: The Best Hotels in Paris

From gilded suites near the Champs-Élysées to boutique boltholes in the Marais, your dream Paris escape begins with the perfect hotel. Discover our guide to the city's best hotels.

Written by [Sabine Bobozade](#) · Last updated May 30, 2023

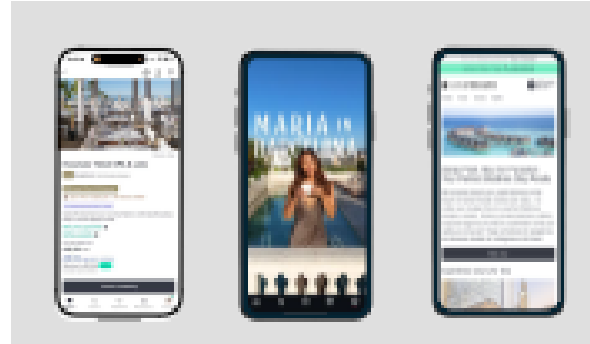


Whether you're drawn by romance, world-renowned museums, people-watching or pastry-hopping, the ideal Parisian escape is not complete without a memorable hotel to anchor your stay. Spread across 20 arrondissements (neighbourhoods), each with its own rhythm and quirks, choosing the ideal spot to base yourself is no easy task. Read on to discover our guide to the best hotels in Paris.

PARTNERS VISIBILITY:

Hotel Balmoral

This boutique gem brims with character – think wrought-iron balconies, elegant drawing rooms and plush velvet furnishings. With accommodation ranging from charming guest rooms to spacious suites and apartments, Hotel Balmoral is a perfect choice for honeymooners and families.



- 1 participation with 1 article page on Luxury Escapes / theme Dreams
- Presence on the colaterals' communication
- Promotion via Luxury Escapes tools and media purchase
- Promotion via Atout France communication tools
- Including set up of the campaign, monitoring and follow up

→ **AUD 10.000* ex. gst** (6.060 € HT)

- *Invoiced by Atout France Paris with NO Gst for foreign entity / Rate as 2026 at 1 Euro = 1.65 AUD \$ / This activity is subject to change depending on the number of participants.*



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