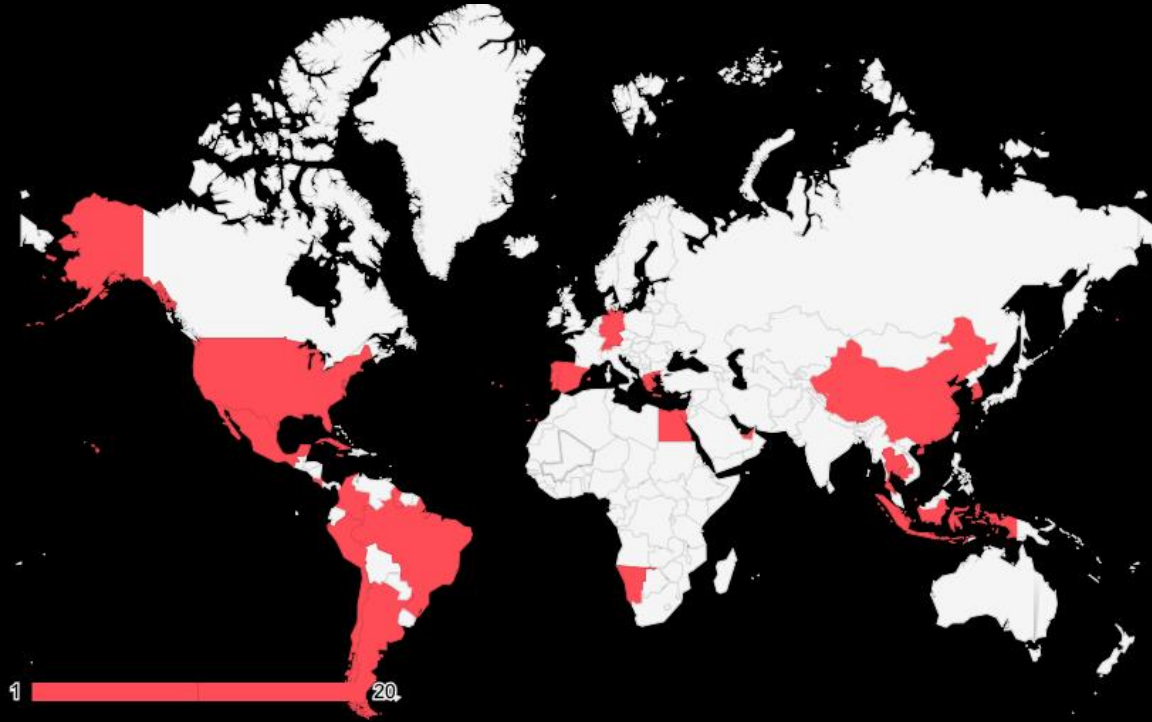




RELAUNCH TRAVEL AWARDS  
2021

# The participants

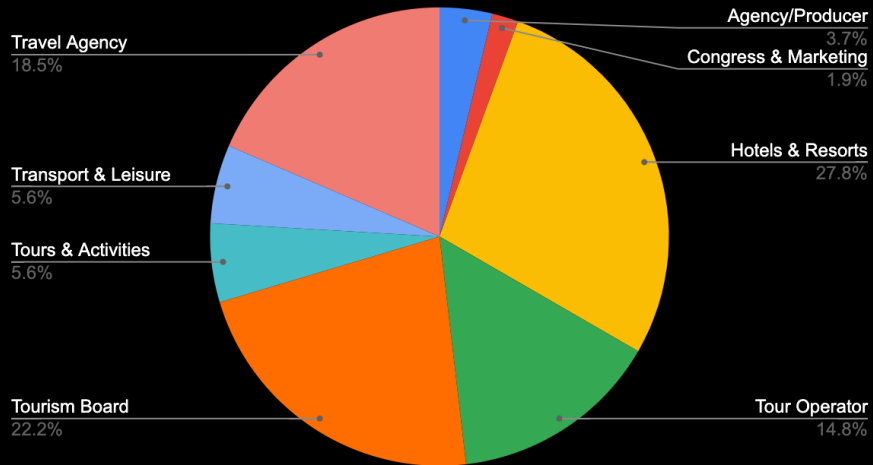


## Represented Countries

Argentina	Guyana
Brasil	Indonesia
Cambodia	Jamaica
Chile	Korea
China	Mexico
Colombia	Namibia
Costa Rica	Peru
Cuba	Portugal
Curaçao	Spain
Egypt	Switzerland
French Polynesia	Thailand
Germany	UAE
Greece	USA

# The participants

Share per Category



## Main categories:

Agency/Producer  
Congress &  
Marketing  
Hotels & Resorts  
Tourism Boards  
Tour Operators  
Tours & Activities  
Transport & Leisure  
Travel Agencies  
Tour Operators



RELAUNCH TRAVEL AWARDS  
2021

*"I am very pleased that we were able to realise this project together. As a B2B platform for tourism, it is important for us to be able to support the destinations in this way. But the travel agencies are also in focus for us, because this is where we will all book our next holiday."*

Christian Balzer (expipoint)



Relaunch  
Travel  
Award •  
2021 

“Our goal is to help the tourism industry in difficult times and inspire end consumers with creative campaigns. All companies in Germany and abroad are invited to join and bring the magic of travelling back into our everyday life.”

Dimitri Gärtner (FRAMEN)



Relaunch  
Travel  
Award  
2021







RELAUNCH TRAVEL AWARDS  
2021

*“These Covid times taught us that the industry need to look into the future and start thinking about new formats and opportunities. We all have learned that tourism has also its limits, but we will come out stronger. We love this initiative and to be part of it.”*

Hanna Kleber (Corps Touristique)



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Travel  
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2021



*“Creative marketing is essential today - whether initiated with a lot of money and spread far and wide or on a small scale for regional clients. The project by FRAMEN and Expipoint is a very special one. Perhaps it can become a model for others.”*

**Matthias Gürtler (Touristik Aktuell)**



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*"A super initiative by FRAMEN & Expipoint to support the travel industry. Especially in the crisis, it is important to remain present on the market, to inspire the end customer with moving images and to continuously inform the travel agencies about news."*

**Jewgeni Patrouchev (PROCOLOMBIA)**



Relaunch  
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RELAUNCH TRAVEL AWARDS  
2021

Winner of our Hearts:  
AlpineWelten - Die Bergeführer





Ich bin der Tomi von Südtirol





RELAUNCH TRAVEL AWARDS  
2021

Winner of our Smiles:  
First Reisebüro Willmering



**FIRST REISEBURO**  
WILMERING



RELAUNCH TRAVEL AWARDS  
2021



3rd place

Korea Tourism Organisation

Prize: €20.000 with EXPIPOINT





Korea Expressway Corporation Arboretum 



2nd place

Melia International Cuba

Prize: €30.000 with FRAMEN

A close-up shot of a bartender's hand pouring a vibrant red liquid into a clear, conical martini glass. The liquid is captured mid-pour, creating a dynamic splash. The background is softly blurred, showing warm, bokeh-style lights and the out-of-focus silhouette of another person in a suit. The overall mood is sophisticated and elegant.

MELIÀ  
HOTELS  
INTERNATIONAL  
CUBA

Im Geschmack liegt die Magie,



1st place

Switzerland Tourism

Prize: €50.000 with FRAMEN

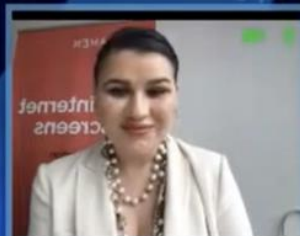




# Screenshots from the Live Stream

*"Creative marketing is essential today  
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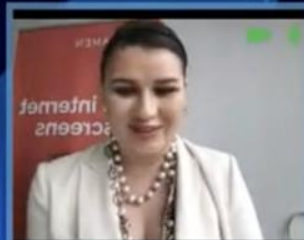


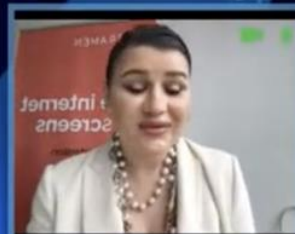
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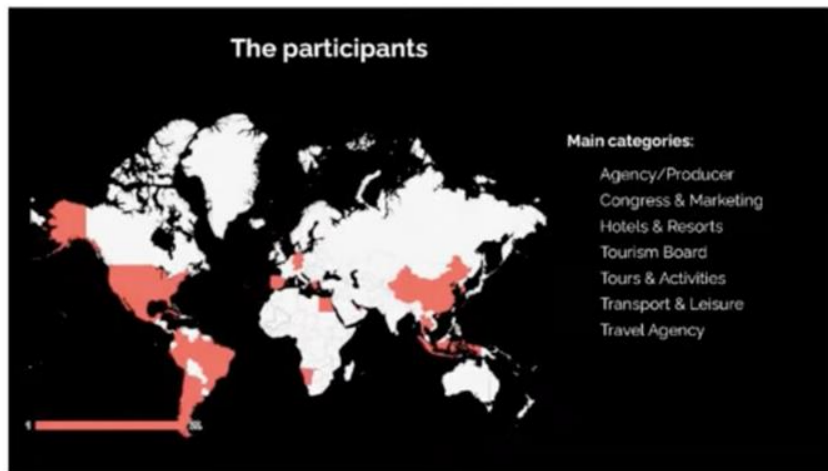


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2021



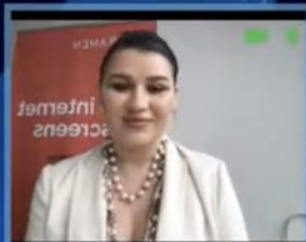


## The participants



### Main categories:

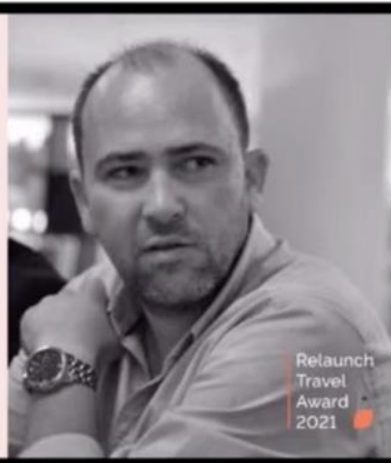
- Agency/Producer
- Congress & Marketing
- Hotels & Resorts
- Tourism Board
- Tours & Activities
- Transport & Leisure
- Travel Agency



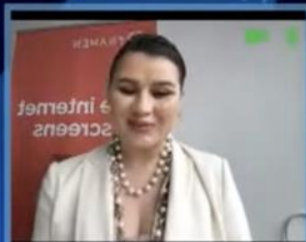


*"I am very pleased that we were able to realise this project together. As a B2B platform for tourism, it is important for us to be able to support the destinations in this way. But the travel agencies are also in focus for us, because this is where we will all book our next holiday."*

Christian Balzer lexipoint®

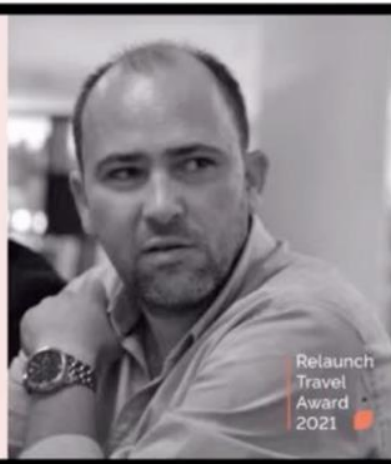


Relaunch  
Travel  
Award  
2021



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