

Media Data 2019



film**tourismus**.de



About Filmtourismus.de

For more than 14 years now I've been travelling to various filming locations throughout the world.

Since 2014 I've been sharing my experiences and adventures via [Filmtourismus.de](https://www.filmtourismus.de).

Numerous followers are getting inspired for their own journeys following the trail of movies and TV series.

By now Filmtourismus.de ist the No. 1 source of inspiration and information for potential film tourists based in Germany, Austria and Switzerland. On [Instagram](https://www.instagram.com/filmtourismus.de) the page reaches film fans from all over the world, mainly from Europe, the US and Brazil.



Facts & Figures

450 + Published blog articles

150.000 + Unique users per month

300.000 + Page views per month

Contacts on social media:

338.300 + [Instagram](#)

16.400 + [Facebook](#)

2.600 + [Twitter](#)

1.600 + Newsletter subscribers



Audience

Blog (in German)

80 %

8 %

5 %

25 - 45 years

Instagram (in English)

35 %

15 %

7 %

18 - 35 years

Origin of readers:

Germany

Austria

Switzerland

Age of readers

Origin of followers:

Europe

USA

Brazil

Age of followers

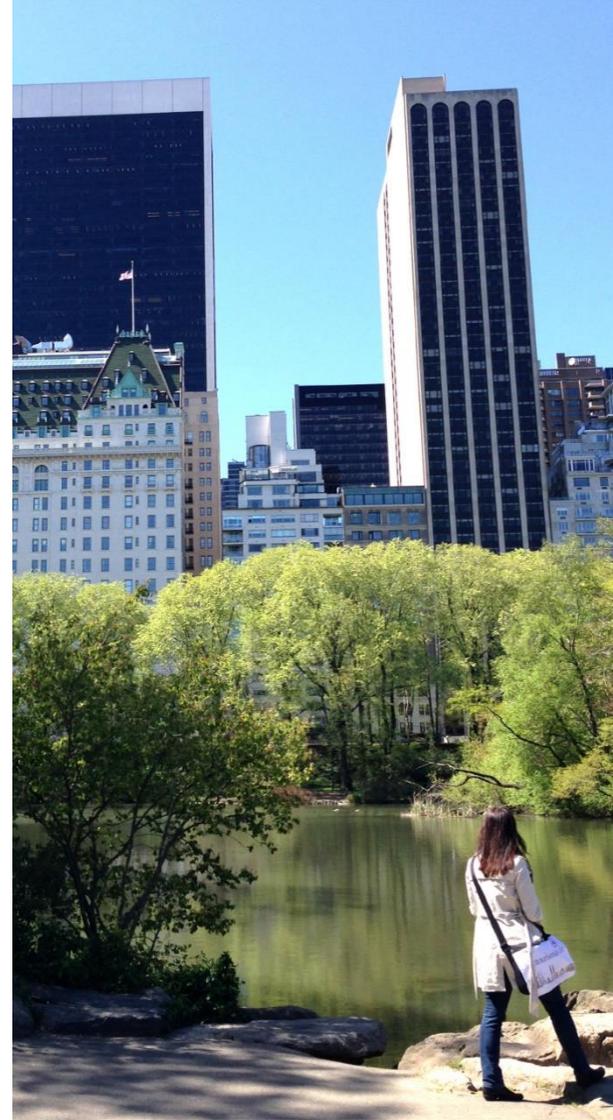


Research

I attend research trips and events with a focus on filming locations or cinemas.

Following this I promote the outcome through my social networks, my blog and sometimes other on- and offline media.

References:



Sponsored Posts

If your destination, product or even your entire company goes well with Filmtourismus.de I can also publish an individual article on the website.

References:

TELEFILM
C A N A D A



Filmförderung Hamburg
Schleswig-Holstein



Filmbyn
SMÅLAND



Campaigns

Due to the reach and subject of Filmtourismus.de you are gaining an attractive advertising environment regarding a film - and travel oriented group. I am very happy to support campaigns for film releases, film related offers or even fan-events.

In the course of sponsoring or a long-lasting business relationship you may also integrate a targeted presentation on Filmtourismus.de.

References:



Content

You want to publish your own insights about filming locations? If you are interested you can acquire the legal rights of use on texts and photos on Filmtourismus.de.

On demand I create exclusive articles matching online and offline media.

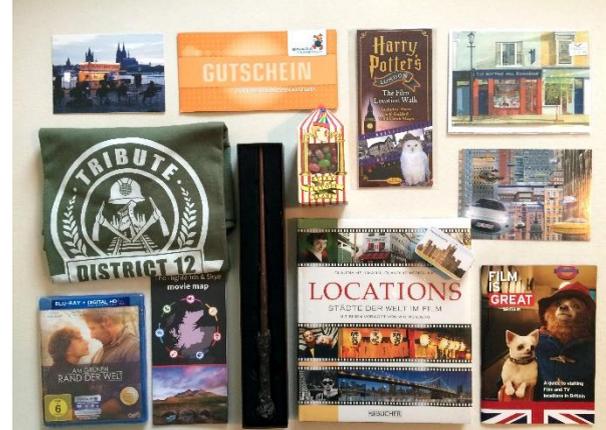
References:



Distribution

Are you in charge of movie tourism or related products and managing your own partner program? If it fits I am happy to refer to concrete services and products. Also sweepstakes and product testing are an option.

References:



Speech & Consultancy

I am happy to get invited to give speeches during workshops or seminars regarding the phenomenon of film tourism. Besides important basics and skills I am presenting various proposals and hands-on examples for a successful communication & product.

As a counsellor I support tour operators, hotels and destinations working on product development and marketing regarding film tourism.

References:



Filmtourismus.de in the media



INDEPENDENT



travel



SPIEGEL ONLINE

mobil



MailOnline



stern.de

STUTTGARTER
ZEITUNG



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