



# VISION

DESTINATIONS

MEDIA KIT  
2021



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# ABOUT

At VISION Destinations we are **the very first** LinkedIn premium digital travel media dedicated to showcasing the beauty of our world. We share our vision of luxury through reviews, news, tips of the best hotels, activities, destinations and restaurants around the world to help busy professionals discover the best places to stay for their next professional or holiday destinations. Our writers curates and distributes inspiring content related to the travel industry.

We also showcase **a collection** of a few carefully selected **prestige and luxury hotels** from each countries.

We are an independent innovative travel marketing solution for tourism boards, hotel brands, airlines, tour operators and many others.

We work on inspiring travel stories, create creative marketing campaigns, content creation, distribution, that drive our clients more qualified visitors, more revenue, and more exposure.

What we do : **Quality before quantity.** Thats why we based our digital communication on LinkedIn, we work with the best photographers, filmmakers.

**We inspire people from all over the world every day** and passionately believe that travel is a force for good. It is an antidote to racism, bigotry, and inequality, and allows us to create meaningful, engaging stories that inspire people to open their minds and make a positive impact on the world.



# FOUNDERS

## OUR PHILOSOPHY

"At VISION Destinations, we strive for excellence. Prestige and perfection are at the heart of the luxury hotels collection we offer. This is why we spend time to meticulously select only the most exceptional places, 5star hotels and resorts from the biggest cities in the world. Those that exceed all expectations, that are extraordinary.

We are inspirers of experiences, of memories that can only be created at our selected accommodation. Making each traveller feel special is our specialty.»

**Thibault DURET & Charley AROD**





# WHY LINKEDIN ?

LinkedIn is the most trusted social platform for the third year.

We perfectly understand and anticipate all changes into social media landscape. LinkedIn is currently the most trusted social platform for the third year. We can see lot of changes into Facebook and Instagram algorithm valuing paid content and constantly incurring expenses. LinkedIn algorithm and network being newer and less saturated, visibility is increased tenfold !

LinkedIn is the right network to communicate with a quality target, qualified with a high purchasing power.

We are building the LinkedIn world's largest tourism community, with over 39 500 followers from cities like Paris, New York, Los Angeles, Montréal, Lausanne, San Francisco, London...

# REFERENCES

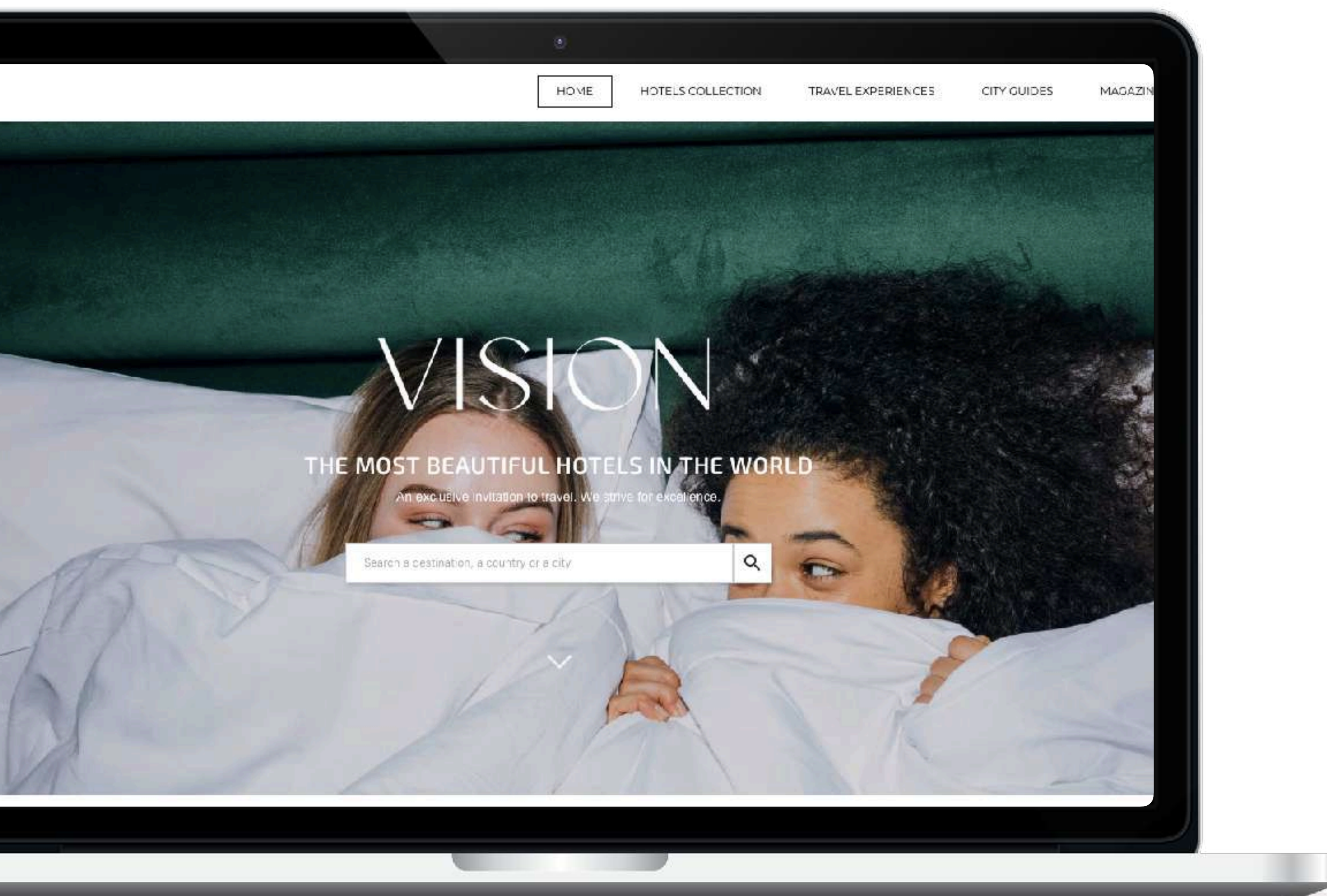


and many more....

STATS







# OVERALL

**+7 600 000**

Overall monthly impressions

**+230 000**

Overall total social followers

**US . FR . UK . CH**

Top countries

**MIDDLE & UPPER**

Social classes



# WEBSITE

SOURCE GA 2021

**+98 000**

Average monthly visitors

**+110 000**

Opt-in emails

**55% - 45%**

Male - Female

**25 - 45**

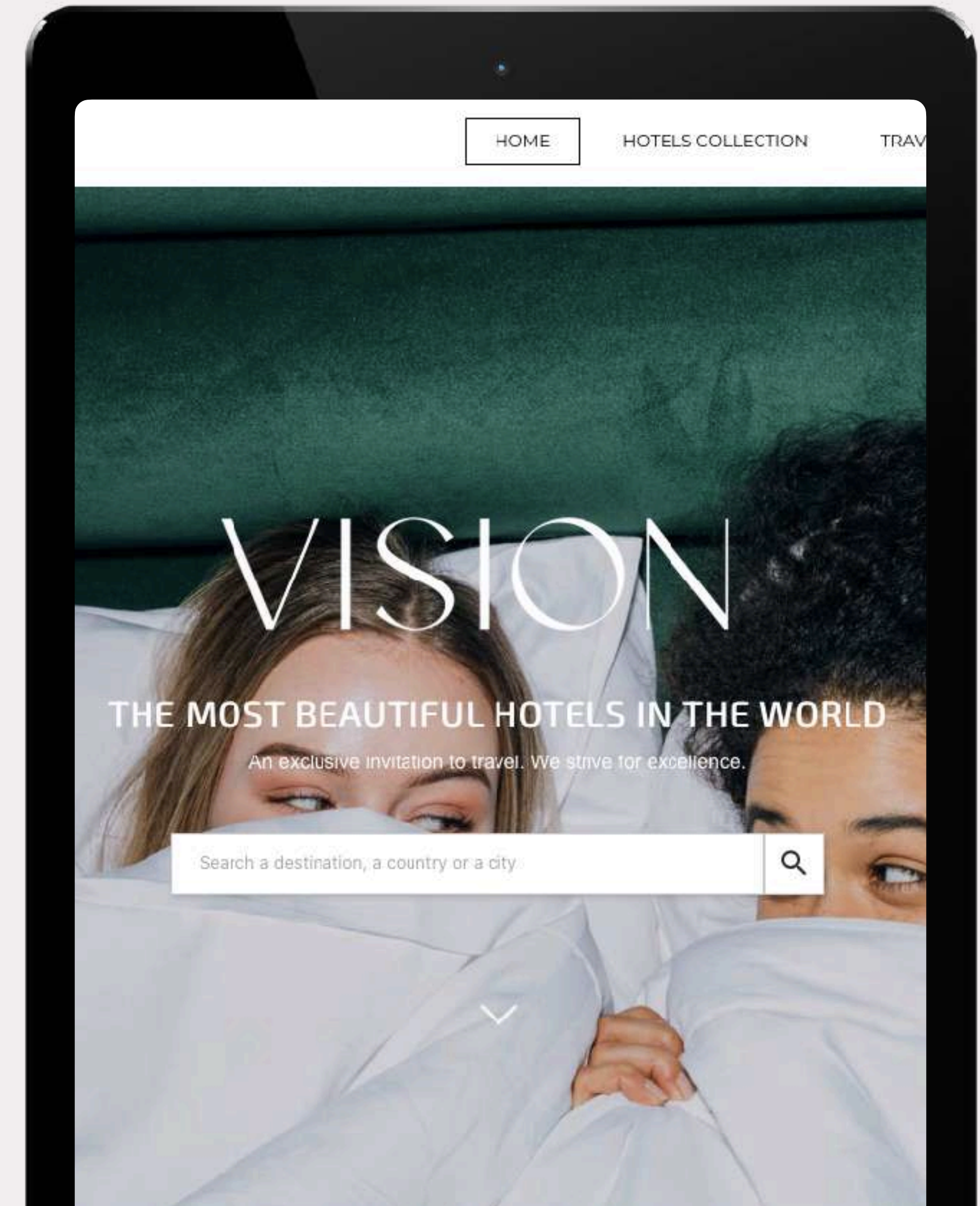
Average ages

**US . FR . UK . CH**

Top countries

**Paris . New York . Toronto . London**

Top cities





# LINKEDIN

**+1 500 000**

Average monthly impressions

**+39 500**

Followers

**700/800**

Average likes per post

**Executive / Manager / Owner / Student**

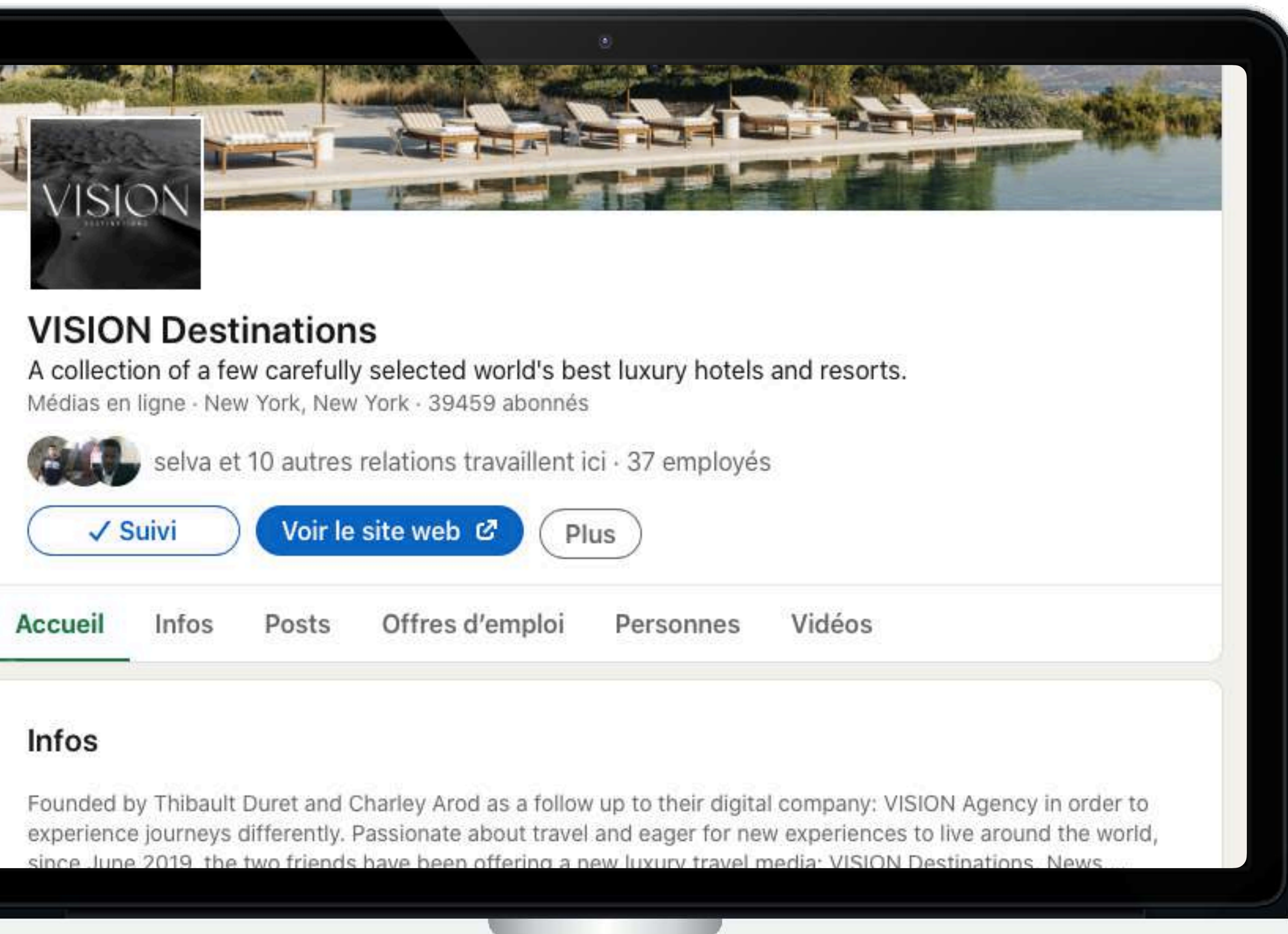
Activity Area

**Frequent travelers - Business travelers**

On average VD readers take 5 trips a year.

The national average is 2 trips a year.

74% of readers travel on business taking an average of 6 business trips a year.





# INSTAGRAM

**+2 500 000**

Average monthly impressions

**+180 000**

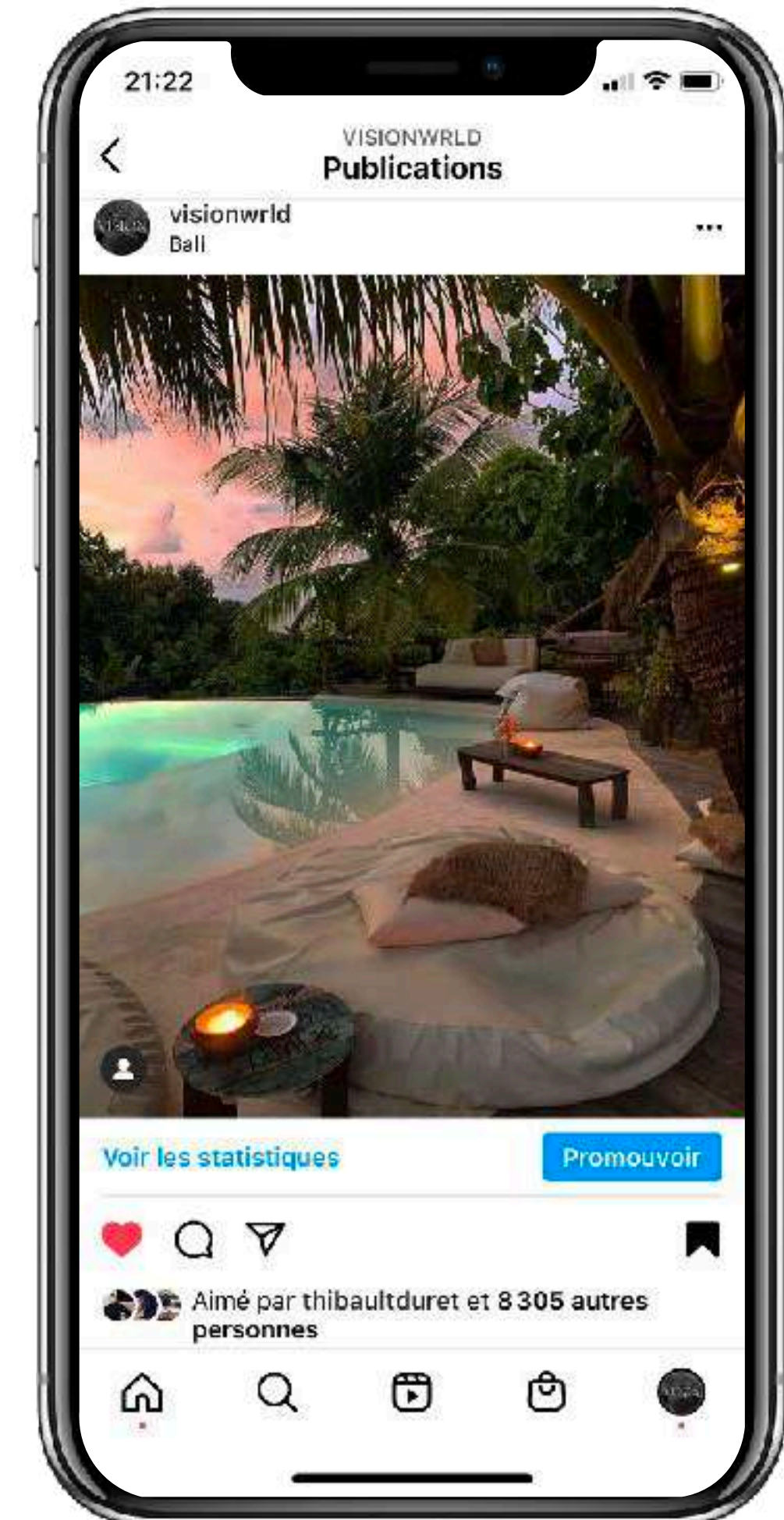
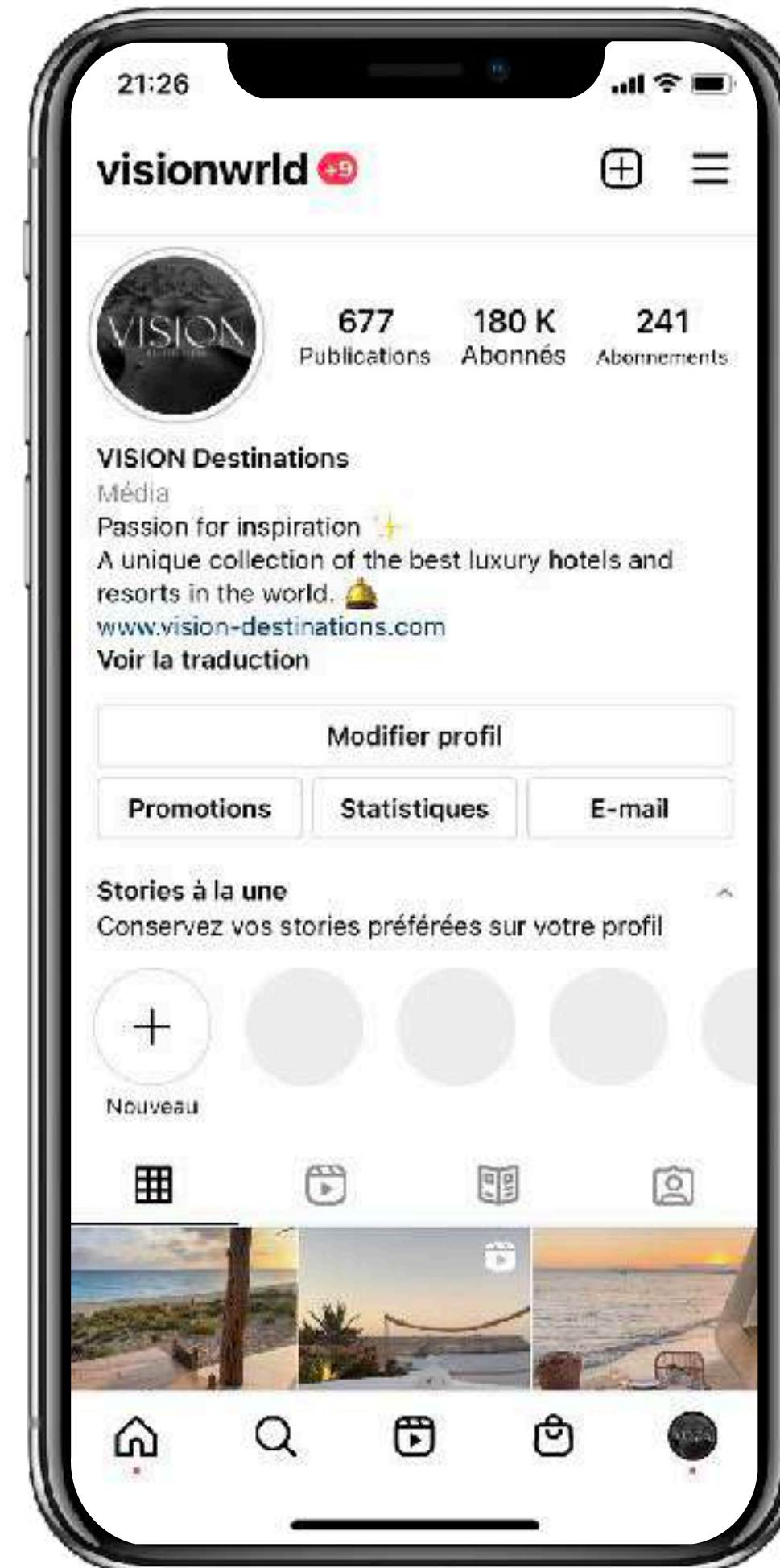
Followers

**+5 800**

Average likes per post

**Paris . New York . Lausanne . Montreal**

Top cities





# PINTEREST

**+3 600 000**

Average monthly impressions

**+4 900**

Followers

**Paris . Lyon . Chicago . Toronto**

Top cities





An aerial night photograph of New York City, showing the dense skyline of Manhattan and surrounding areas. The city is illuminated by numerous lights from buildings and streets, reflecting on the water. The text "OUR SOLUTIONS" is overlaid in a large, white, sans-serif font, centered horizontally and vertically. The word "OUR" is on the top line, and "SOLUTIONS" is on the bottom line. The background shows the Hudson River to the left, the East River to the right, and the city extending into the distance under a dark sky.

# OUR SOLUTIONS



# WEBSITE & STRATEGY

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1

## ADVERTORIAL

from 950€

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2

## REVIEW ARTICLE

from 850€

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3

## NEWSLETTER

from 690€

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4

## HOME PAGE POP UP

from 800€

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5

## PRODUCTION

(Drone & Ground Photos / Vidéos)  
on request

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6

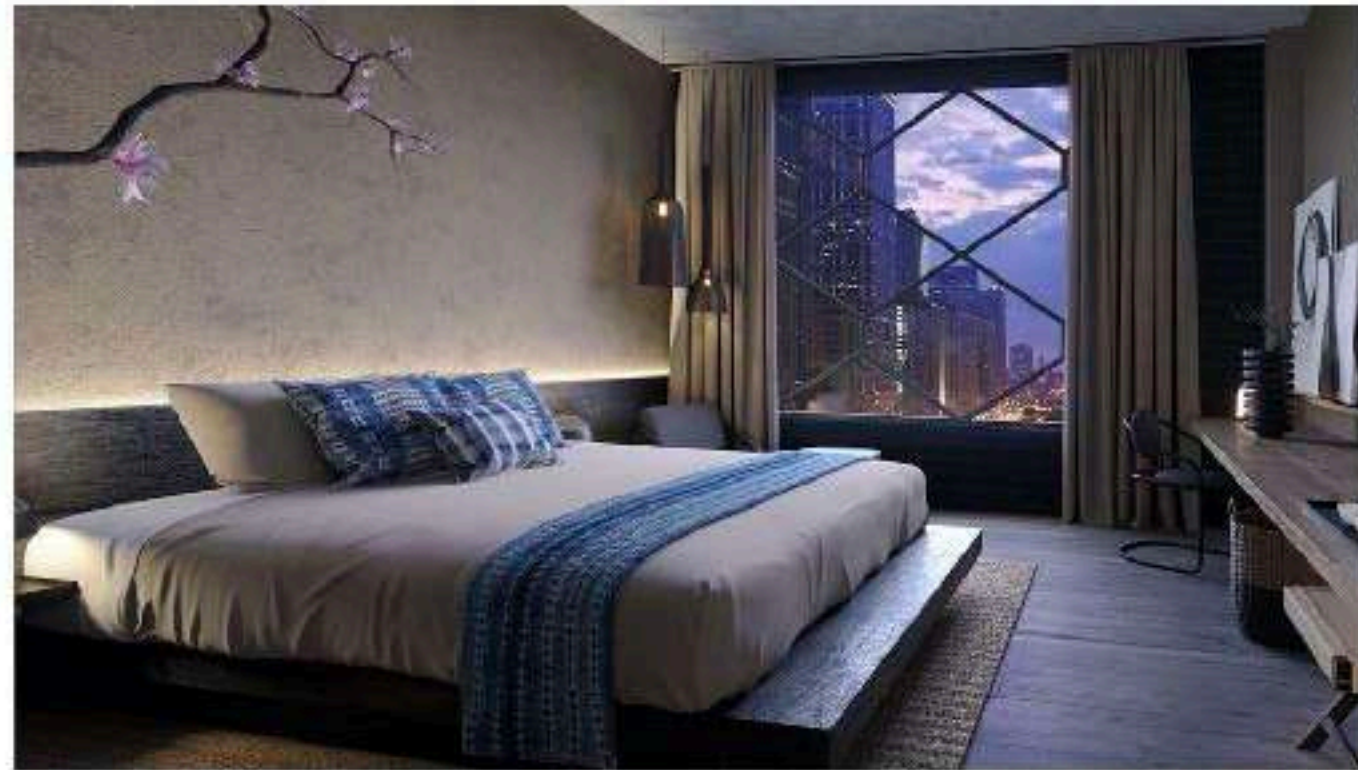
## SOCIAL MEDIA STRATEGY & DEVELOPMENT

Linkedin / Instagram / Facebook / Pinterest ...  
on request

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CUSTOM PACK AVAILABLE ON A CASE BY CASE BASIS





An oasis centrally located in the vibrant West Loop neighborhood; Nobu Hotel Chicago combines the essence of the Windy City with the spirit of Nobu.

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## Nobu hotel Chicago to open in July 2020



Located on the prestigious avenue Montaigne in Paris, **Hotel Plaza Athénée** is one of the best palace. Check out our review of this iconic hotel.

## Plaza Athénée Paris

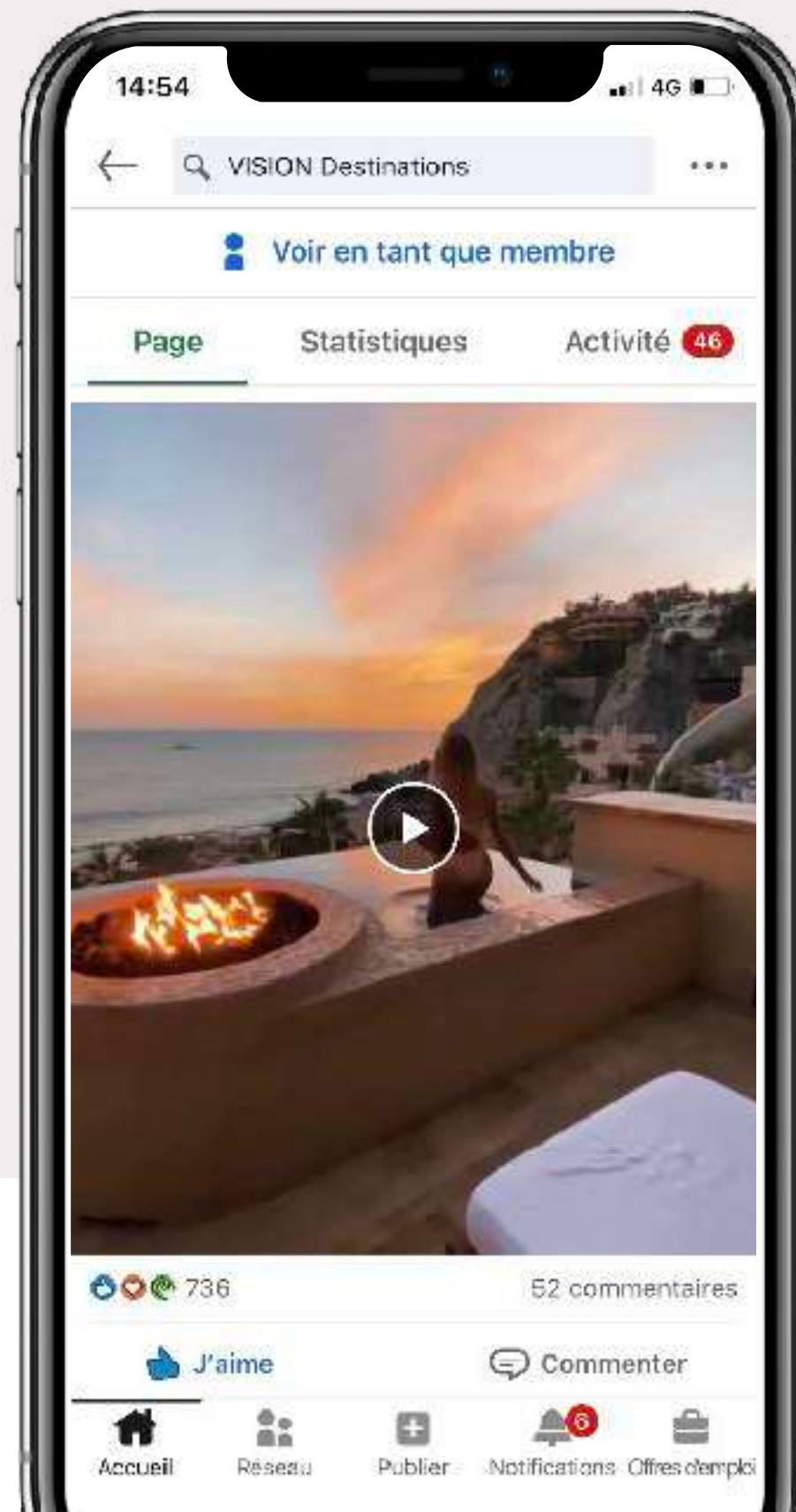


# LINKEDIN POST

1

## VIDEO POST

Video to be provided.  
- 660€ per post  
Content production available on request. (Ground and/or drone).



2

## PHOTO POST

Photo to be provided.  
- 560€ per post  
Content production available on request. (Ground and/or drone).





# INSTAGRAM POST

1

## INSTAGRAM SPONSORED POST

Photo or video to be provided.  
- 860€ per post.  
Content production available on request. (Ground and/or drone).



2

## INSTAGRAM SPONSORED STORY

- 460€ per story.  
Content production available on request. (Ground and/or drone).





# CONTENT CREATION DRONE & GROUND

## 1

### PHOTOS

- Ground and / or drone photos.
  - Male, Female, Couple or Family models.
  - Assignment of rights for 5 years.
  - Included instagram or LinkedIn post.
  - Photo packs start at 950€.
- More details on request.*



## 2

### VIDEOS

- Ground and or drone videos.
  - Male, Female, Couple or Family models.
  - Assignment of rights for 5 years.
  - Corporate or Vlog or Social Media clips.
  - Included Instagram or LinkedIn or Youtube post.
- More details on request.*



Transports, nights and catering for two or three remain the client's responsibility.



# WEBSITE BRANDED ADS

1

## LEADERBOARD

from 1450€ / m

2

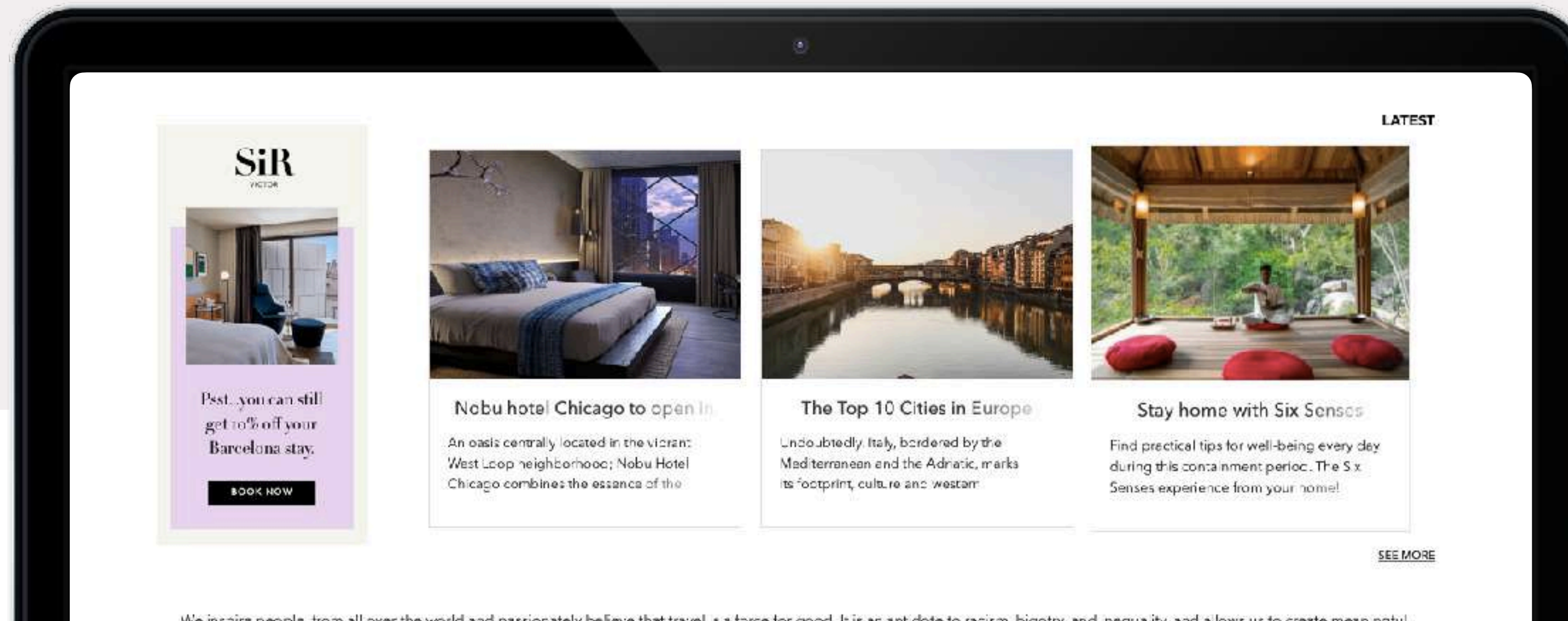
## MEDIUM

from 1250€ / m

3

## SQUARE

from 950€ / m



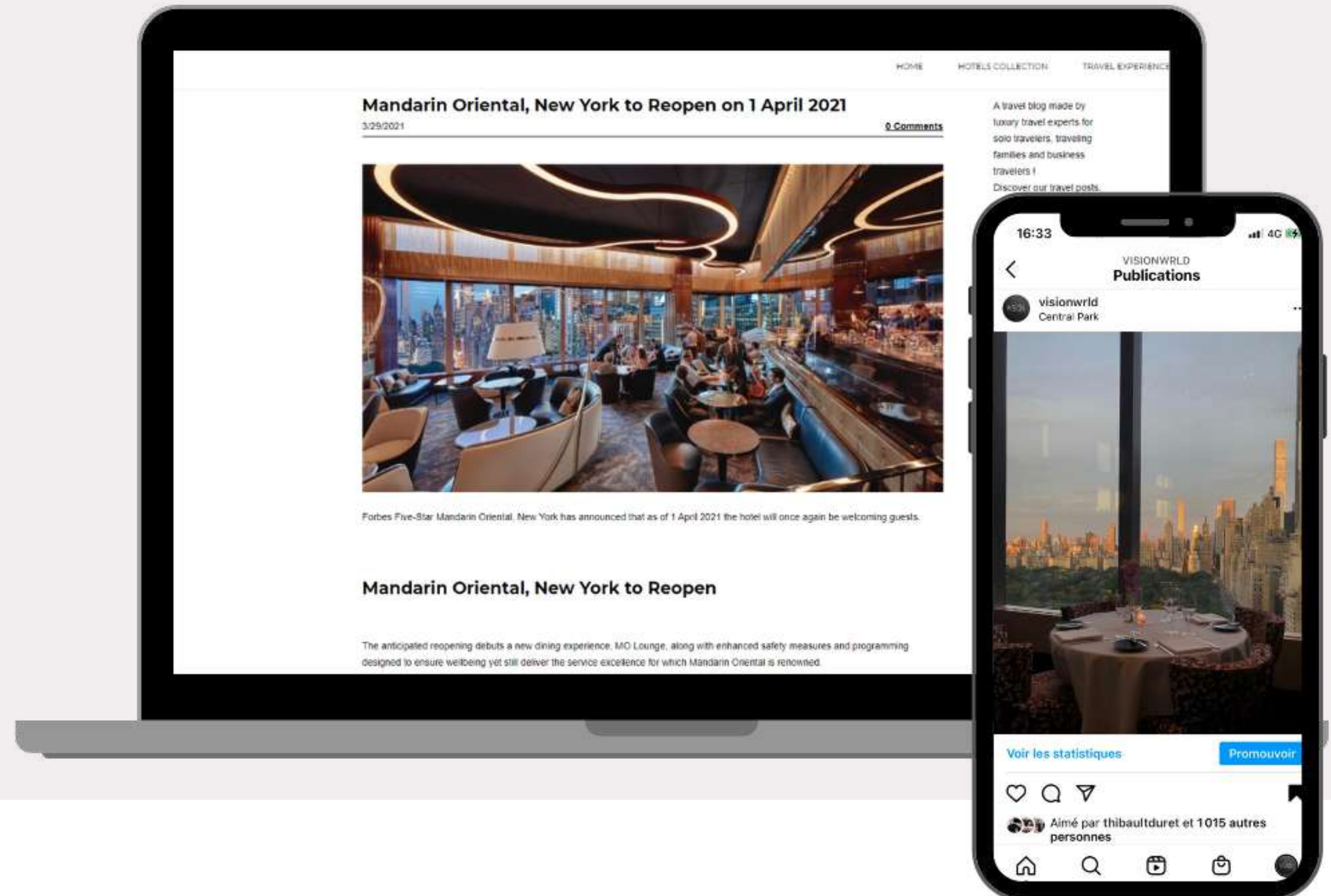


# CUSTOM PACK

## EXAMPLE

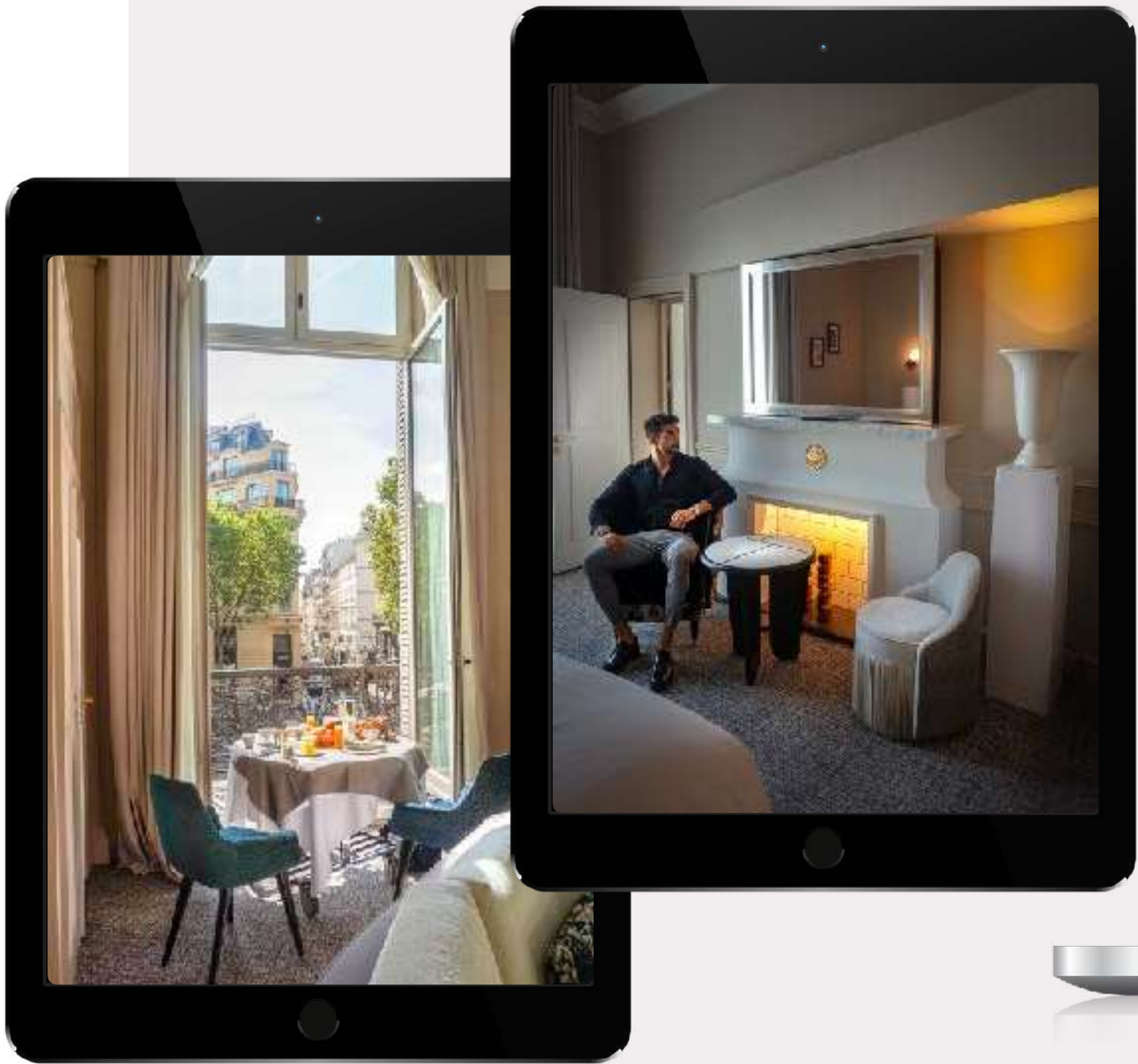
- Content creation (photos and videos)
- Website advertorial
- Social media posts and stories
- Dedicated newsletter
- Leaderboard

price on a case by case basis

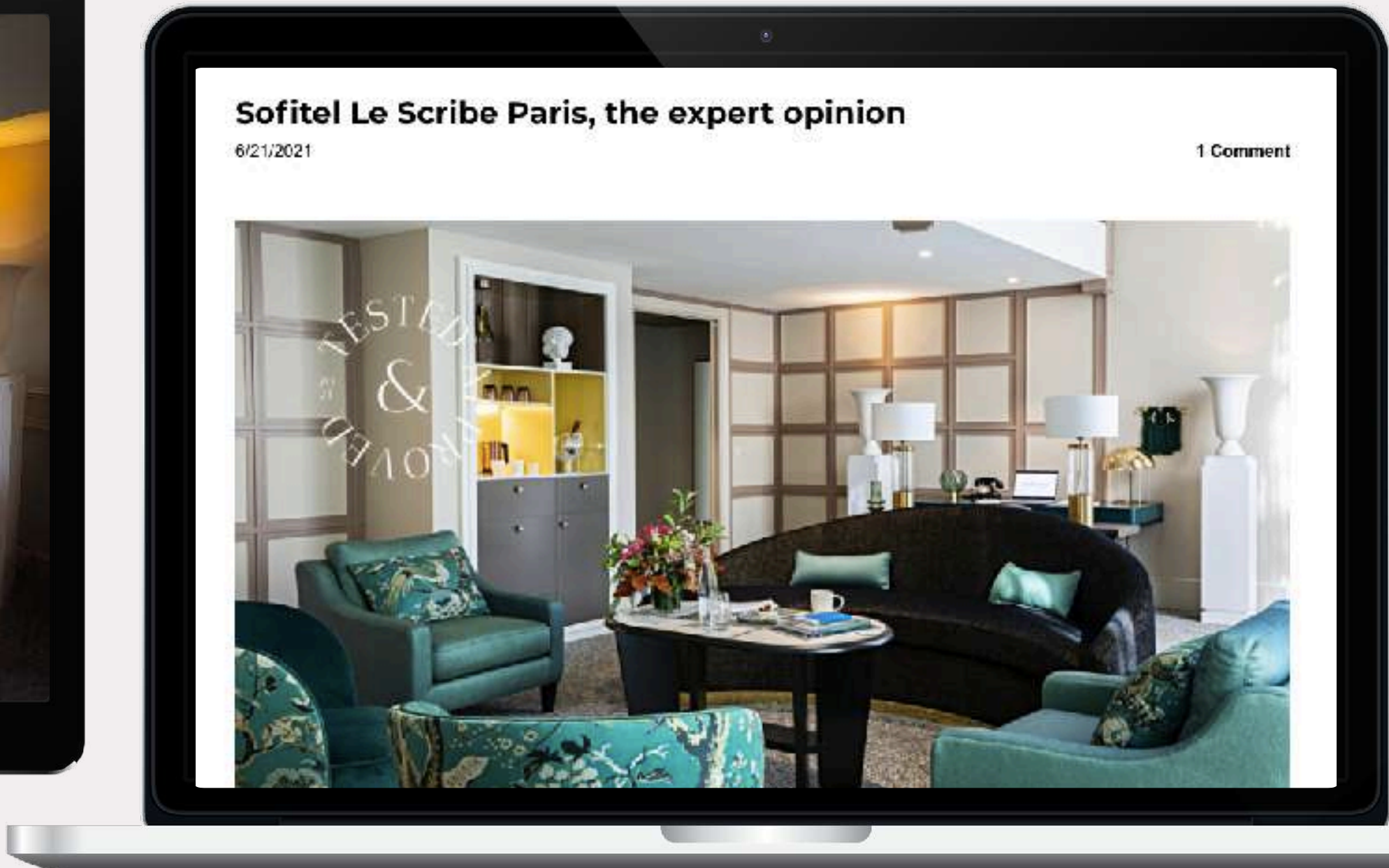




# CUSTOM PACK FOR SOFITEL



GROUND PHOTOS + VIDEOS  
+ MALE MODEL



REVIEW ARTICLE



LINKEDIN POST

INSTAGRAM POST



+ STORIES

custom pack price on a case by case basis



An aerial photograph of the New York City skyline at sunset. The sky is a mix of orange, pink, and light blue. The city is densely packed with skyscrapers. The Chrysler Building is prominent in the center. To the left, a building with the 'MetLife' logo is visible. The Hudson River is on the right, and the East River is on the left. The overall tone is warm and atmospheric.

# CONTACT

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