

Open your ears and listen!

Die Reiseplaner launches audible travel information

Munich, March 10 2009 – German Internet travel portal “Die Reiseplaner“ now offers podcasts providing users with information about travelling, hotels and diving. Besides serving as an information tool, the podcasts allow users to poke and discover. They are produced by Tourism Unlimited, a PR and marketing agency with focus on the tourism industry. The Munich based agency attaches great importance to online communication.

Judith Hoppe, founder of “Die Reiseplaner“ and partner Tourism Unlimited, explains: “Podcasts are becoming a common communication tool within the tourism industry. When producing, it is important to find a balance between entertaining and providing information in a manner that is easy for listeners to understand. With the production of podcasts, Tourism Unlimited completes its expertise in online communication. Especially tourism boards are the ideal clients for this service.”

The travel portal www.die-reiseplaner.de provides individual travellers with information about distant destinations, exceptional activities and comprehensive services. The podcasts are available on iTunes or firsthand on www.die-reiseplaner.de/podcasts.

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About Die Reiseplaner

Die Reiseplaner was founded in 2004 and then served as an online travel agency. Additionally, it provided users with profound information about the “destination of the month“. Since its relaunch in 2007 Die Reiseplaner is a content based travel portal focussing on lifestyle/travel, hotels and diving.