

Co-branding Terms and conditions

Listing & Co-branding Tours & Travel Packages in the Europe Remembers online portal:

Our aim is to combine the Liberation Route with innovative and sustainable tour & travel offers and educational experiences. In collaboration with our international partners, we work together to make this essential part of European history more visible, inclusive and accessible to visitors from all over the world.

We invite the travel trade professional to list their WWII related tour & travel offers in the Europe Remembers online portal.

Our aim is to cross promote these packages and travel experiences in the Europe Remembers online portal, with direct links for visitors to your booking or information page.

By submitting your tour or travel offer, you agree to co-brand the submitted tour(s) in your own promotional material and online with the LRE and Europe Remembers logos. This will identify your listing as part of the Europe Remembers international campaign, and allow your audiences to visit our online portal for additional information about the 75th Anniversary of the end of WWII. A brand manual with Europe Remembers and Liberation Route Europe logos will be provided to you upon approval of your submitted tour or travel offer.

Europe Remembers online portal listing & co-branding guidelines:

- LRE logo is placed by the travel company or service provider in its own online and printed catalogs next to the tours/travel offers listed in the ER online portal.
- The LRE corporate brand manual will be provided and used by the travel company or service provider for co-branding tours & packages listed in Europe Remembers online portal
- Listing fee of 150 euro (exclusive of tax) per tour listing, payable upon approval of the submitted tour or travel offer.
- LRE can provide co-branded supporting tools upon request by the travel company or service provider operator (Flyers, historic info handouts for specific tours, ...) to be extended to the travelers and visitors.

For any questions regarding Co-branding please e-mail
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