



Melanie Gleinser-Moritzer

segara: 2020 was a year with a great new opportunity for you: from chief editor of DIVA to chief editor of Falstaff Travel. From fashion to travel. How big is the change replacing beautiful fashion with dream destinations?

Melanie Gleinser-Moritzer, Chief Editor Falstaff Travel: Minimal! Fashion and travel are lifestyle topics that are similarly processed. However, there is more storytelling in the travel industry, the topics are more complex and these are my favourites: the adventure and the surprise effect!

2020 was the most difficult year we have ever experienced. While other publishers ceased to print their travel issues or reduced the number of issues, they launched a 234-page magazine in December. How did you experience the response of the advertising market?

Actually, it was a difficult year for the competition, but we had a big starting advantage: We come

from Falstaff, a publishing company which stands for journalistic excellence for 40 years. Of course, this was a huge trust in advance that was placed in us which we did not gambled away.

And how did you define the thematic orientation?

The focus is on hotels, accordingly, a hotel guide is published accompanying them. The publisher, Nadine Tschiderer, comes from the five-star hotel industry, we bring top expertise and insider knowledge.

There are three major topics in the magazine: Trends, Destinations and Experiences which cover everything that has to do with travel. In that respect, it may also be more exceptional and simply invite you to dream. For example, in the current issue we have a story about „travel into space“. Very worth reading. In addition, the “Travel Insight” section also includes experts interviews that give exciting insights but also provide very practical tips.

Many hoteliers have stopped all marketing activities. Apparently, your customers have a different kind of view, why is Falstaff Travel such an interesting cooperation partner?

Our distribution system is unique: we have 60,000 subscribers who are directly fed. Our partners know that, with our magazine, we target exactly the clientele they need: high-income, enjoyable readership.

2020 was a year of uncertainty and very limited travel opportunities. Where do you see the 2021 travel trend going?

Sustainability will be the most important topic that will be played in many ways: the means of transport will move into focus, duration of stay and destinations will change. But, we will certainly experience some surprises, the desire to travel became no less. On the contrary!

Even if travelling is allowed again without restrictions: where do you see the future of travel? Which countries will score? Which hotel concepts?

At the moment there is no forecast, it is possible that we will stay in nearby regions during the next few years or everyone will travel at the same time as soon as possible. This depends on the further development of the pandemic. But, what we all need now is trust: in our travel agents and tour operators, in the destinations and in accommodation. We have now learned that situations can change very quickly. Hotels have to function like a second home, a double-bottomed reception camp. Hotel concepts that score with authenticity, have a manageable size and are closely connected with their guest will certainly be more successful in the long run.

How do you prefer to travel? And where?

I travel accordingly to my needs: for sports in winter to Lech-Arlberg, for relaxation with friends in the south of France and for adventure wherever there is an airstrip, shipping pier or train station.

What is on the bucket list 2021 of Falstaff Travel's Chief Editor?

Africa is a great wanderlust destination and especially Rwanda.