

MEDIA KIT CSTPRO – 2026

Visibility & Business for Tourism Professionals

In editorial collaboration with Breeziful

About Frédéric Massard



B2B Tourism Communication Specialist

My expertise is built on two complementary strengths that transform professional tourism communication:

- **CSTPRO** – Targeted professional visibility, business-oriented with real conversion
- **Breeziful** – Inspirational storytelling, immersive content, and travel emotions

This dual expertise is reinforced by a **unique technological advantage**: with a degree in computer science and as a **developer**, I integrate the best solutions for tracking, automation, data analysis, and AI into my operations.

A rare combination in our sector, allowing me to offer comprehensive, multichannel, and data-driven operations: email campaigns, social network distributions, editorial content, and high-performance B2B activations.

I collaborate with numerous recognized partners in tourism.

My approach generates **qualified visibility**, authentic engagement, and **concrete results for the establishments** that trust me.

CSTPRO: The B2B Reference Media

Hotels & Resorts

Highlighting your establishments to travel agents, product managers, sales managers, and tourism decision-makers.

DMC & Receptive Agencies

Showcasing your local expertise, services, and vision of the destination to sales professionals and decision-makers.

Destinations

Targeted communication for tourist offices and organizations

Service Providers

Showcasing your expertise and specialized offers

Our Mission

CSTPRO creates a direct and effective bridge between travel creators and on-the-ground sales professionals.

We produce professional, authentic editorial content perfectly tailored to the expectations of tourism professionals.

Our goal is not just to inform: **we provide qualified, useful, and conversion-oriented visibility**, to genuinely help establishments sell, generate inquiries, and convert attention into bookings.



Audience & Professional Network

CSTPRO has a powerful, engaged, and qualified network, built on trust and operational efficiency.

11K+

LinkedIn Subscribers

Active, engaged, and decision-making tourism professionals

25K+

Sales & Travel Creation Professionals

Active agents, product managers, agency managers and directors

50K+

Pro Email Database

Targeted and segmented tourism professionals, recipients of CSTPRO newsletters

Active Channels

- Dedicated Facebook Groups (Travel Agencies & B2B)
- B2B LinkedIn Groups (Travel Agencies & B2B)
- CSTPRO Professional Pages
- Breeziful Pages (BtoC and BtoB inspiration)



Geographic Coverage

- France, Belgium, Switzerland, Luxembourg
- Réunion, Guadeloupe, Martinique, Guyane
- Tunisia, Morocco
- Francophone Canada

CSTPRO's Strengths

Targeted Visibility

Your establishment is exclusively exposed to qualified tourism professionals: active travel agents, product managers, agency managers, and sector decision-makers.
No dispersion: only relevant and effective targeting.

Premium Editorial Content

We produce professional, editorialized, and credible content. Each publication enhances your establishment, strengthens your brand image, and respects industry standards.

Sales Generation

Our goal goes beyond simple visibility: we aim for real conversion. Our content is designed to generate inquiries, qualified leads, and concrete bookings.

Dual Impact PRO + INSPIRATION

The CSTPRO × Breeziful combination allows you to simultaneously reach:

- professional sellers (B2B),
- and end travelers (B2C),
thanks to high-end storytelling and perfectly targeted distribution.

Multi-Channel Distribution

Your content is disseminated across all our channels: professional social networks, segmented newsletters, travel agent groups, professional pages, and engaged B2B communities.

Comprehensive Reporting

Each campaign is measured with clear statistics: reach, engagement, qualified clicks, inquiries, conversions.
You know exactly what your investment generates.

Your establishment doesn't just gain visibility: it benefits from strategic, measurable exposure, designed to generate real business, far beyond simple advertising.

CSTPRO × Breeziful Synergy

A winning combination that maximizes your commercial impact and creative outreach.

📄 CSTPRO

Professional Targeting

- Active travel agent networks
- Technical and operational B2B communication
- Sales & performance-oriented business visibility
- Factual, credible, and conversion-oriented content

📄 Breeziful

Inspirational Storytelling

- Immersive and emotional content
- Premium and identity-driven AI visuals
- High-end travel narration
- Strong creative impact & high memorability

1

Reach Sales Professionals

Targeted professional agents

2

Inspire Travelers

Emotional & aspirational end audience

3

Strengthen Brand Image

Credibility, desirability & editorial footprint

Together, CSTPRO × Breeziful offer a dual strategic impact: high-performing commercial visibility and inspiring storytelling, perfectly adapted to the expectations of modern tourism.

Visibility Formats & Solutions

We offer flexible solutions, tailored to your commercial objectives and budget. Each format is designed to maximize your visibility and generate concrete results.

CSTPRO Editorial Article

Premium B2B format, long professional and SEO-optimized content, distributed on the CSTPRO network and relayed in our agent groups.

LinkedIn Report

Native publication on LinkedIn to our 11,000+ professional subscribers, with premium visuals and targeted engagement.

Dedicated Agent Newsletter

Exclusive send to 50,000 qualified tourism professionals, prioritizing your establishment or destination.

Distribution & Amplification

- Distribution in our specialized AGV & B2B groups
- Multi-channel Pro Visibility Pack
- Premium Editorial Pack (maximum visibility)

Breeziful Inspirational Content

- High-end premium AI visuals
- Immersive videos and storytelling
- Creative content with strong emotional impact

Event Campaigns

- Editorial coverage of professional Famtrips
- Agent sales challenges
- Seasonal special operations
- Product launches & new releases

All our offers are flexible according to your specific needs, your timeline, and your visibility objectives. Together, we build the most effective solution for your business.

Professional Influence (B2B) — Beyond B2C Influence Models

An influence primarily geared towards prescribers, more strategic and impactful than B2C models.

1

Premium Content & Field Expertise

Creation of **CSTPRO editorial reports**, professional photos and videos, produced during dedicated **field trips** (hotels, DMCs, destinations).

Objective: to produce **authentic, usable, and business-oriented content** for travel prescribers.

2

Targeted Prescriber Distribution

Targeted Distribution to Prescribers & Buyers

Multi-channel distribution via **LinkedIn**, CSTPRO, Breeziful, and **segmented newsletters**, ensuring visibility among **industry prescribers and buyers**:

- **Travel agents**
- **Tour operators & circuit creators**
- **Event agencies & MICE**
- **Travel planners & corporate agencies**
- **Journalists & tourism media**

This distribution guarantees a real impact on **resellers**, those who influence sales and recommendations.

3

A win-win model for establishments

A professional invitation represents a very limited cost for the establishment, while allowing for the creation of a **complete field report** – sometimes accompanied – under optimal conditions.

This format generates editorial and B2B visibility with an equivalent value typically between **€5,000 and €25,000**, depending on the volume of content produced and the duration of the communication plan implemented.

Unlike B2C influence operations focused on the general public, this model exclusively targets **travel buyers and prescribers**, ensuring a concrete impact on sales, recommendations, and distribution.

A high-performing alternative to traditional B2C influence campaigns, guaranteeing measurable return on investment for tourism professionals.

Key References & Collaborations

A selection of representative collaborations.

Hotel Partners & DMCs

Collaboration with major players in luxury hospitality and renowned DMCs.

Sanctuary Hotels & Resorts · Viet Princess Cruises · Scenic Roads · Elite American Voyages · Secrets & Dreams Playa Esmeralda · Sirru Fen Fushi · Secrets of Ceylon · Koh Russey Resort · Sail Lanka

Tourism Boards & Institutions

Expertise serving official organizations to promote key destinations.

Tourism Seychelles · Dominican Republic Tourist Board · Global Agent France

Fam Trips & Agent Operations

Organization and coverage of familiarization trips and agent operations.

Namaskar India Tours · Voyazil · Tahiti Travel Expert · Samistal Travel · South American DMC

Events & Partnerships

Active presence at professional events & strategic partnerships.

VEEZIT (La Réunion) · ITE HCMC (Vietnam) · Réceptif Leader · So Réceptif



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Collaboration Process

A simple, clear, and effective approach, from initial brief to final reporting. We guide you every step of the way to ensure optimal results.

Brief & Analysis

Understanding your needs, market, and objectives to define a suitable visibility strategy.

Tailored Proposal

Relevant formats, optimal targeting, clear editorial calendar, and transparent budget.

Content Creation

CSTPRO editorial production + premium visuals and inspiring Breeziful content. Validation before dissemination.

Multi-Channel Distribution

Deployment on professional networks, targeted newsletters, and specialized groups to maximize reach.

Reporting & Optimization

Results analysis, continuous adjustments, and performance improvement.

Contact

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Available for collaborations, campaigns, and special operations 2026.

Let's build together an effective visibility strategy to enhance your establishment.