



2017 | FRA HX/PC

# Closed User Group (CUG) Set-up

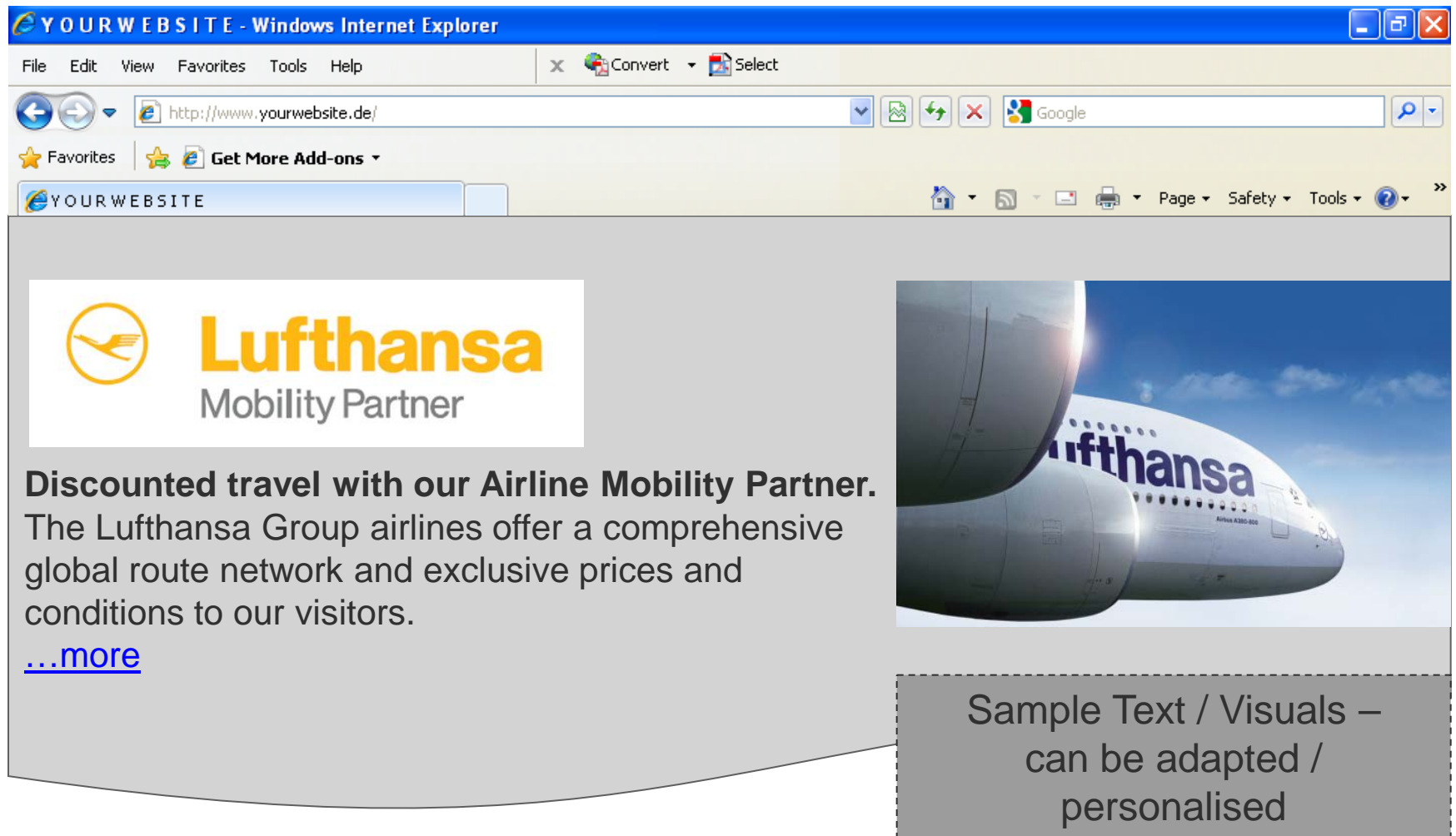


## Set-up of your personalised online booking platform

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- Once a Specialty Sales agreement has been concluded and you have provided us with your logo, a personalised Closed-User-Group online booking platform will be prepared.
- You will be given a Lufthansa Group logo and text (in German and English) that needs to be made available to eligible travellers – for example, on your Website.
- This text will include a link and an access code that is needed for travellers to access your personalised online booking platform.
- In addition, a Lufthansa eMail address will be provided for Travel Agencies to obtain ticketing instructions for the discounted fares and conditions that have been agreed upon.

# The Lufthansa teaser should be displayed on your Website as shown in the example below



The screenshot shows a Windows Internet Explorer browser window with the title "YOUR WEBSITE - Windows Internet Explorer". The address bar contains "http://www.yourwebsite.de/". The main content area features a Lufthansa logo and the text "Lufthansa Mobility Partner". Below this, there is a paragraph of text: "Discounted travel with our Airline Mobility Partner. The Lufthansa Group airlines offer a comprehensive global route network and exclusive prices and conditions to our visitors." followed by a blue underlined link "...more". To the right of the text is a photograph of a Lufthansa Airbus A380-800 aircraft in flight. At the bottom right, there is a dashed box containing the text "Sample Text / Visuals – can be adapted / personalised".


**YOUR WEBSITE - Windows Internet Explorer**

File Edit View Favorites Tools Help

Convert Select

http://www.yourwebsite.de/ Google

YOUR WEBSITE

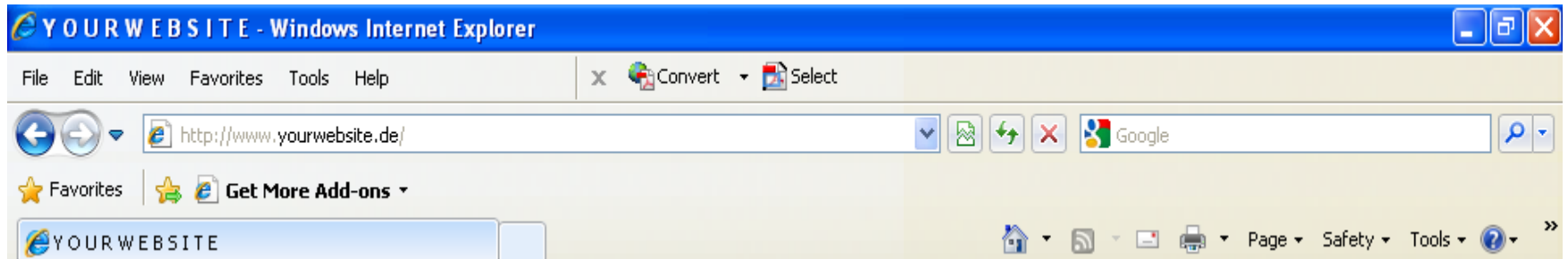
 **Lufthansa**  
Mobility Partner

**Discounted travel with our Airline Mobility Partner.**  
The Lufthansa Group airlines offer a comprehensive global route network and exclusive prices and conditions to our visitors.

[...more](#)

Sample Text / Visuals –  
can be adapted /  
personalised

# Special links for your dedicated booking platform



## Discounted travel with our Airline Mobility Partner

Lufthansa Group Airlines offer a comprehensive global route network and exclusive prices and conditions to our visitors.

To make your reservation, please click on this [link](#) and enter the access code **XXXXXX** in the "Access to Event Booking" area. This will take you to an online booking platform that will automatically calculate the discount offered. With a best buy option we provide you with an even better offer if another promotional fare on LH.com is available.

These promotional fares are also available via your IATA / ARC Travel Agent. Travel Agents can obtain ticketing instructions via [eMail](#)



**Lufthansa**  
Mobility Partner

Sample Text / Visuals –  
can be adapted /  
personalised

# By a click on the link on your Website, the Lufthansa Landing Page is opened and the Access Code can be entered

## Your patients in good hands - Lufthansa Global Healthcare and Medical Services

- ↓ Lufthansa Group Health & Medical Agreement
- ↓ Flight booking made easy
- ↓ Lufthansa Medical Services
- ↓ Good to know: Supplementary services



### Help & Contact [↗](#)

Review our FAQ section or contact a Lufthansa representative.

### Access to Your Special Lufthansa Offer

Please enter your Access Code and click "Continue". (Note: Pop-ups must be enabled)

 [Continue](#)

Sample Landing Page –  
Adapted for different types of  
travellers

## Meetings & Events



### Help & Contact [↗](#)

Review our FAQ section or contact a Lufthansa representative.

### Access to Your Special Lufthansa Offer

Please enter your Access Code and click "Continue". (Note: Pop-ups must be enabled)

 [Continue](#)

## Flight booking for event participants

To book discounted flights for your event, please enter your event code in the input field titled "Access to Your Special Lufthansa Offer" in the right hand column of this page. The reduced fares are shown automatically, as are any lower special fares which may also be available. You can book flights with Lufthansa, Austrian Airlines, Brussels Airlines, Eurowings, Germanwings and SWISS as well as with our two North Atlantic partners Air Canada and United Airlines.

# Now your personalised booking platform appears where travellers can make use of the respective discounts and conditions

**Lufthansa – YOUR BRANDING**

There's no better way to fly.

**Lufthansa**

**YOUR BRANDING**

PERSONALISED TEXT

**YOUR LOGO / VISUAL**

PERSONALISED TEXT

**1 Please select your country of residence**

Germany

**2 Add your travel data**

Please use the calendar to choose the respective flight dates.

From  → Airport Atlas  Outbound

To  Please choose...  Inbound

Adults (> 12 years)  1 Children (2-11 years)  0 Infants (up to 2 years)  0

Class  Economy

**3 Information regarding your event**

Attendee discounts in First, Business or Economy Class are automatically offered. In case any lower promotional fare is available, this will also be shown. In case of technical problems, please contact our Internet Service Desk in Berlin on +49(0)1805-838 055.

Information  
(e.g. destination/s and validity)

Offer Information  
(e.g. discounts, conditions)

Origins / Destinations /  
Travel Period / Class of Travel  
selectable as per Agreement

Discounts automatically calculated  
with a “best buy” functionality  
(e.g. non-discountable promotional  
airfares also offered if available).