

# The specialist for short breaks at home



*Daydreams*, a *BurdaDirect* brand, offers delightful short breaks with regional cuisine for people looking to relax while enjoying great deals. The concept is simple: our customers can use their hotel voucher or “DreamCard” to stay in *Daydreams* partner hotels free of charge, simply paying for their breakfast and evening meals.

Based in Kleve, the company works with 2,000 partner hotels throughout Europe to offer short breaks. *Daydreams* employs collaborative and cross-media marketing and is constantly expanding its product portfolio. Hotel vouchers enable *Daydreams* partners to use the highly emotional topic of short holidays as an incentive to acquire new customers and secure the long-term loyalty of existing customers.

**Links:** [Daydreams website](#)



**Ralf Schnetz**  
Managing director

Ralf Schnetz has been with Burda since 1998 and was Director of Finance & Controlling for the BurdaDirect Group. He became managing director of Neue Verlagsgesellschaft mbH in 2011. Since November 2013, he has also been the spokesperson for the management board of short-break agent Freizeit und Trendmarketing GmbH in Kleve.

## Facts

<b>Division</b>	BurdaDirect
<b>Company</b>	FTM Freizeit- und Trendmarketing GmbH & Co. KG
<b>Managing director</b>	Ralf Schnetz
<b>Headquarters</b>	Kleve
<b>Founded</b>	1994
<b>Hotels</b>	Around 2,000 partner hotels throughout Europe
<b>Director of marketing / PR</b>	Caroliene Götz
<b>Contact</b>	b2b@daydreams.de