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Marketing 
Suite
by Hotelbeds

STAR
COLLECTION
PROGRAMME

STAND OUT FROM THE CROWD

Our exclusive packages, crafted for you

The Star Collection Programme gives your properties the maximum exposure in the high value, B2B marketplace.

By choosing one of our 4 sponsorship levels, you get access to different channels, materials and markets within our vast distribution network.



WHAT WE HAVE TO OFFER

Choose your level, become a Star!

Our sponsorship levels combine a vast array of benefits so that you can choose the level that works best for you.

- ★ PLATINUM
- ★ GOLD
- ★ SILVER
- ★ BRONZE

Let us give you a quick insight into the benefits available to help you give your properties a boost.

1. HOTEL EXPOSURE

- Inclusion in all the 13 Star Collection microsite (Hotelbeds and 12 Bedsonline markets)
- Promotion of star collection microsite

2. HOTEL VISIBILITY BOOST

- Prioritised ranking & booking engine iconography
- Enhanced API client mapping
- Dedicated hotel placement

3. TRAINING & INTELLIGENCE

- Emerging markets training
- Hotelbeds updates & Star Collection Programme reporting
Programme reporting

4. ADDITIONAL EXPOSURE

- Star Brochure discounts
- Travel agent loyalty points
- Event discounts
- Access to senior leaders

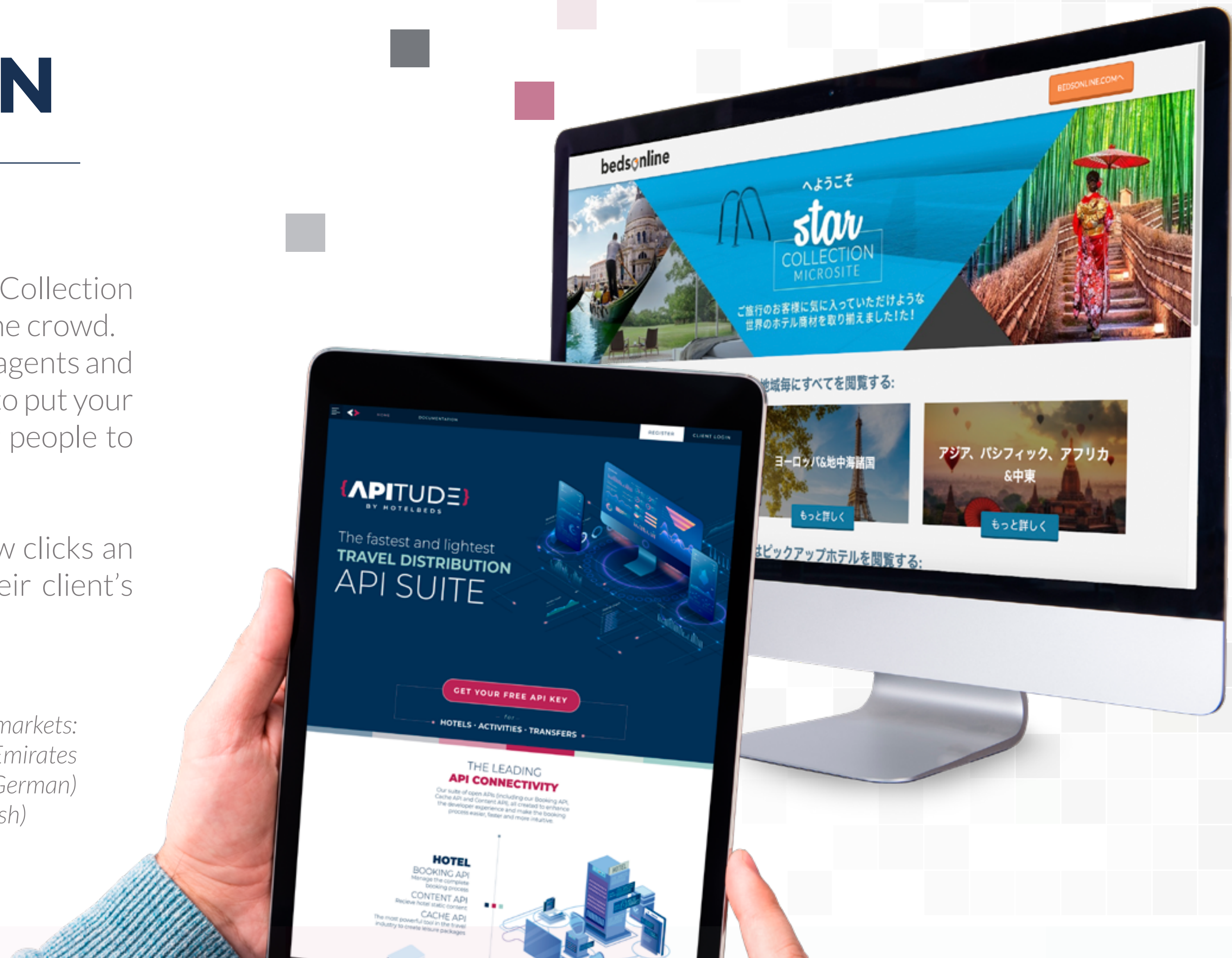


INCLUSION IN STAR COLLECTION

With limited availability and global exposure, our Star Collection Microsites* are the place to be to stand out amongst the crowd. These exclusive spaces are seen by thousands of travel agents and travel bookers each day, which means that we are able to put your images and content in front of those who are sending people to your destination.

Plus with direct look-to-book buttons, within just a few clicks an agent can directly access our system and confirm their client's reservation.

**Hotelbeds global exposure and Bedsonline exposure in the following key markets:
USA & Canada (English) - UK & Ireland (English) - Australia (English) - Emirates (English) - India (English) - China (Chinese) - France (French) - Germany (German) - Italy (Italian) - Japan (Japanese) - Spain (Spanish) - Latin America (Spanish)*



PROMOTION OF STAR COLLECTION

The Star Collection Microsite is heavily promoted, both online and offline, all year round and in our major markets worldwide*.

As we have numerous channels of communication with our travel sellers, we make sure that the platform and your properties are given the exposure they require.

These channels include web banners, email campaigns, social media campaign, events and via face to face contact through our global sales team, to name just a few.



PRIORITISED RANKING & BOOKING ENGINE ICONOGRAPHY

Gold and Platinum Star Partners benefit from increased visibility on our booking platform.

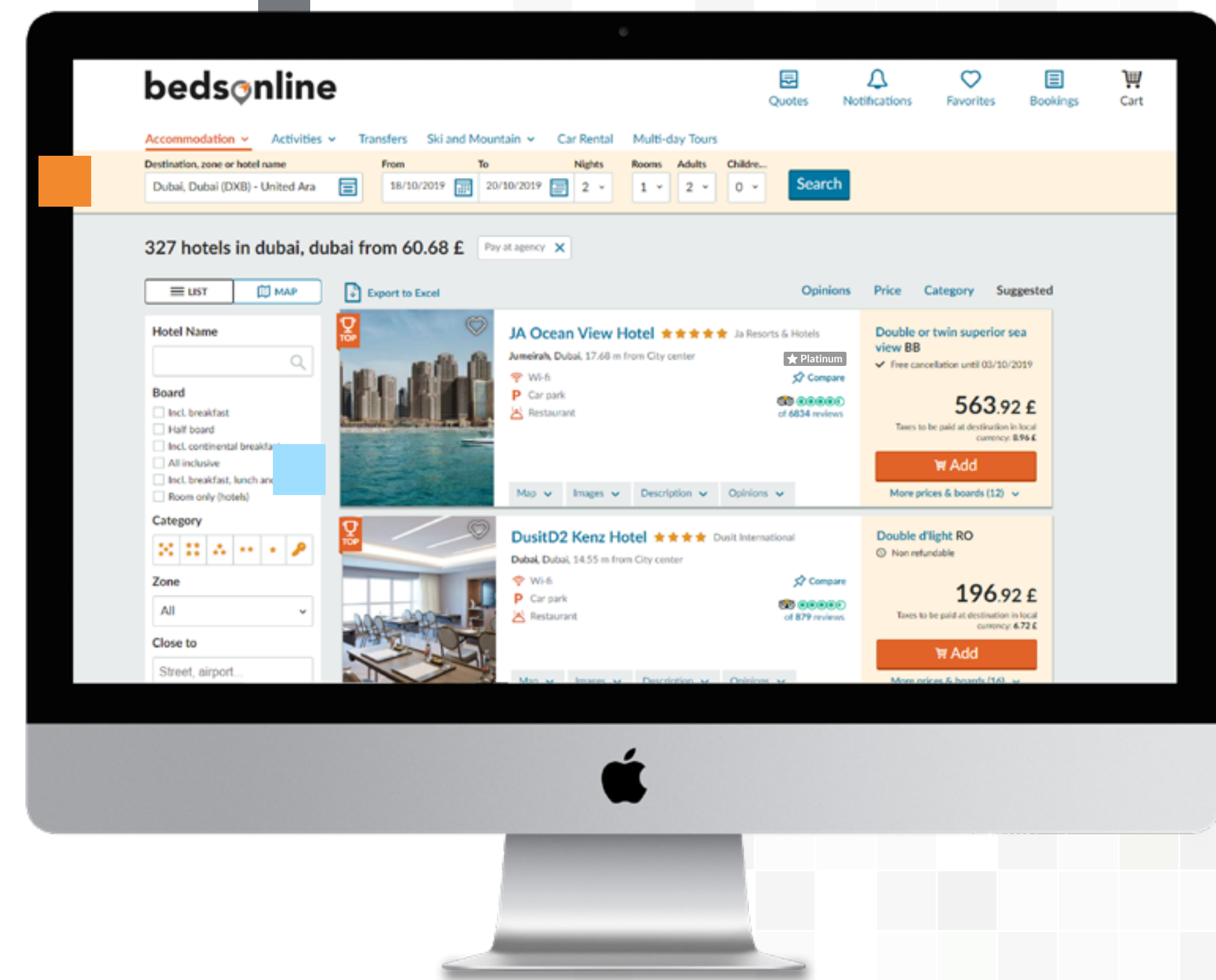
When one of our travel bookers searches for properties in your destination, we will place you higher on the ranking, helping you to stand out and give you the competitive edge over everyone else in your area.

With thousands of searches per day, this provides your property with huge exposure worldwide.

Our Platinum and Gold Star Partners also have distinctive icons alongside their properties, which gives another added boost to their visibility.

★ Platinum

★ Gold



ENHANCED API MAPPING

FOR PLATINUM PARTNERS ONLY

As we are also connected to a global network of online travel sellers, we make sure that your properties are optimised in our system so that you are displayed in the most effective manner, helping you to appear above your competition.



DEDICATED HOTEL PLACEMENT

We will give Platinum and Gold partners added visibility by including dedicated hotel placement in:

- Hotelbeds and Bedsonline login page and homepage
- Star Collection Microsite home and regional page
- Hotel of the Week banner in our booking engines



EMERGING MARKETS TRAINING

As the world's leading bedbank, we have access to huge amounts of industry and business intelligence, which we use to help you identify those markets that you can penetrate.

We are present in over 150 markets worldwide, and our team of experts can share with you a detailed analysis of where you can start to sell your rooms.

You can only get this level of industry insights from Hotelbeds!



STAR COLLECTION PROGRAMME **REPORTING**

Sent to you monthly (every 2 months in summer) we will provide you with a Star Collection Programme report. You'll also be the first to hear about all that's new at Hotelbeds, from technology developments to all the latest market intelligence and updates.



STAR BROCHURE DISCOUNTS

Our Star Brochures are a massive hit with our network of over 167,000 travel bookers.

By being part of the Star Collection Microsite we also want to make sure you don't miss out on this opportunity, so we will give you great discounts on the printed Star Brochures as well.

With global coverage and mass promotion, our exclusive partners enjoy huge exposure of their properties.



TRAVEL AGENT LOYALTY POINTS

When Gold and Platinum Star Products are booked, agents collect additional points that they can then spend on attractive gifts through our dedicated loyalty website.

Currently, our programme has 9,000 members in Asia, Africa and the Middle East with plans to roll out to other markets soon.



EVENT DISCOUNTS

Our MarketHub events bring together the decision-makers our makers and top travel sellers in the Americas, Europe and Asia for 3 days of travel insights and discussion alongside industry thought leaders and technology experts.

They are renowned for being at the core of the industry, and we want to give you an exclusive deal to be part of the action.



SUMMARY

 PLATINUM

 GOLD

 SILVER

 BRONZE

1. STAR COLLECTION MICROSITE				
• INCLUSION IN STAR COLLECTION MICROSITE	Hotelbeds & 12 Bedsonline Digital Star Collection Spots (Double space)	Hotelbeds & 8 Bedsonline Digital Star Collection Spots (Full space)	Hotelbeds & 4 Bedsonline Digital Star Collection Spots (Half space)	Hotelbeds Digital Star Collection Spots (Quarter space)
• PROMOTION OF STAR COLLECTION MICROSITE	POS banners promoting the programme	POS banners promoting the programme	POS banners promoting the programme	POS banners promoting the programme
	Newsletters promoting the programme	Newsletters promoting the programme	Newsletters promoting the programme	Newsletters promoting the programme
2. HOTEL VISIBILITY BOOST				
• PRIORITISED RANKING & BOOKING ENGINE ICONGRAPHY	✓	✓	-	-
• ENHANCED API CLIENT MAPPING	✓	-	-	-
• DEDICATED HOTEL PLACEMENT	(highlight status on booking engine and some outlets)	(highlight status on booking engine and some outlets)	-	-
3. TRAINING & INTELLIGENCE				
• EMERGING MARKETS TRAINING	3	2	1	-
• HOTELBEDS UPDATES & SCP REPORTING	✓	✓	✓	✓
4. ADDITIONAL EXPOSURE				
• TRAVEL AGENT LOYALTY POINTS	Loyalty x 3	Loyalty x 2	-	-
• STAR BROCHURE	20% brochure discount	15% brochure discount	10% brochure discount	-
• EVENT DISCOUNTS	10% Events Discounts (MarketHubs, Embajadores, etc)	-	-	-

LET'S GET **STARTED...**

**Become a star partner today and invest
in the Star Collection Programme.**

**Just choose your level and contact your
Hotelbeds representative to get started!**

hotelbeds

