



hotelbeds

A La Carte Marketing Suite

The background of the entire image is a top-down view of many hands of various skin tones stacked in a circular pattern, symbolizing teamwork. A semi-transparent hexagonal grid is overlaid on the image, with small dots at the vertices. The overall color palette is dark with teal and red accents.

hotelbeds

About us



Leading TravelTech that connects and empowers the world of travel

As a tech solutions provider, it's our mission to connect and empower businesses by facilitating bridges in the travel ecosystem worldwide – from accommodation, transport activities and payments providers, to local and global brands.



300k
hotels



150
Source
markets
worldwide



Global
Transfer
route
coverage



18k
experiences



3,000
employees



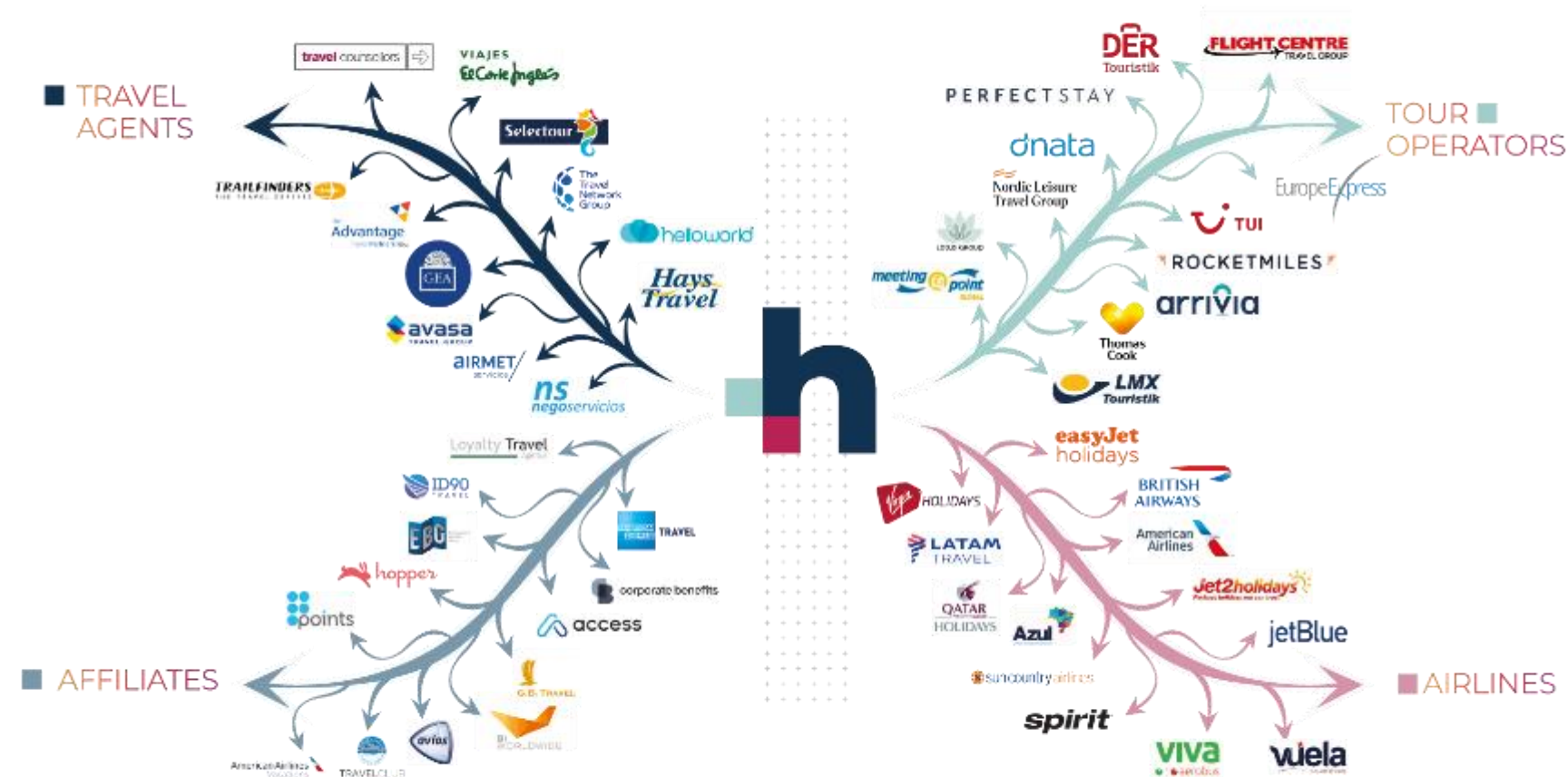
+71k
Hard-to-reach
B2B travel
distributors

Better connected More for you!

Easy access to the
growing, global travel
ecosystem

- Hard-to-reach segments
- Global source markets
- Rates and distribution control
- Maximum exposure
- High value guests

**We work direct, which
means we have control
within our network!**



Our audiences

Who are our audiences?



Hotelbeds is the worldwide online distributor of our accommodation portfolio to tour operators, airlines, loyalty groups, and OTAs (online travel agencies). It combines extensive regional expertise with efficient digital models.



Bedsonline distributes the Hotelbeds product portfolio to Retail Travel Agencies worldwide, providing a best-in-class IT interface (web and API) in addition to commercial advice and customer support.

Who are our audiences?



NORTH AMERICA

964

Travel
Distributors

Airlines:	8
Affiliates:	24
OTA:	146
Tour Operator:	707
Travel Agency:	14
Wholesaler:	48
Others:	17

LATAM

1,412

Travel
Distributors

Airlines:	7
Affiliates:	6
OTA:	76
Tour Operator:	1.161
Travel Agency:	25
Wholesaler:	132
Others:	5

EUROPE & MEAI

3,735

Travel
Distributors

Airlines:	21
Affiliates:	9
OTA:	773
Tour Operator:	2.244
Travel Agency:	88
Wholesaler:	557
Others:	43

APAC

820

Travel
Distributors

Airlines:	4
Affiliates:	1
OTA:	153
Tour Operator:	424
Travel Agency:	88
Wholesaler:	136
Others:	14



Who are our audiences?

bedsonline

YOUR BED* TRAVEL PARTNER

US & Canada

18,049 Travel Distributors

OTA: 4
TTOO: 8
Travel Agency: 18.034
Other: 3

Mexico

4,546 Travel Distributors

OTA: 7
TTOO: 3
Travel Agency: 4.535
Other: 1

UK & Ireland

2,629 Travel Distributors

OTA: 19
TTOO: 13
Travel Agency: 2.596
Other: 1

France

3,581 Travel Distributors

OTA: 0
TTOO: 1
Travel Agency: 3.578
Other: 2

Germany

2,619 Travel Distributors

OTA: 4
TTOO: 5
Travel Agency: 2.609
Other: 1

Italy

1,604 Travel Distributors

OTA: 1
TTOO: 3
Travel Agency: 1.600
Other: 0

Spain

7,231 Travel Distributors

OTA: 14
TTOO: 19
Travel Agency: 7.195
Other: 3

GCC

845 Travel Distributors

OTA: 3
TTOO: 27
Travel Agency: 805
Other: 10

India

639 Travel Distributors

OTA: 2
TTOO: 1
Travel Agency: 636
Other: 10

China

1,451 Travel Distributors

OTA: 1
TTOO: 3
Travel Agency: 1.447
Other: 0

Japan

1,604 Travel Distributors

OTA: 0
TTOO: 0
Travel Agency: 1.879
Other: 0

ROA

4,554 Travel Distributors

OTA: 34
TTOO: 27
Travel Agency: 4.480
Other: 13

Australia

5,637 Travel Distributors

OTA: 1
TTOO: 5
Travel Agency: 5.629
Other: 2

Our products

What is A La Carte?

Designed exclusively for hotel chains, the a la carte offers a **pick & mix** selection of our top marketing products.

Chains create their own **personalized package** by choosing the products that best suit their needs, all of which are designed to deliver results, optimize business potential and enhance visibility in our unique and non-competing platforms.

The chain has **full control** to choose the tactics, markets and length of exposure they wish based on their budget and needs.

A **post-campaign report** is also provided once the campaign has finalized.



Mix and match your favorite products and benefit from volume discounts!

Want it simple?

Off-the-shelf packs



BOOSTER PACKS



**STAR COLLECTION
PROGRAMME**



STAR BROCHURES



NEW HOTEL PACK

Looking for more personalization?

A la Carte Add-ons: mix and match your favorite products and combine them with our off-the-shelf packs



BOOKING ENGINE PROMOTION: login banner, hero banner, chain banner, chain logo in booking engine and Hotel of the Week banner



PUBLIC WEBSITE PROMOTION: Secondary banner and video



STAR COLLECTION PROGRAMME PREMIUM SPOTS: Premium banner



THE COMPASS PROMOTION



SOCIAL MEDIA: Facebook Post



EMAILS: bespoke, sponsorship & inclusion

Off-the-shelf packs





Booster Packs

Starter, Advanced & Pro Packs

Not sure what to choose?

See our a la carte **ready-to-go** packs exclusively designed for hotel chains.

Choose one of our Starter, Advanced or Pro packs, which include a collection of elements that will grant the hotel chain exposure in different channels and provide great performance at an attractive price.

Post-campaign **reports** will be provided from 2 weeks after finalizing the campaign.

Choose your audience:

All of these opportunities are available for our retail or wholesale clients in the regions and markets outlined in sections [7](#) and [8](#).



Booster Packs

NEW

Starter, Advanced & Pro Packs

	Duration	Reference	Starter	Advanced	Pro
Public website secondary banner	1 month	slide 24	-	-	✓
Login banner	1 week	slide 21	-	-	✓
Landing Page	1 month	slide 25	✓	✓	✓
Chain banner	1 month	slide 21	✓	✓	✓
Chain logo in booking engine	1 month	slide 22	✓	✓	✓
Sponsorship email	1 send	slide 27	-	✓	-
Bespoke email*	1 send	slide 27	-	-	✓

Save with our Starter, Advanced and Pro packs!

*Bespoke emails only apply if the campaign includes a tactical promotion or discount.

Star Collection Programme

A year-round promotion!

With limited availability and global exposure, our Star Collection Microsite is the place to be to stand out amongst the crowd.

An exclusive 4700 spaces are seen by thousands of travel advisors and travel bookers each day, placing your images and content in front of those who are selling your destination.

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

Choose your level, become a Star!

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



Star Collection Programme

	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)	-	-	-

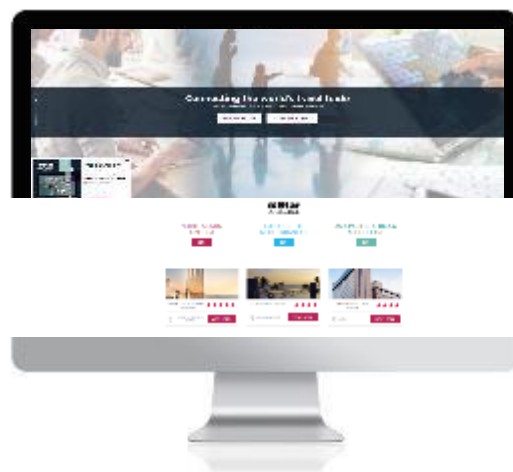
Platinum and Gold partners get added visibility through dedicated hotel placement in:

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

See more information [here](#)

Star Collection Programme

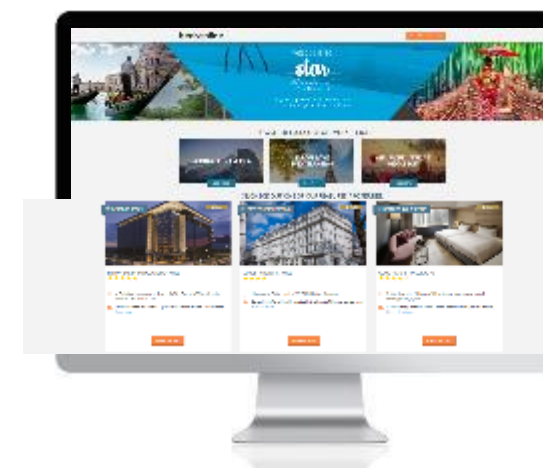
Add-ons: hotel listing enhanced exposure



**HOTELBEDS
PUBLIC WEBSITE**



BEDSONLINE LOGIN PAGE



**STAR COLLECTION ONLINE
FRONT PAGE**

The Hotel Listing Enhanced Exposure provides extra visibility to hotels in the following areas:

- Hotelbeds: home page and login page
- Bedsonline: homepage and login page
- Star Collection Microsites (HB & BOL): front page and regional page

This promotion allows hotels to gain wider visibility across both of our key brands, helping you to reach a wider audience

Star Brochures

Star Brochures provide access to an engaging and interactive platform which includes **multimedia content** where you can create customized materials to share with the client.

This tool is available to all Hotelbeds and Bedsonline clients, providing greater reach at a lower cost for you.

The new digital Star Brochures are heavily advertised via email campaigns, social media and web banners, and our sales teams actively promote them to our vast client base.

- Public banners
- Login banners
- Booking engine banners
- Social media
- Email communications

How to participate

1. **Premium ad** (for multiple hotels and chains): providing your own advert design. Options: half page, full page, inside covers and back covers
2. **Hotel listing** (for one hotel): providing text and images. Options: quarter, half or full page
3. **Advertorials** (for multiple hotels or individual hotels): providing images and content and answering preset questions. Options: half or full page

See more information [here](#)



New Hotel pack

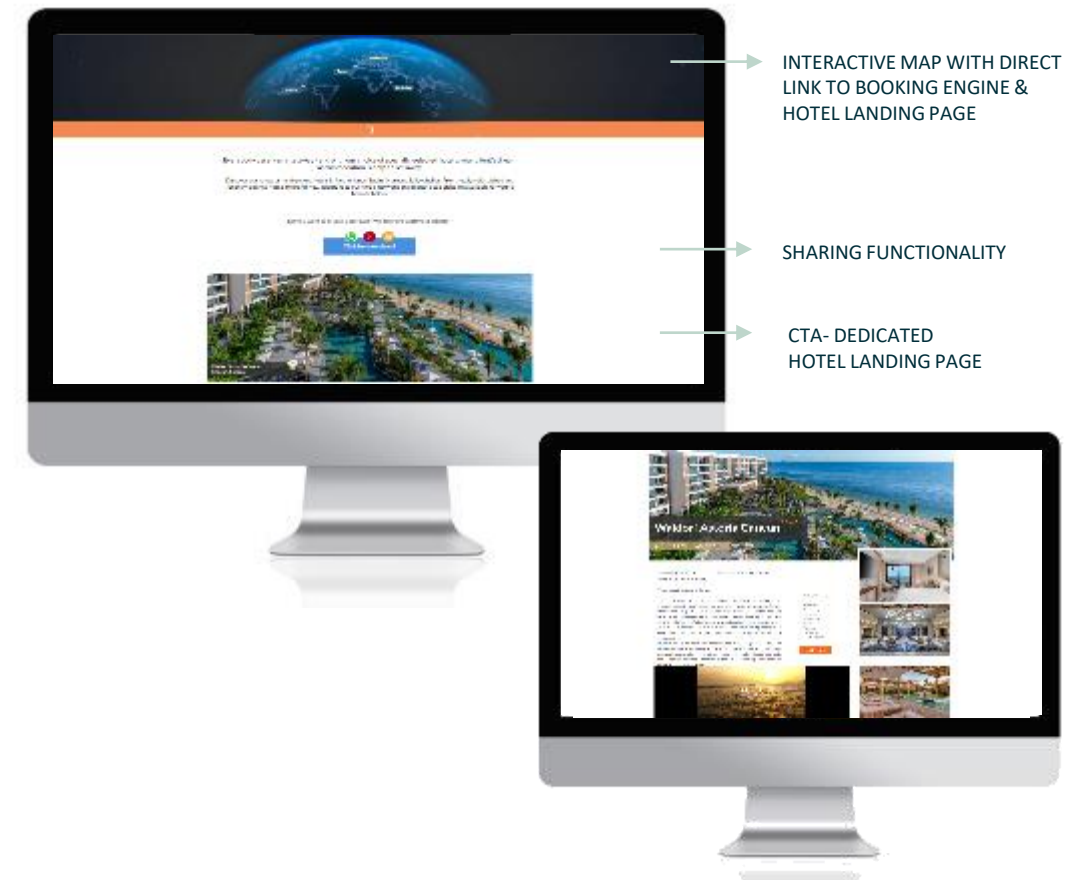
Specially designed for brand **new properties, recently refurbished hotels, or those which are new to Hotelbeds**, this pack promotes its properties in exclusive spaces targeted to Bedsonline's selected high volume markets*.

How is it promoted?

- Login banners
- Banners in booking engine homepage
- Banners in public website
- Social media posts
- Direct emails to our sales community
- Banners in our monthly client newsletters
- Sharing functionality – travel advisors can create their own flyers and download them as a PDF or instantly share them with clients via WhatsApp

This pack includes the following features at a very special rate:

- **1-3 months featured position** in the New Hotels section of bedsonline.com
- Advertising slot in the New Hotels section of bedsonline.com
- **Dedicated** landing page with images and description of your choice
- **Direct link to the booking platform** to increase conversions
- Exposure in our major English-speaking markets*



* US and Canada, UK and Ireland, India, Australia & New Zealand, GCC and ROA

A la carte Add-ons



Booking Engine (Private)

Influence travel advisors who are ready to book

Do you want to influence travel advisors who are ready to book?

Make sure to secure a **prime spot** on our booking engine with a banner linking to your own brand new and interactive landing page. This is a great opportunity for chains wanting to promote a tactical campaign or increase brand awareness in key source markets and will also allow your clients to benefit from both Bedsonline and Hotelbeds markets.

Promotional assets on offer:

- Login banner- 1 week minimum
- Hero banner- 1 week minimum
- Chain banner- 1 month minimum
- Logo banner- 1 month minimum
- Hotel of the week banner- 1 week minimum

All banners are linked to the dedicated hotel landing page.

Choose your audience:

All of these opportunities are available for our retail and wholesale clients in the regions and markets outlined in sections [7](#) and [8](#).

Booking Engine (Private)

Banners



Login banner

The login banner is the first thing travel bookers see when logging in to our booking engine, giving you the opportunity to be seen first. Only one hotel can be promoted at a time.



Hero banner

The login banner is the first thing travel bookers see in the homepage of our booking engine. The spot is very limited and only available for one sponsored campaign at any given time for a maximum duration of one continuous week.



Chain banner

This banner secures a prime spot in our booking engine homepage. This is a great opportunity to promote a tactical campaign or increase brand awareness in key source markets.

Booking Engine (Private)

Banners



Chain logo in booking engine

This affordable but highly visible alternative offers great value and consists of a corporate logo prominently positioned on our booking engine, helping you to increase or retain brand awareness in key source markets.



Hotel of the Week banner

This banner contains a direct clickable link to the hotel profile in our booking engine and is aimed at increasing conversion. Only one hotel can be promoted at a time for a maximum of one week.



Public website

Stand out and be seen by new audiences

Don't miss the opportunity for your chain to be featured on our public websites!

Your chain can **capitalize on visibility** gained from our **inbound client acquisition programmes** to reach travel bookers seeking advice, as well as our existing clients. This will expose your product to an even larger audience of travel bookers.

The public website banners enable your hotels to **stand out and be seen by new audiences**, both on our Hotelbeds and Bedsonline sites.

Promotional assets on offer

- Secondary banner- 1 month minimum
- Promotional video- 1 month minimum

All banners are linked to the dedicated hotel landing page.

Choose your audience:

All of these opportunities are available for our retail and wholesale clients in the regions and markets outlined in sections [7](#) and [8](#).



Public website

Banners



Public website secondary banner

The public website secondary banners enable you to stand out and be seen by new audiences, making it easier than ever to showcase what your hotel has to offer and the services you provide.

Through this highlighted spot on our public websites, travel advisors can get to know your brand before they log in our booking engine.



Pop-up video

Our video function enables you to showcase your global hotel chain on our public websites in an engaging way.

Our pop-up videos* enhance visibility and brand awareness and can also increase booking conversions via the clickable link in the landing page.

*Subject to one video per market at any one time

Star Collection Programme Premium Spots

Looking for an extra alignment with our Star products?

Increase the exposure of your campaign and reach a wider network of travel partners by promoting your products on our Star Collection microsites - you can even go one step further by targeting specific markets in the region of your choice

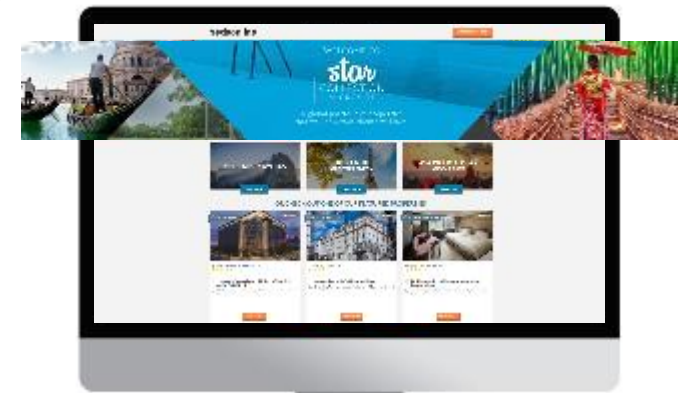
Star Collection Programme Premium Banners

Premium banners can appear in our rotation of banners on the home page and regional pages of the Star Collection Programme.

By appearing in this prime spot, your hotel or chain will benefit from wider exposure and improved brand awareness. Choose from the Hotelbeds microsite and/or the microsite of a specific retail market of choice.

Our microsites receive 5000 views each month combined.

All banners are linked to the dedicated hotel landing page.



Home



Region

The Compass Promotion



Let us introduce you to The Compass!

The Compass is our multiple award-winning destination insights and marketing tool. The tool allows you to harness our **live data intelligence** and aggregates all the bookings received in the last two weeks to identify the **trending destinations** in each country of origin.

For each country, The Compass updates daily to list the **top 20 trending destinations by volume of bookings**. By analyzing our booking data, we can tell you which destinations and hotels your potential clients want to go next and which of those your competitors are also booking right now - helping to give you a competitive edge.

Promotional assets on offer:

The Compass banner- 1 month minimum.
The banner is linked to the dedicated hotel landing page.

Choose your audience:

All of these opportunities are available for our retail clients in the regions outlined in section [8](#).



Social Media

Facebook Post

Promotions via our Facebook pages allows you to reach a specific audience in a more engaging manner.

Our organic posts can be adapted to your needs: whether aiming to increase brand awareness, promote a giveaway or to share a tactical offer, a Facebook post can give you the extra exposure you're looking for.

Subject to one post per campaign, per market

The post is linked to the dedicated hotel landing page or hotel factsheet

Choose your audience:

Organic Facebook posts can be shared in the following regions for retail clients:

- US & Canada
- Mexico
- Asia
- Pacific
- Middle East & Africa
- UK & Ireland
- Italy
- France
- Spain
- Germany, Austria & Switzerland



Landing page

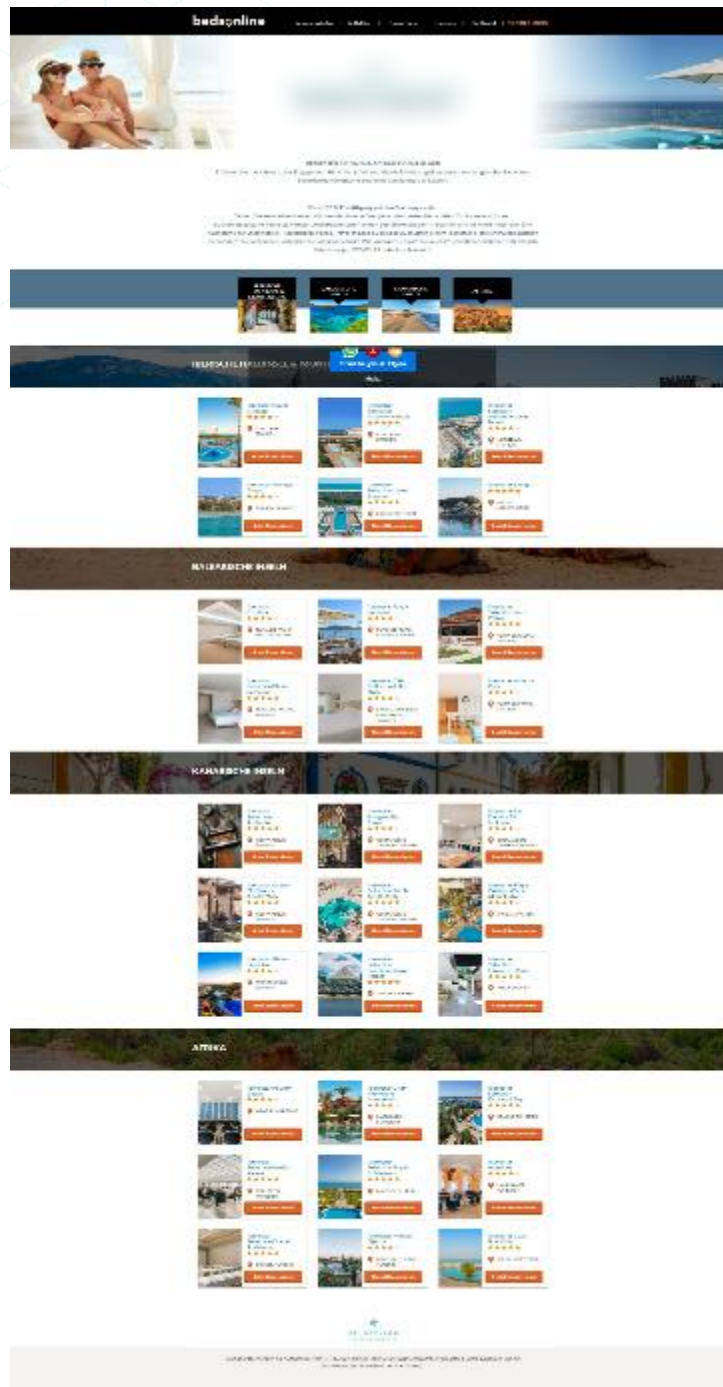
Dedicated campaign landing page

A bespoke landing page will be created for the hotel chain with guaranteed exposure for a minimum of **one month**. The complimentary landing page will be offered when purchasing one of the following:

- Login banner
- Hero banner
- Chain banner
- Chain logo
- Secondary banner
- Pop-up video
- Star Collection Programme Premium Spots
- The Compass Banner
- Social Media post
- Emails

The landing page can include:

- Header banner
- Campaign description
- Navigation map
- Hotel listing – a maximum of 48 hotels per landing page, distributed in 6 different sections (such as region, continent or country) with each section displaying a maximum of 8 hotels
- Sharing functionality – providing a downloadable PDF flyer and Excel for advisors to share with their clients
- Chain logo
- Chain video
- Terms and Conditions – if there is a promotional offer in question



HEADER BANNER

CAMPAIGN DESCRIPTION

DESTINATIONS

SHARING FUNCTIONALITY

HOTEL LISTING

CHAIN LOGO

TERMS & CONDITIONS

Email communications

Provide value with targeted email marketing campaigns

Email communications are a great tool to reach specific audiences. Choose one of our available promotional spaces and enjoy greater exposure for your campaign.

Promotional assets on offer:

- **Bespoke email:** Bespoke emails are our highly effective and exclusive marketing opportunities, giving chains full control over the content distributed and directly linked to the campaign landing page. This option is only available for new driven promotion or tactical offers.
- **Email sponsorship:** Our sponsored emails include the promotional banner leading to the dedicated campaign landing page. Participation in this monthly campaign increases your potential for bookings with a target audience and possible higher conversion return.
- **Email inclusion:** The inclusion email focuses on promoting 1 individual hotel leading to the hotel factsheet in the booking engine. Participation in this campaign has great benefits for those that wish to increase brand exposure by targeting travel bookers on a monthly basis.

Choose your audience:

All of these opportunities are available for our retail and wholesale clients in the regions and markets outlined in sections [7](#) and [8](#).

Email communications



Bespoke email

Linked to the dedicated hotel landing page
Up to six hotels can be promoted in this email



Email sponsorship

Linked to the dedicated hotel landing page



Email inclusion

Linked to the hotel factsheet

The background features a gradient from dark blue on the left to light teal on the right. Silhouettes of several business professionals are scattered across the scene. A network of white lines and dots is overlaid on the image, particularly concentrated in the center and right. A large, glowing red arc is visible in the upper left corner.

hotelbeds

Start now!

How do I start?

1 Choose your audience:



- ☐ APAC
- ☐ NORTH AMERICA
- ☐ LATAM
- ☐ MEAI
- ☐ EUROPE



- | | |
|---------------------------------------|------------------------------------|
| <input type="checkbox"/> US & CANADA | <input type="checkbox"/> GCC |
| <input type="checkbox"/> MEXICO | <input type="checkbox"/> INDIA |
| <input type="checkbox"/> UK & IRELAND | <input type="checkbox"/> ROA |
| <input type="checkbox"/> GERMANY | <input type="checkbox"/> CHINA |
| <input type="checkbox"/> FRANCE | <input type="checkbox"/> JAPAN |
| <input type="checkbox"/> SPAIN | <input type="checkbox"/> AUSTRALIA |
| <input type="checkbox"/> ITALY | |

How do I start?

2 Choose your products and hotels

Mix and match

- Booking engine promotion
 - ☐ Hero banner
 - ☐ BE banner
 - ☐ Login banner
 - ☐ Logo banner
 - ☐ Hotel of the week banner
- Public website promotion
 - ☐ Secondary banner
 - ☐ Video
- ☐ The Compass banner
- ☐ Social Media
- Star Collection premium spots
 - ☐ Home page
 - ☐ Region page
- Email comms
 - ☐ Tailor-made email
 - ☐ Sponsorship email
 - ☐ Inclusion email

Off the shelf packs

- ☐ Starter pack
- ☐ Advanced pack
- ☐ Pro pack
- ☐ Star collection programme
- Add-ons
 - ☐ Public website (Bedsonline or Hotelbeds)
 - ☐ Login page (Bedsonline or Hotelbeds)
 - ☐ Star Collection front page
- ☐ Star brochure
- ☐ New hotel pack

How do I start?

3 Fine-tune your campaign

- Choose the campaign messaging, ideally linked to a specific offer i.e. Domestic travel campaign with resident-only discount
- Create the graphic assets to kick-off the campaign
- Make sure to send any relevant asset at least 21 days before the launch of the marketing campaign to:
marketingsolutions@hotelbeds.com
- **Enjoy greater exposure and maximize your bookings!**

A decorative background featuring a hexagonal grid pattern. The grid is composed of thin white lines forming hexagons, with small dots at the intersections. The pattern is more prominent in the lower half of the image, where it transitions from a dark blue background to a lighter teal background. In the top right corner, there are three overlapping squares: a light blue one, a dark blue one, and a red one.

hotelbeds

**CONNECTING AND EMPOWERING
THE WORLD OF TRAVEL**