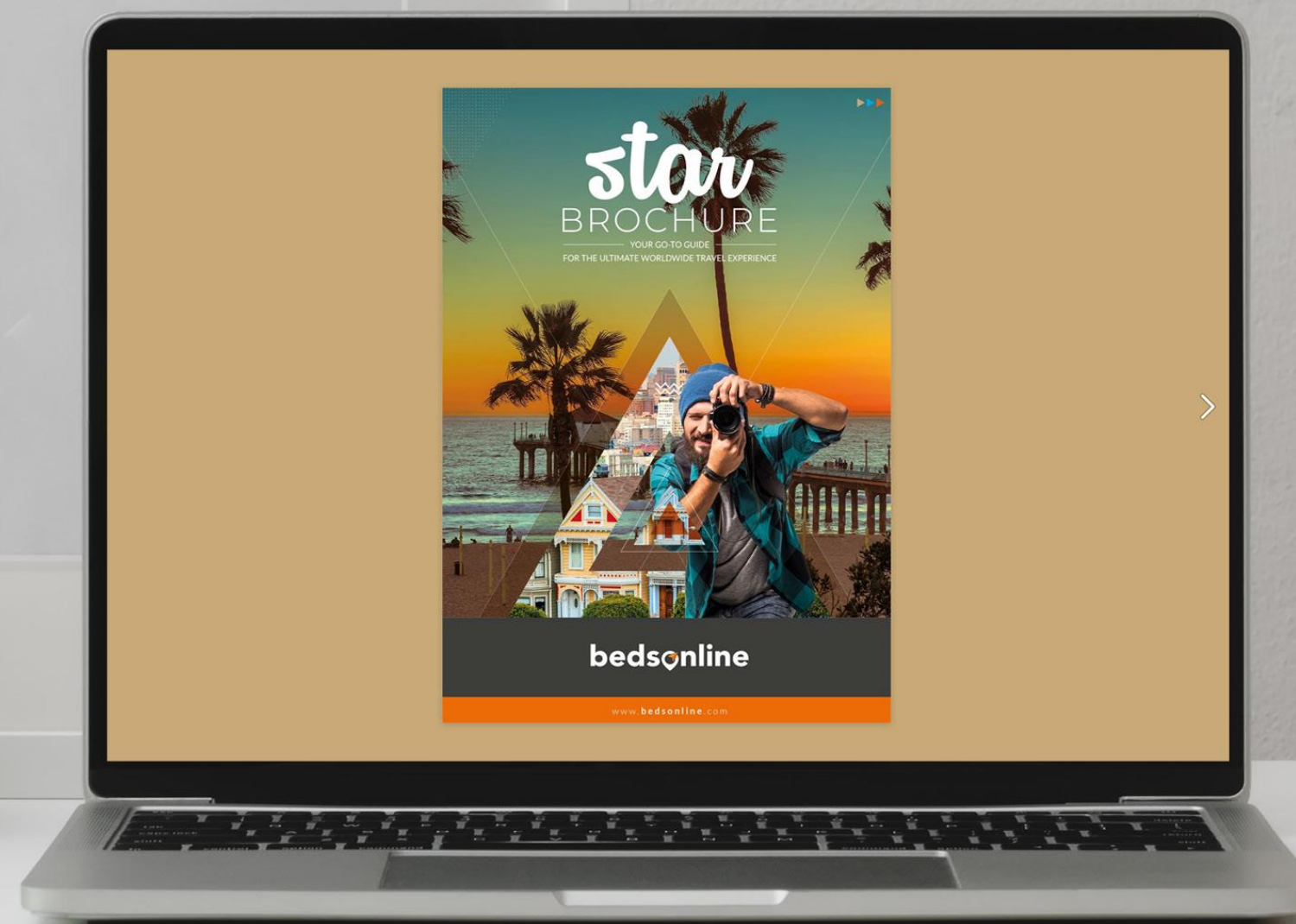




DIGITAL STAR BROCHURES

Marketing
Suite
by Hotelbeds



NEW YEAR, NEW STAR BROCHURE READY TO TAKE ON 2024!

Another year, another opportunity for the Star Brochure to increase your property's visibility! We have consolidated the Star Brochure to bring you even more interactive promotional spaces and ways to promote your portfolio. Our digital and interactive tool will be the perfect window display for your hotel.

Make the Star Brochure your best ally for driving bookings and reaching a worldwide audience of potential travellers!

TOP COUNTRIES VISITING THE STAR BROCHURE:

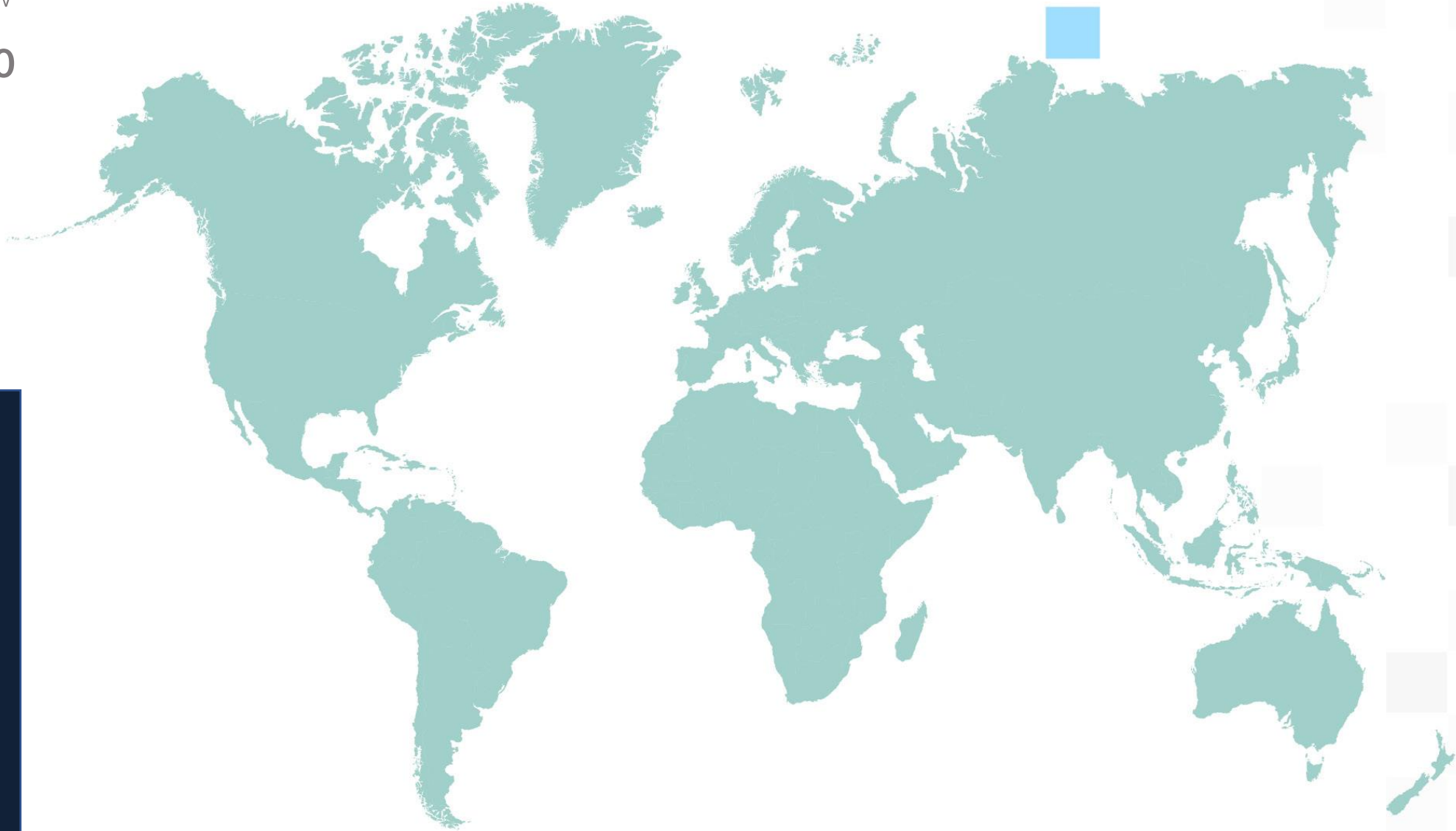
1. USA
2. MEXICO
3. UK
4. SPAIN
5. CANADA
6. COLOMBIA



HOTELBEDS REACH

By being directly integrated with the world’s biggest travel sellers, we now boast a **client reach** of nearly **71,000 distributors**.

- +150 source markets
- Incremental occupancy
- Longer lead times
- Low cancellation rates
- 100% B2B distribution



WHOLESALE TRAVEL DISTRIBUTOR	71,000+
Tour Operator	4,500+
Travel Agents	64,000+
Wholesaler	870+
Affiliates, Airlines, OTAs and others	1,260+

BEDSONLINE REACH

We work with a worldwide network of travel advisors spanning **over 150 source markets worldwide.**

This means that we reach **over 64,000 retail travel agents** (with over 100,000 individual travel bookers).



WHAT ARE THE BENEFITS?

DRIVE MORE BOOKINGS TO YOUR PROPERTY

Having your property listed in the Star Brochure will give you more visibility. We offer worldwide coverage, and you can take advantage of it to drive more bookings to your hotel.

We will help your property maximise the exposure thanks to a wide range of available advertising spaces, depending on your needs and circumstances. You will be displayed in a dynamic, engaging way through images, videos, articles or advertorials, among other content formats.

In addition to this, other relevant features include direct booking buttons, which streamline the booking process and help to significantly boost your occupancy.

With useful information on both destinations and product, clients will find the Star Brochure is a tool that is both valuable and easy to navigate. Icons help to identify how hotel product may appeal to certain travelers and click thru options help to highlight further info as needed.

Uilani K.
Director, Leisure Sales
Outrigger Kona Resort & Spa



EASY ACCESS TO THE GROWING, GLOBAL TRAVEL ECOSYSTEM

Participating in the Star Brochure will give you maximum exposure to:

- Portfolio of over 71,000 travel distributors worldwide
- High value and hard-to-reach segments
- Global source markets

WE WORK DIRECT, WHICH MEANS WE HAVE CONTROL WITHIN OUR NETWORK!





WHAT ARE THE BENEFITS? INCREASING VISIBILITY WITH A POWERFUL CUSTOMISATION TOOL

Hotels participating in the Star Brochure will benefit from a unique opportunity, as they will have the chance to be included in travel agent's brochures for clients.

The Star Brochure includes an integrated customisation tool, which allows travel agents to create 100% bespoke travel brochures for clients, and feature properties like yours. Along with your hotel description, the brochures may display images, dynamic video galleries, inspiring articles, among others.

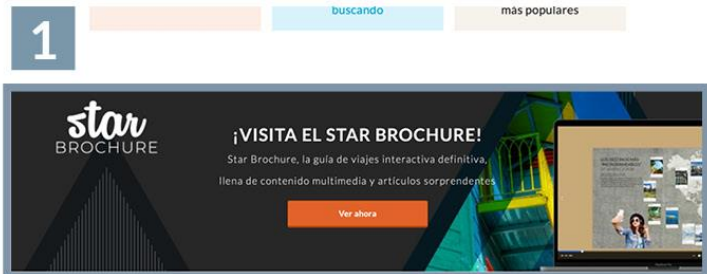
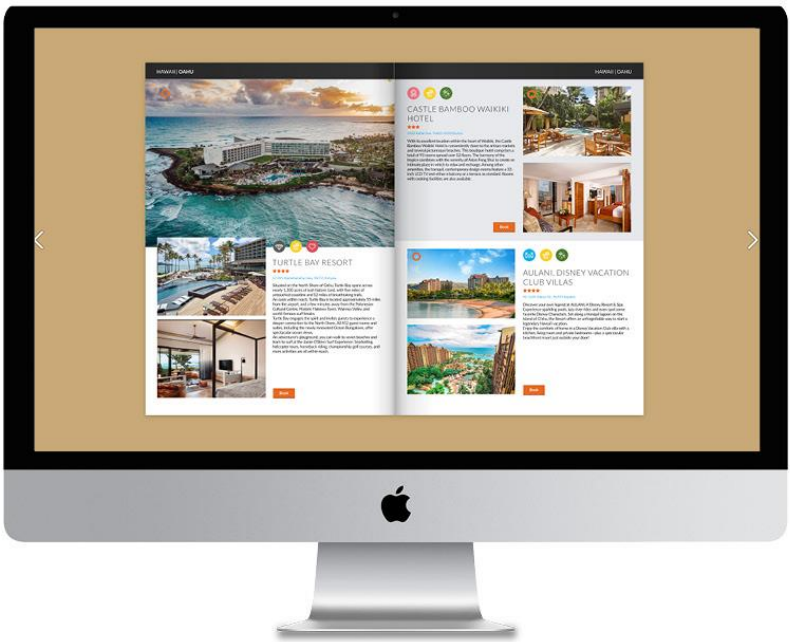
Travel agents can quickly and easily personalise Star Brochures for individual client needs, whether that's **choosing specific pages** they want to include in their bespoke brochure, or adding a unique brand **logo on the cover**. This makes it easy to bring that wow-factor!



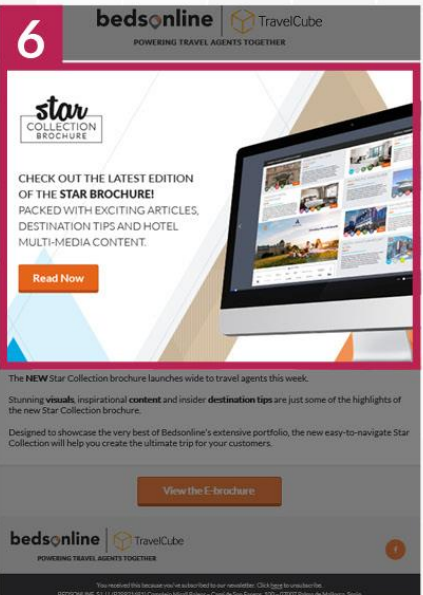
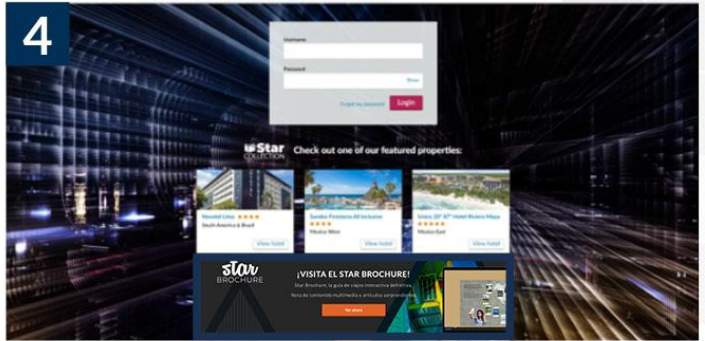
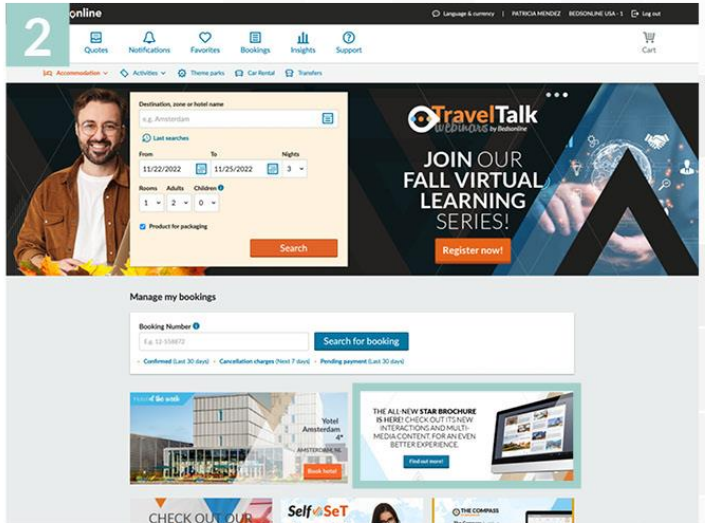
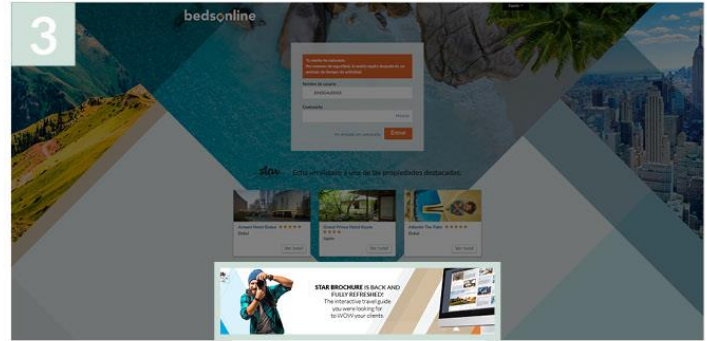
WHAT ARE THE BENEFITS?

ACTIVE PROMOTION IN OUR PRIME PLACEMENTS

Our Star Brochures are actively promoted with prime placements on our website and booking platform via eye-catching banners, as well as tailored social media and email campaigns to a responsive, targeted audience. But we think that the ‘word of mouth’ promotion by our travel agents themselves is just as invaluable, as it comes from the heart!



Descubre más sobre nuestros destinos cuidadosamente seleccionados



- 1 PUBLIC BANNERS
- 2 BOOKING ENGINE BANNERS +
- 3 LOGIN BANNERS
- 4 THE COMPASS BANNERS
- 5 SOCIAL MEDIA
- 6 EMAILS
- 7 AGENT'S TRAININGS, VIDEO TUTORIALS & HEAVILY PROMOTED THROUGH OUR SALES TEAM




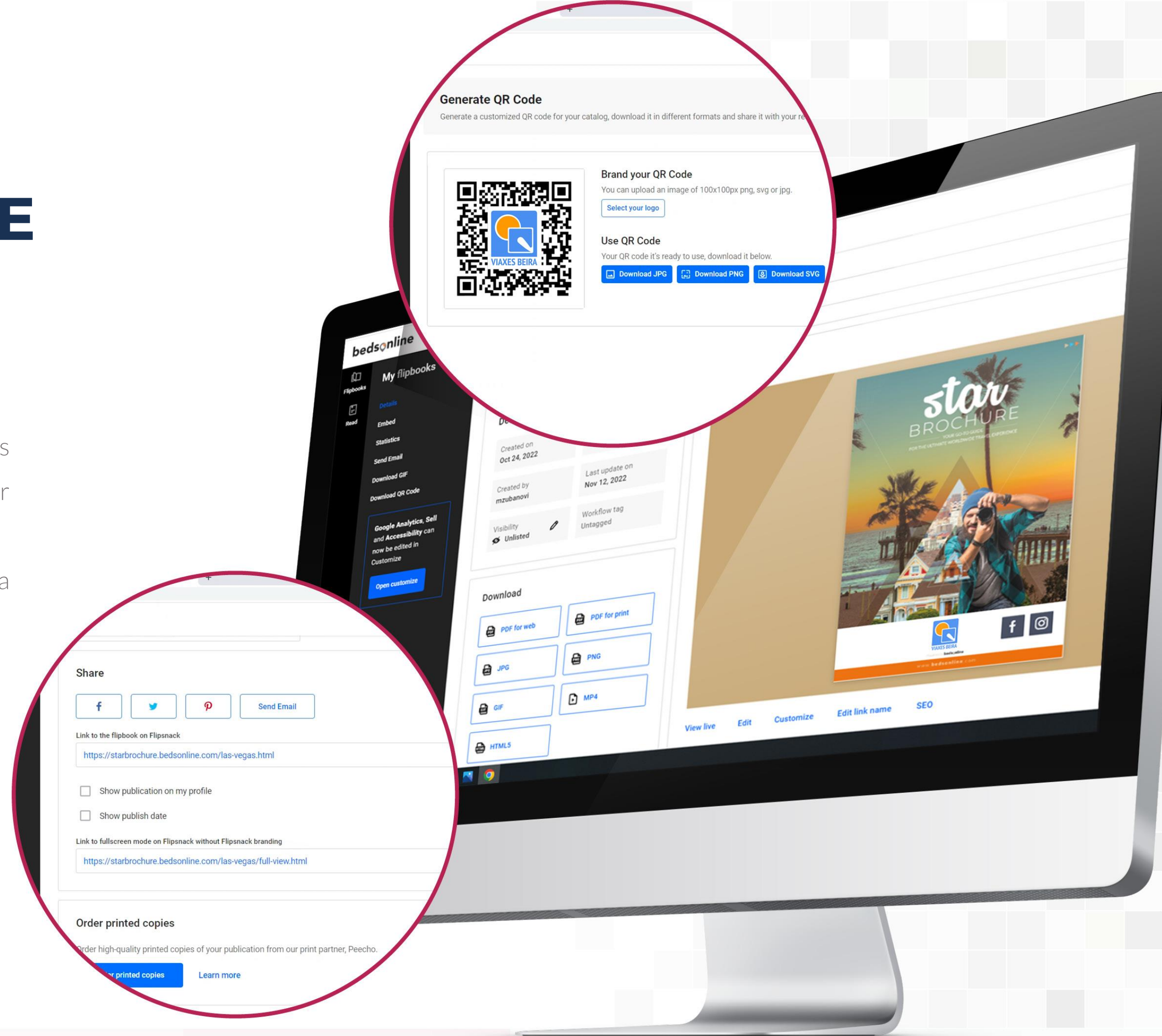
WHAT ARE THE BENEFITS?

AN EASILY SHAREABLE LIBRARY

There's nothing more frustrating than losing track of documents or marketing materials - but that's a thing of the past with the Star Brochures.

All brochures can easily be accessible and shared through a variety of channels, including:

-  PDF
-  Whatsapp
-  Facebook
-  Email
-  Links
-  Qr code



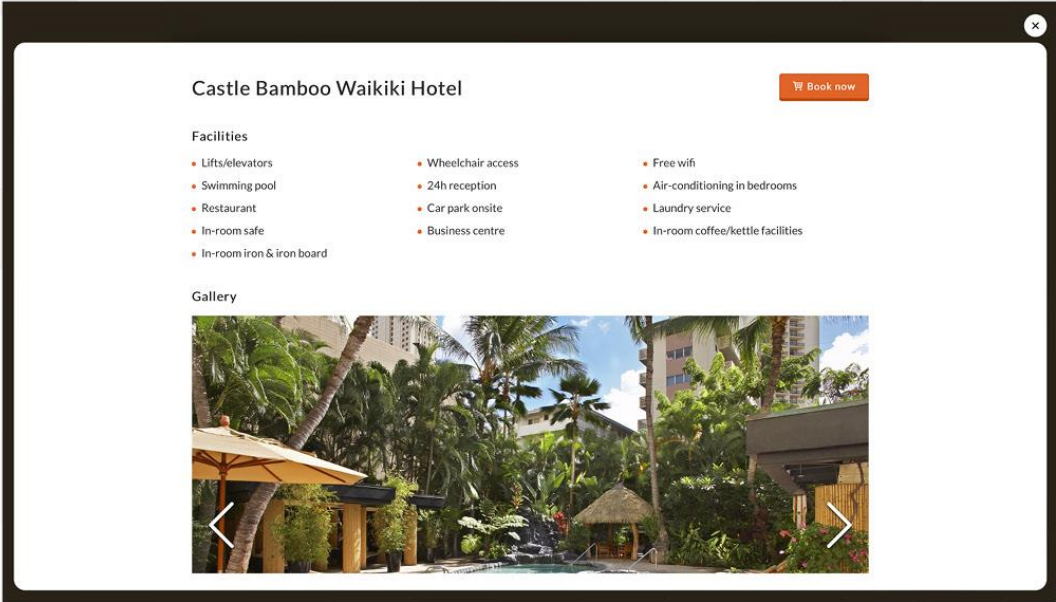
YOUR PROPERTY YOUR CHOICE

Which of these options best suits you?

1

HOTEL LISTING

To promote **one hotel**. You just need to provide us with the corresponding content, and we will do the rest. You have three sizes to choose from: quarter, full and half-page.



- Pop up with hotel facilities, image gallery and video.
- Link to your hotel factsheet in our booking engine (CTA)
- At-a-glance Best For icons
- Star rating
- Descriptions and images of your choice

Ad. size	Max descriptive words	Images Core	Iconography	Facilities	CTA	Image Library	Video
Quarter	60	1	✓	✓	✓	-	-
Half	100	2	✓	✓	✓	3	-
Full	130	3	✓	✓	✓	6	✓

YOUR PROPERTY YOUR CHOICE

Which of these options best suits you?

2 PREMIUM AD

This promotional space is ideal to promote **hotel chains or multiple hotels** at once.

You provide us with your branded artwork to control your identity and we will take care of the interaction for you!

PREMIUM AD	Image Library	Video
Half page	Up to 3	✓
Full page	Up to 6	✓
Double page	Up to 12	✓
Inside front/back cover	Up to 6	✓
Back cover	Up to 6	✓



- Link to your hotel factsheet in our booking engine (CTA)
- Pop up with image gallery and video.

YOUR PROPERTY YOUR CHOICE

Which of these options best suits you?

3

ADVERTORIALS

To promote a **unique hotel, multiple properties, or hotel chains**, as well as different facilities of a particular property. This information is displayed in the style of a journalistic article to be as eye-catching and engaging as possible. Your property is always positioned as must-visit within its destination or region, to highlight just what travellers will miss out on if they don't book!

Size	Companies/products to promote	Description words	Core images	N° of pop ups	Description words	Best for icons	Image library	Video	Facilities	Link to booking engine
1/2 advertorial	1	180 words	2	1	Up to 130	✓	Up to 6	✓	✓	✓
Full advertorial	3	400 words	4	Up to 3	Up to 130	✓	Up to 6	✓	✓	✓



MRAEKPHON PHOTTHIPHROM
General Manager
Renaissance Koh Samui Resort & Spa

What's the best thing about Koh Samui?
Koh Samui has great weather all year round and this means travellers can visit as often as they want. In my opinion, this is what makes the island so popular as guests can come back time and again and discover more of this tropical island's charms. Whether visitors are sun seeking, tropical island hopping, floating on local food, beach partying or relaxing in a wellness oasis in an exclusive spa, Koh Samui has it covered.

What do you love most about Koh Samui?
Its diversity. This distinctive destination offers more than just pristine beaches, water sports/activities and coconut plantations. It also offers a diverse cuisine and lots of local, authentic experiences and this means Koh Samui attracts cultural explorers, adventure enthusiasts, nature lovers and foodies, as well as beach lovers!

What's the best-kept secret about Koh Samui?
Our Concierge, Khun Oat, is able to tell visitors about all the hidden gems of Koh Samui. Whether guests are interested in learning about the island's history, the nature and wildlife, the traditional ceremony, or about other emerging attractions and destinations, it's all on Khun's radar and he's able to reveal the island's best kept secrets with great pride and knowledge.

What other tips can you share about Koh Samui?
Visitors can experience this famous tropical island like a local on our Navigator Tour. The tour includes a picnic in a coconut plantation, a temple tour, a stop at Thong Krut Fisherman's Village and even a visit to a local artist's inspired cafe to chillax and take in the beautiful beach view.

What is it people love most about your hotel?
Apart from the pool villa experience, they love our ambassadors and the Thai hospitality!

What are some of the special features of your hotel?
During his presentation of the 'Market to Table' concept, the chef will showcase his culinary expertise in classic Thai delicacies, featuring the catch of the day and the freshest ingredients sourced from the local market early in the morning. Guests will also learn how to cook the traditional Tom Yum Goong under the guidance of the chef.

What's the most popular dish in your restaurant?
Seafood delicacies take center stage. To name just a few: Tod Mun Goong, which are deep-fried shrimp cakes served with plum sauce, Samui lobster in chao chee and red curry sauce and Massaman Nua, which is made with Australian beef smothered in the famous Thai massaman curry sauce.



INTERNATIONAL HOTEL CALGARY
★★★★
220 - 4 Avenue SW, Calgary, Alberta, T2P 0H5

Head and the ocean, the newly enhanced Queen Kapilani Hotel brings back to life the Golden Age of Waikiki with a modern/vintage twist. The upgraded hotel features 315 new guestrooms/suites. Guests can enjoy various on-site activities including surf demonstrations, hula lei making classes, coffee tasting and cocktail making classes.



BEST WESTERN PREMIER FREEPORT INN & SUITES
★★★★
88 Freeport Blvd. NE, Calgary, Alberta, T2J 5J9

Located at the edge of Waikiki with sweeping views of Diamond Head and the ocean, the newly enhanced Queen Kapilani Hotel brings back to life the Golden Age of Waikiki with a modern/vintage twist. The upgraded hotel features 315 new guestrooms/suites. Guests can enjoy various on-site activities including surf demonstrations, hula lei making classes, coffee tasting and cocktail making classes.



- Pop up with hotel facilities, image gallery and video.
- Article with hotel information
- Spokesperson headshot with name, position and company name.

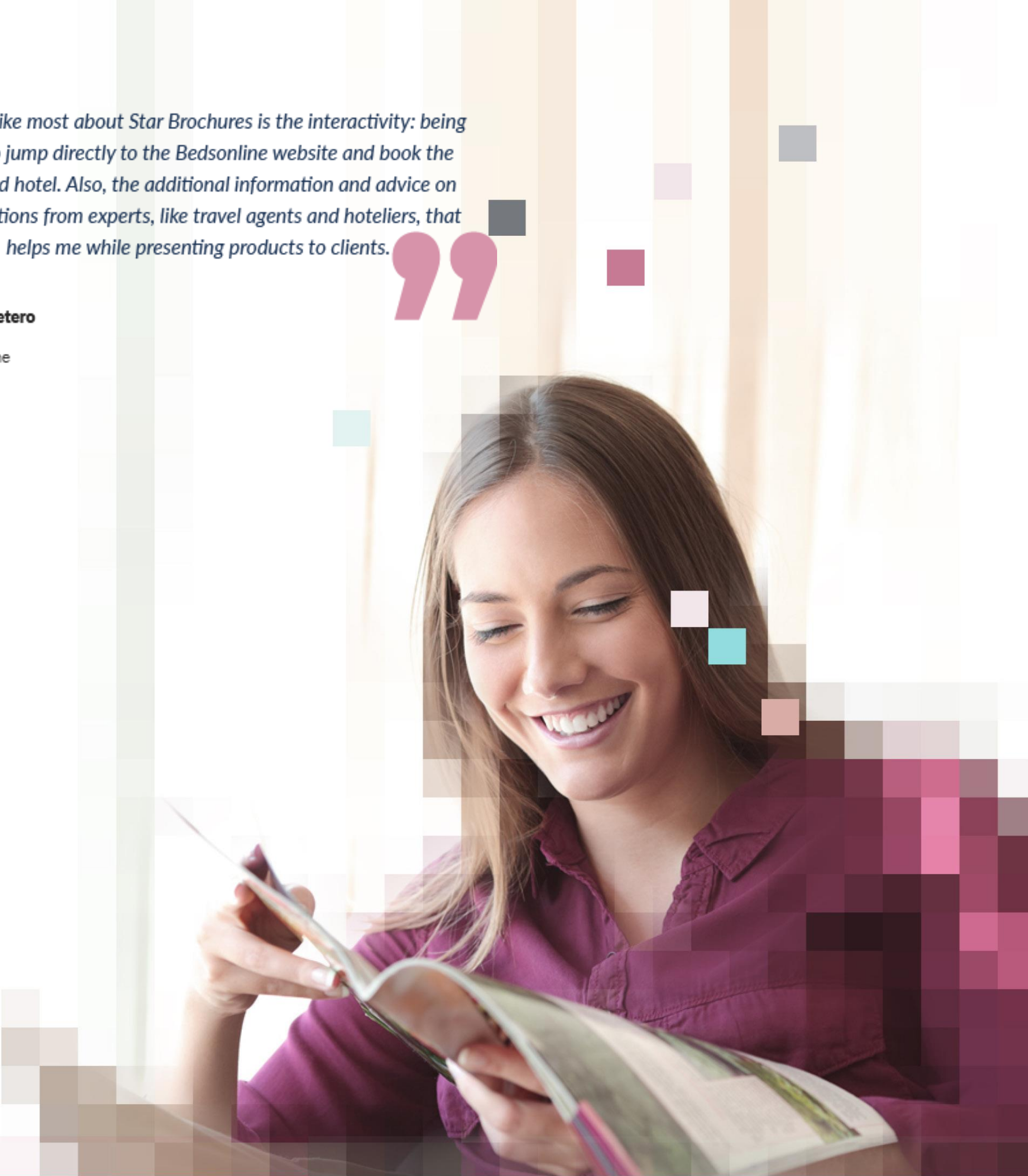
PRICING

Type of advertisement	Size	Rate
Hotel listings	1/4 Page	1.380 €
	1/2 page	2.220€
	Full page	3,360 €
Premium Ads	Premium Half	3,480 €
	Premium Full	4,560 €
Advertorials	Advertorial Half	3,000 €
	Advertorial Full	4,080€

* 20% Early bird discount for contracts signed before 31st October 2023

“What I like most about Star Brochures is the interactivity: being able to jump directly to the Bedsonline website and book the selected hotel. Also, the additional information and advice on destinations from experts, like travel agents and hoteliers, that helps me while presenting products to clients.”


Rocío Carretero
Directora
Viajes Selene



JOIN THE STAR BROCHURE TODAY

Check out some of the brands that already rely on Hotelbeds and our Star Brochure year after year.



"OUR HOTEL LISTINGS ARE EXCELLENT AND THE DIGITAL BROCHURE IS EASY TO NAVIGATE."

'Kaanapali Beach Hotel' & 'The Plantation Inn'

"GLORIOUS BROCHURE, WE ARE SO GLAD TO BE ONE OF THIS LIST AND THANK YOU FOR YOUR SUPPORT"

Deevana Hotels & Resorts

"THANK YOU FOR OUR PARTNERSHIP AND RECOGNITION. WE ARE PROUD OF OUR LISTING IN THIS WONDERFUL BROCHURE"

Burasari Phuket & Island Escape by Burasari

GET STARTED TODAY, AND CONTACT YOUR HOTELBEDS REPRESENTATIVE FOR MORE INFO.

hotelbeds