

A photograph of a trolley on a street, with a text overlay. The trolley is dark-colored with a rounded roof and large windows. It has "ST. CHARLES" and "911" written on its front. A street sign on the left reads "Coniat". The background shows trees and parked cars. A white rectangular box with a thin border contains the text "DESTINATION OF THE MONTH" and "TRAVEL SOUTH" in white, and "BONOTEL EXCLUSIVE TRAVEL MARKETING PROPOSAL" in yellow below it.

DESTINATION OF THE MONTH TRAVEL SOUTH

BONOTEL EXCLUSIVE TRAVEL MARKETING PROPOSAL

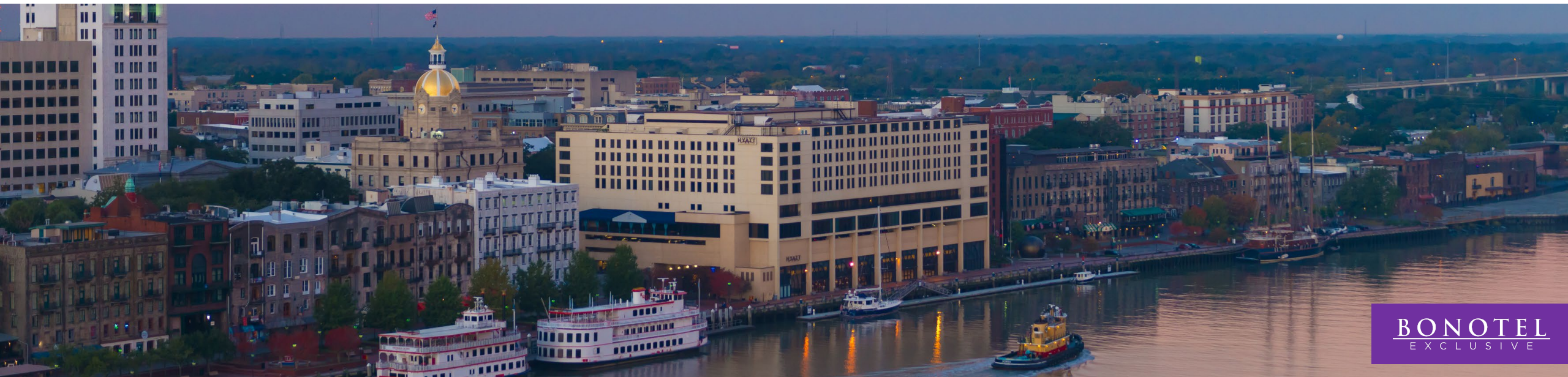
WHO IS BONOTEL EXCLUSIVE TRAVEL

WE ARE THE LEADING DISTRIBUTION & MARKETING PARTNER FOR LUXURY TRAVEL

Since 1990, Bonotel Exclusive Travel has established itself as the renowned luxury specialist, offering exclusive deluxe hotels and resorts, upscale boutique properties, and unique one-of-a-kind experiences throughout the United States to tour operators worldwide, with unparalleled service and a belief that we are only as strong as our partnerships.

Because of the exclusive relationships Bonotel has built with many suppliers over the years, and the offering of selected superior product, Bonotel has also been able to develop strong business relations with most of the major tour operators worldwide.

Bonotel has built a reputation for its variety and standard of product, as well as the high level of service offered to customers and suppliers alike. Accommodations, group and incentive arrangements, as well as many other luxury and custom VIP services are available through Bonotel.



ACCESS TO ONE OF THE INDUSTRY'S LARGEST TRAVEL SERVICES COMPANIES

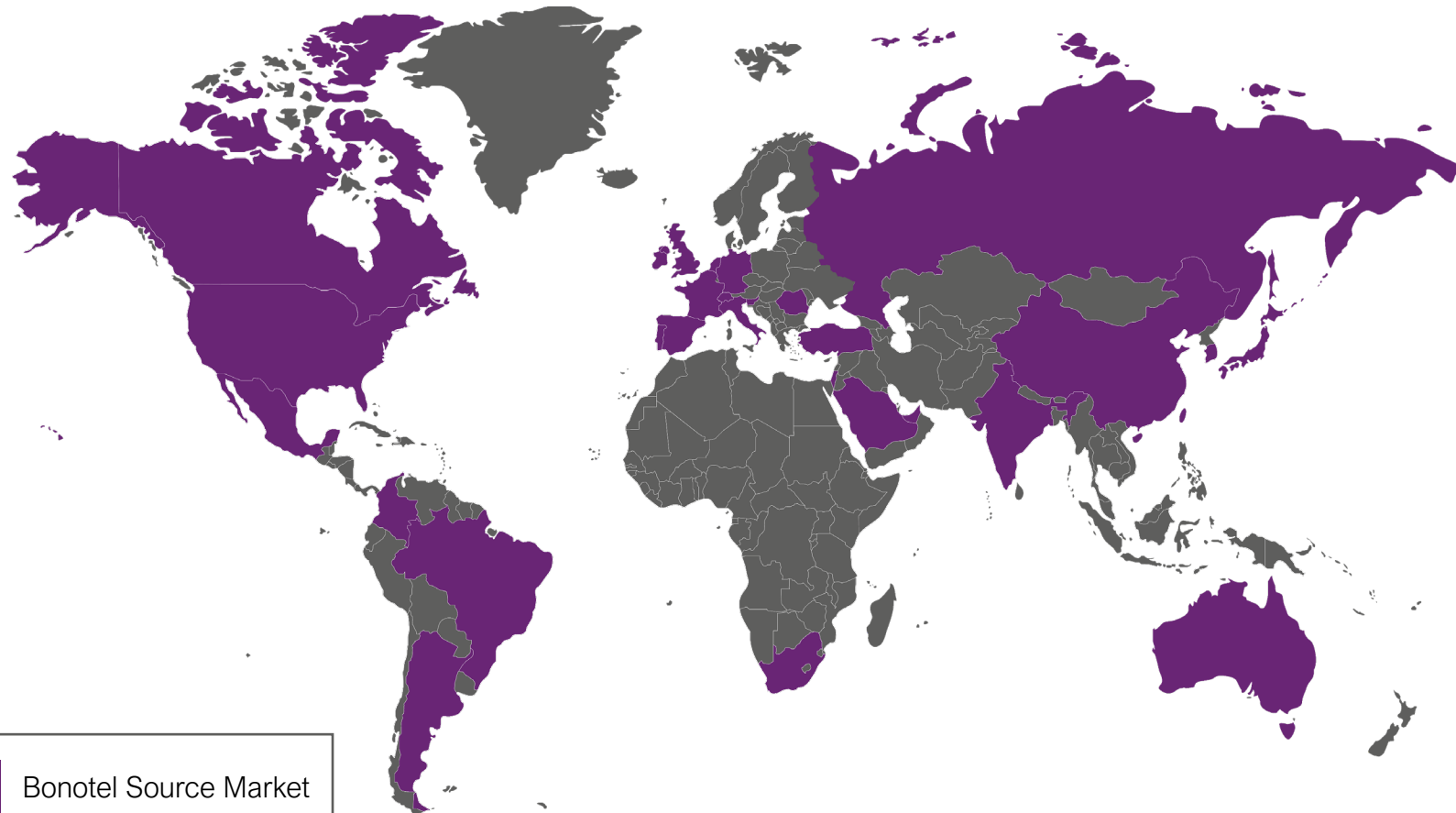
Formally known as Travel Leaders Group, Internova Travel Group is a unified collection of premium brands that empowers our international community of luxury, leisure and corporate travel advisors to create unique travel experiences for their clients through the world's leading travel companies.

- The largest cruise, land vacation and luxury travel seller in North America and UK
- The dominate selling force in corporate and entertainment, premium and leisure travel
- 65,000 travel advisors worldwide and 6,000 agency locations
- Ranked 7th on Travel Weekly's 2019 Power List of the largest and most successful retailers
- Ranked 6th among the top 50 travel management companies by Business Travel News Europe
- Largest travel advisor franchisor, consortia and host agency in North America and UK

			
   			
Corporate & Entertainment	Premium Travel	Network, Host & Vacation	Hotel Wholesale
  	      	      	

OUR GLOBAL REACH

Bonotel's marketing and distribution capabilities and direct access to a high-value domestic and international client base - which spans 6 continents and over 70 countries - instantly provides its partners with global scale that sets it apart from all other North American inbound operators.



Bonotel Source Market

10K+
FOLLOWERS
ACROSS MULTIPLE
SOCIAL MEDIA
PLATFORMS

4,600+
CUSTOMERS
WORLD WIDE

8,300+
AVERAGE UNIQUE
WEBSITE USERS
PER MONTH

10K+
NEWSLETTER
SUBSCRIBERS

DIVERSE INTERNATIONAL CLIENT BASE

Bonotel has long-standing relationships with a diverse array of clients across the globe. Our strategic relationships with our top 20 accounts average around 15 years in length. We continue to expand our geographic footprint in venture markets like Africa, India, & Mexico.



DESTINATION MARKETING: CREATE DATA-DRIVEN MARKETING CAMPAIGNS TO DISTRIBUTE GLOBALLY

Each month, Bonotel partners with different CVBs and DMOs to launch featured and dedicated campaigns which are designed to drive more business during the destinations' lowest demand periods. For the duration of one month or more, the destinations receive increased exposure through preferred website placement, email marketing, Bonotel Sales Team support, and more, highlighting the best offers for hotels and activities in their destination.



CAMPAIGN RESULTS

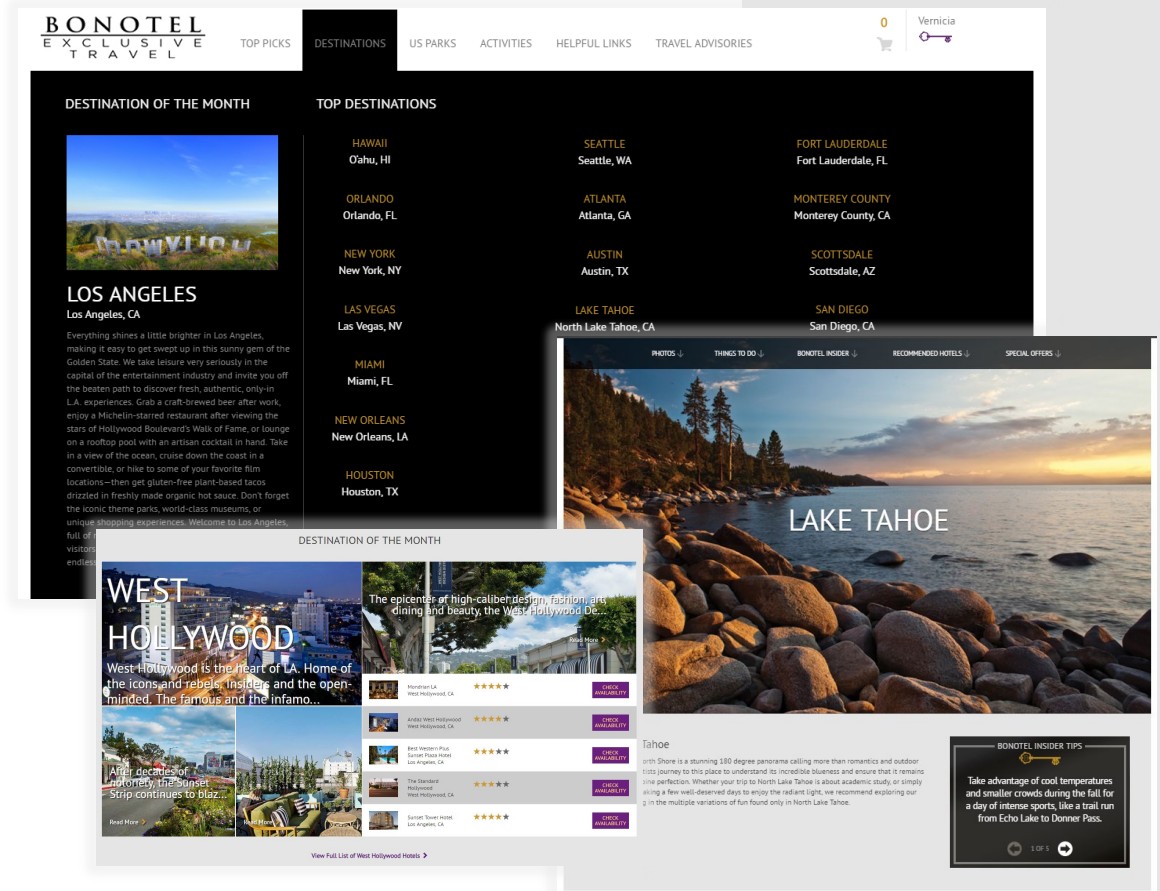
Our differentiated marketing approach yields strong results across multiple properties whose destination is featured in our campaign. Below are some examples of how this campaign has impacted previous destinations:

CAMPAIGN NAME/TYPE	CAMPAIGN ROOM NIGHTS	PREVIOUS YEAR'S ROOM NIGHTS	RN VARIANCE	RN % GROWTH
DOTM Palm Springs	887	647	240	37%
DOTM Fort Lauderdale	1257	580	677	117%
DOTM North Lake Tahoe	445	131	314	240%
DOTM Las Vegas	45719	43913	1806	4%
DOTM San Francisco	4581	3391	1190	35%
DOTM West Hollywood	1009	369	640	173%
DOTM Los Angeles	3474	2638	836	32%
DOTM Washington DC	1280	918	362	39%
DOTM Scottsdale	397	299	98	33%
DOTM Seattle	618	422	196	46%
DOTM San Diego	1252	957	295	31%
DOTM Monterey	665	268	397	148%

DESTINATION LANDING PAGE

Your destination will have a landing page on the Bonotel website that will be featured under the “Destinations” tab and, depending on the package chosen, will be listed under “Destination of the Month” on the Bonotel homepage for the duration of the campaign. The landing page includes a description of the destination, along with a list of things to do, insider tips, images and more.

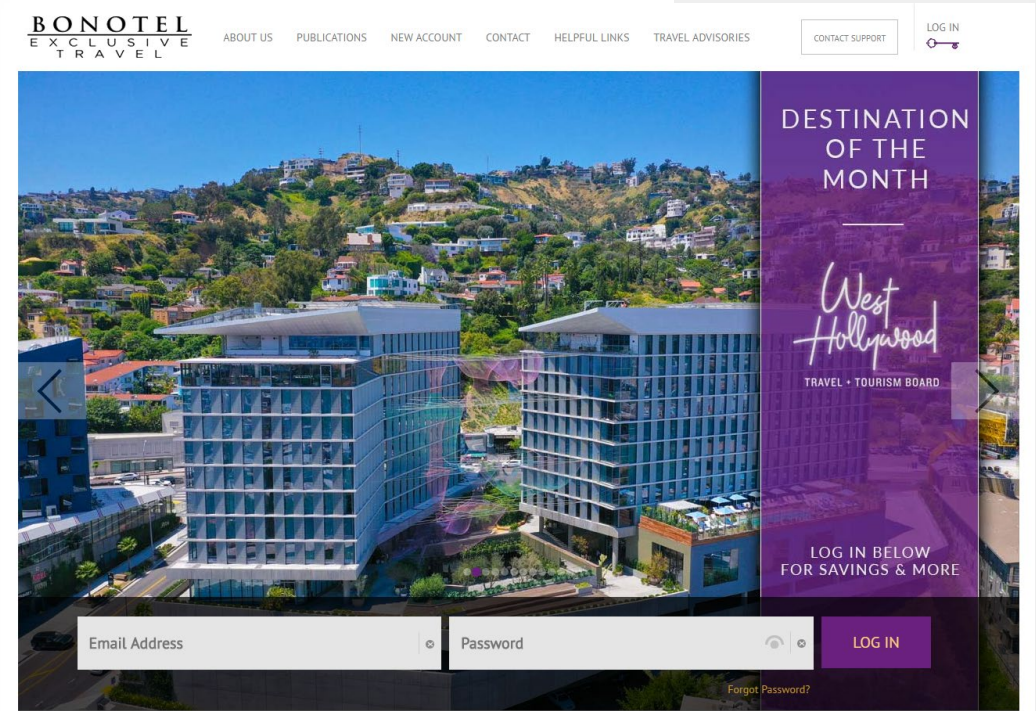
Landing pages are created by our in-house marketing team, and a dedicated specialist will work with you to create the page utilizing your content and providing recommendations along the way.



PRE-LOGIN HOME PAGE ADVERTISEMENT

Your destination will be one of a selected number of advertisements featured and rotated on the pre-login page of bonotel.com. Pre-login advertisements are visible to every user that visits the Bonotel website, without requiring a login, and provides the most exposure.

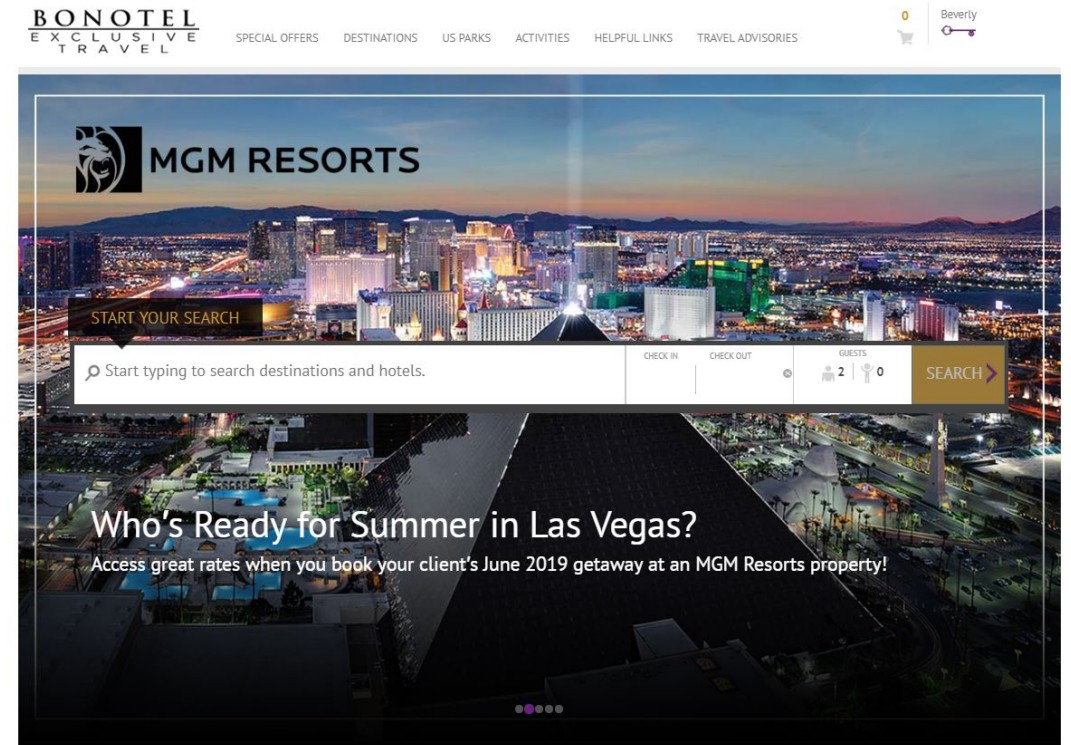
Pre-login advertisements can be fully designed and created by our in-house marketing team, or you can provide your own custom designed advertisement to be featured.



POST-LOGIN HOME PAGE ADVERTISEMENT

Your destination will be one of a selected number of advertisements featured and rotated on the first page of the website after agents login. This feature provides a direct link to the dedicated destination landing page.

Homepage advertisements are fully designed and created by our in-house marketing team using your content.



NEWSFLASH FEATURE

Throughout the month, newsflashes are sent to a list of over 4,900 opt-in tour operator subscribers worldwide. Your destination will receive either dedicated weekly newsflashes or multiple banner advertisements in select newsflashes featuring our preferred product. Newsflashes are designed to feature and highlight any part of your destination and the properties throughout. All dedicated newsflashes and newsflash features can be sent to specific markets to better capture target business.


Paired with strategic targeting and messaging, our newsflashes perform above industry average.

Newsflashes are created by our in-house marketing team, and a dedicated specialist will work with you to create the email utilizing your content and providing recommendations along the way.

BONOTEL
EXCLUSIVE
TRAVEL

SPECIAL OFFERS

LUXURY BROCHURE



DESTINATION OF THE MONTH
GREATER FORT LAUDERDALE


DISCOVER BONOTEL'S RECOMMENDATIONS ON WHAT TO DO IN FORT LAUDERDALE!

Between Blue Wave beaches and exotic Everglades lie countless ways to play in Greater Fort Lauderdale, including kid-friendly attractions and sightseeing cruises, watersports and more.

Free Things To Do

Strolling Hollywood's famed 2 ½ mile Boardwalk along the beach, snorkeling (no boat needed) from shore along Lauderdale-By-The-Sea's three-tiered reef system to discover the many underwater treasures, people watching along Fort Lauderdale's beachfront promenade, and so much more!


Click [here](#) to see a full list of free things to do in Fort Lauderdale.



Attractions

When visitors are ready to go beyond the beach, it's time to visit the attractions that make Greater Fort Lauderdale famous. There are infinite ways to appreciate all that the region has to offer, and the region has plenty of culture and history to learn about.


Click [here](#) to see a list of attractions in Fort Lauderdale and learn about each one.



BONOTEL
EXCLUSIVE
TRAVEL

SPECIAL OFFERS

LUXURY BROCHURE



DESTINATION OF THE MONTH
NEW ORLEANS & COMPANY

LUXURY, ROMANTIC, OR FAMILY-FRIENDLY HOTEL? NEW ORLEANS HAS IT ALL!


After all the dining, dancing, strolling, shopping, streetcar riding and festival-going, visitors are going to need a place to rest up. Whether they're looking to stay in the French Quarter, the Garden District, Downtown or somewhere off the beaten path, New Orleans hotels give everyone something wonderful to come home to.

Explore Bonotel's Featured Hotels & Unlock Savings

Ace Hotel New Orleans
★★★★★
Hotel ID: 5351

Located in the Warehouse District, Ace Hotel New Orleans is the perfect hotel for those looking to explore up-and-coming galleries, shopping, and more.


DISCOUNT



B on Canal
★★★★★
Hotel ID: 5529

This newly renovated hotel showcases a contemporary and chic outlook on the vibrant city, located in between the theater district and central business districts.

DISCOUNT



EMAIL SIGNATURE BANNER AD

The email signature banner ad is designed to feature and highlight any part of your brand, including special offers and/or amenities.

It is featured on our sales team email signatures, as well as our client services team.

The Bonotel Sales Team sends over 3,500 emails per week reaching tour operators in over 60 countries.

Jolanda Nazario | VP of Sales | Bonotel Exclusive Travel

Direct: 702.929.2690 | Email: Jolanda.nazario@bonotel.com | Bonotel.com



PRINT MARKETING – THE BONOTEL BROCHURE

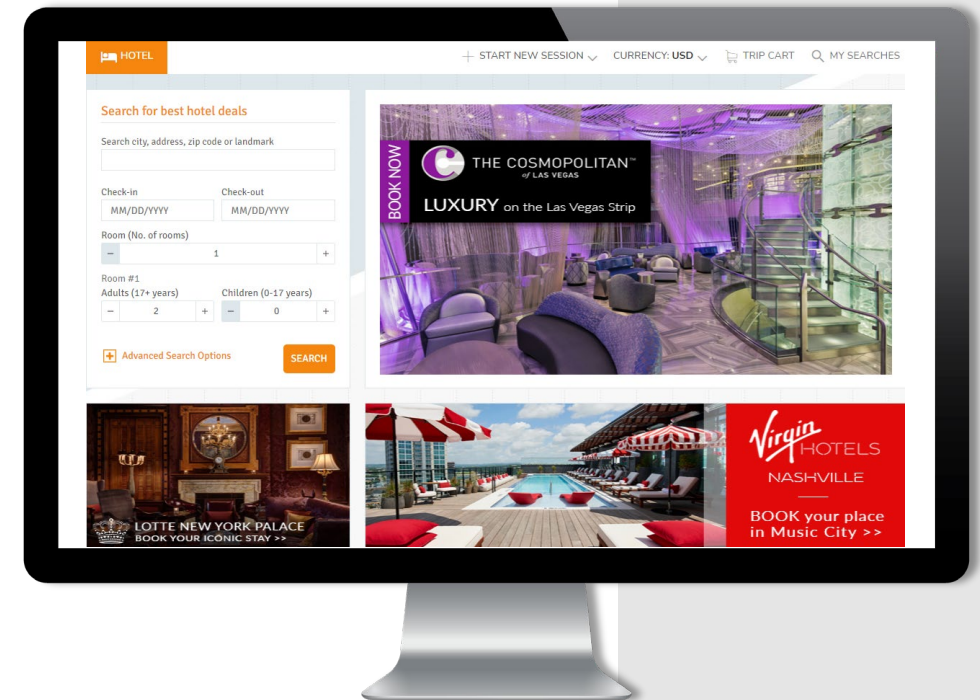
The Bonotel Brochure is sent each year to every major tour operator worldwide. An online copy is also posted on bonotel.com and is viewable to over 50,000 unique visitors annually. It is also linked on every newflash that goes out.

Brochure advertisements can be fully designed and created by our in-house marketing team, or you can provide your own custom designed advertisement to be featured.



AGENT-FACING WEBSITE MARKETING

pinSIGHT is an online hotel booking tool for Internova Travel Group agents from different business units. pinSIGHT was developed with state-of-the-art technology for easy, flexible booking while combining an enhanced interface displaying detailed content, images, maps, customer reviews, and additional search features. Home page website advertisements are linked directly to the property's landing page for immediate booking.



DESTINATION OF THE MONTH

For the duration of 2 months, Bonotel will run a Travel South campaign consisting of several destinations being featured throughout the campaign period, with inclusions as follows:

STATE TOURISM OFFICES OPTION 1:

- **Dedicated Destination Landing Page** including preferred placement on the Bonotel Website
- **1 Pre-login Advertisement**
- **1 Post-login Advertisement**, linked to the destination landing page
- **1 Email Signature Banner Ad** linked to the destination landing page
- **3 Dedicated Newsflash Features** highlighting the destination
- Inclusion in 2-Page Spread in the Bonotel Brochure
- Participation in Agent Booking Portal Takeover
 - **1 Home Page Advertisement**
 - **1 Rotating Banner Advertisement**
 - **Dedicated Flyer & Marketing Toolkit** Distributed to Agents

TOTAL COST/PARTICIPATING DESTINATION: \$10,000

STATE TOURISM OFFICES OPTION 2:

- **Dedicated Destination Landing Page** including preferred placement on the Bonotel Website
- **1 Post-login Advertisement**, linked to the destination landing page
- **2 Dedicated Newsflash Features** highlighting the destination
- Inclusion in 2-Page Spread in the Bonotel Brochure
- Participation in Agent Booking Portal Takeover
 - **1 Home Page Advertisement**
 - **Dedicated Flyer & Marketing Toolkit** Distributed to Agents

TOTAL COST/PARTICIPATING DESTINATION: \$7,000



CONTINUED ...

CITY DMO'S OPTION 1:

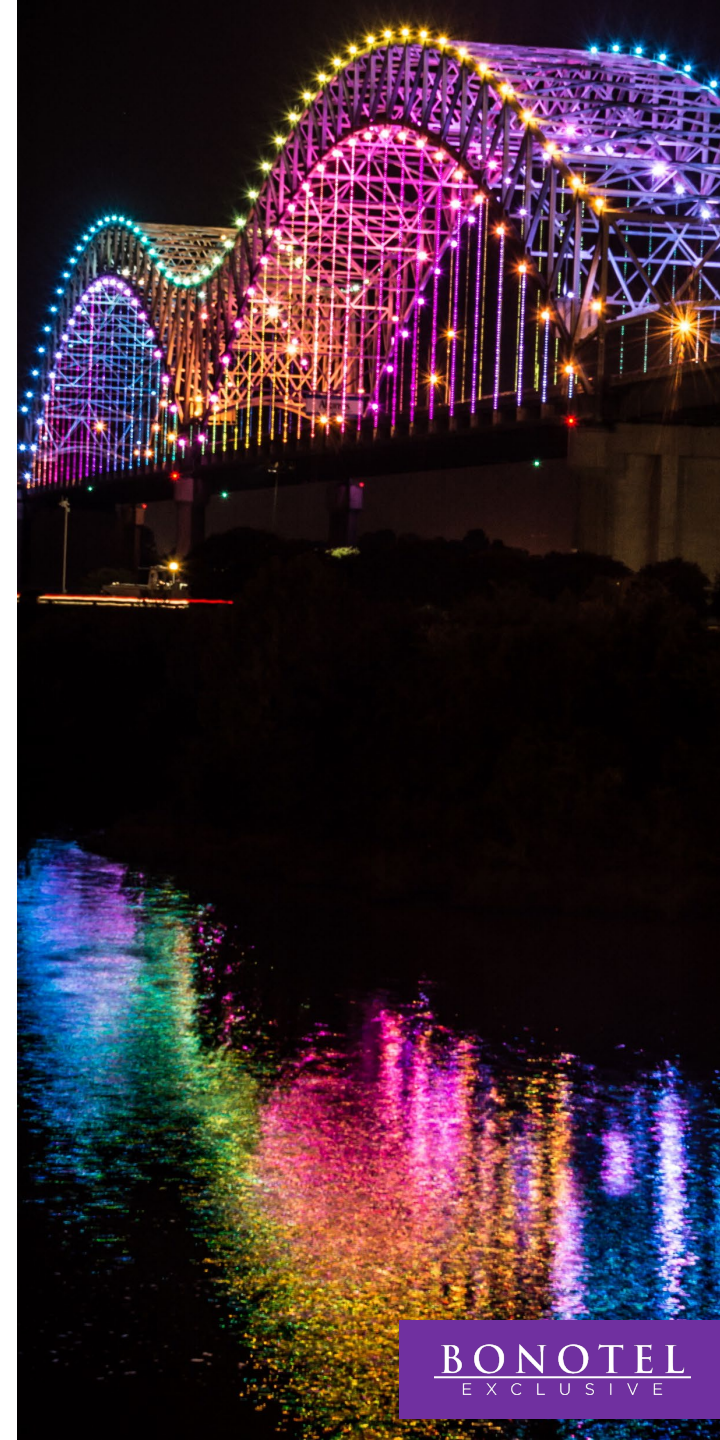
- **Dedicated Destination Landing Page** including preferred placement on the Bonotel Website
- **1 Post-login Advertisement**, linked to the destination landing page
- **2 Dedicated Newsflash Features** highlighting the destination
- Inclusion in 2-Page Spread in the Bonotel Brochure
- Participation in Agent Booking Portal Takeover
 - **Rotating 1 Banner Advertisement**
 - **Dedicated Flyer & Marketing Toolkit** Distributed to Agents

TOTAL COST/PARTICIPATING DESTINATION: \$5,000

CITY DMO'S OPTION 2:

- **Dedicated Destination Landing Page** including preferred placement on the Bonotel Website
- **1 Post-login Advertisement**, linked to the destination landing page
- **1 Dedicated Newsflash Feature** highlighting the destination
- Participation in Agent Booking Portal Takeover
 - **Dedicated Flyer & Marketing Toolkit** Distributed to Agents

TOTAL COST/PARTICIPATING DESTINATION: \$3,000





| WE LOOK FORWARD TO
PARTNERING WITH YOU