



Hotelbeds

World's largest B2B travel distributor



300k
Direct
Hotel
Contracts



60k
Hard-to-reach
B2B travel
distributors



140
Source
markets
worldwide



18k
experiences



Global
Transfers
coverage



3,000
Employees



68%
Millennials &
GenZ



4Bn
searches
per day



6M
pricing
valuations
a day



55K
Availability
Requests/Sec



86 nationalities



Diverse teams:
57% W 43% M
51% W in top
management

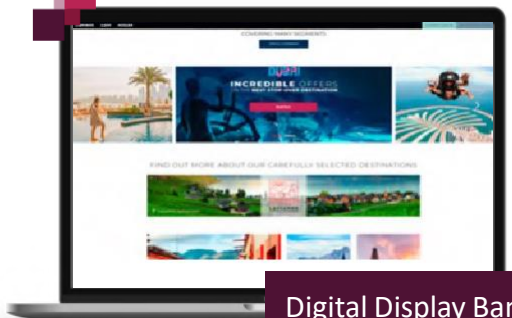


Palma 300+
Technologists
& 30+ Data
Scientists

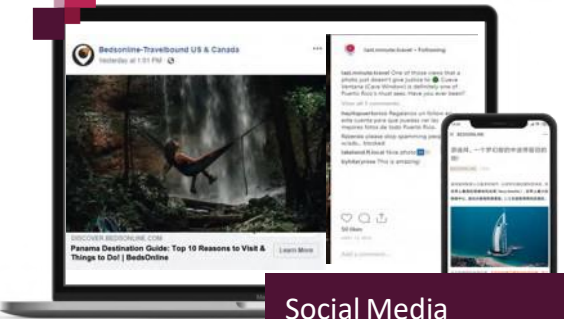
Leading travel-tech provider that connects and empowers the world of travel



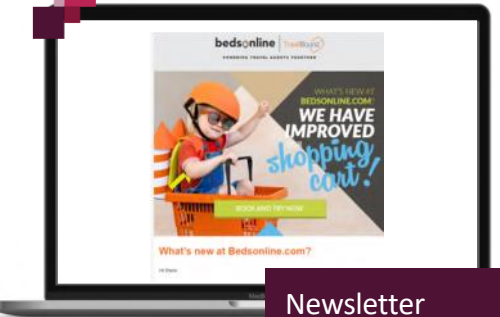
All marketing leads to dedicated landing page linking to our booking engine



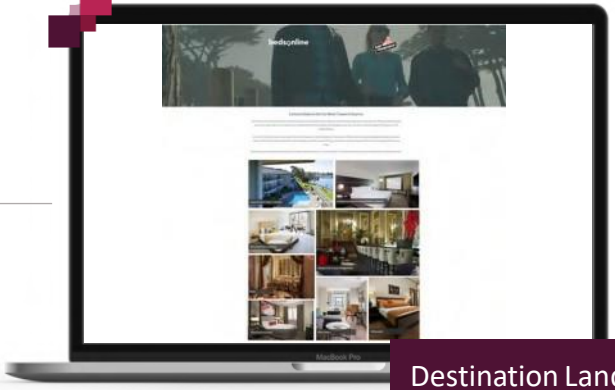
Digital Display Banner



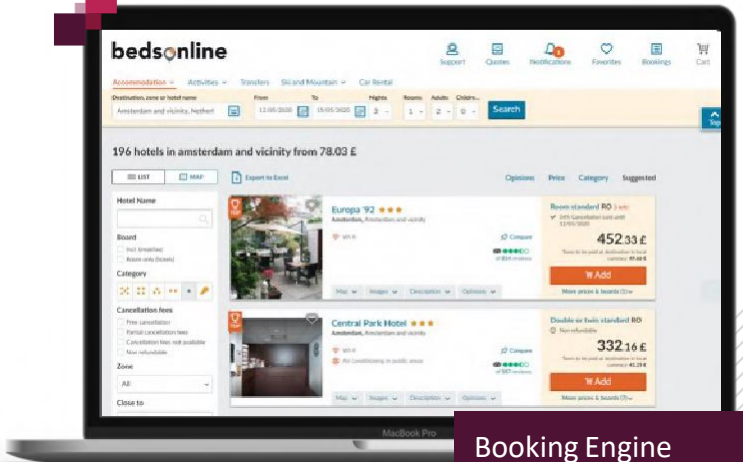
Social Media



Newsletter



Destination Landing Page



Booking Engine



Campaign Strategy

TIMELINE

Campaign Window: 7 months of campaign

Starting Date: October 1st 2023

End Date: April 30th 2024

SOURCE MARKETS



Audience – Travel Agents & Clients

USA

88,261

Travel Agents

CANADA

10,158

Travel Agents

UK

11,889

Travel Agents

GERMANY

8,052

Travel Agents

STRATEGIC PARTNERS

23,969

CLIENTS



Buy-in Summary



Authentic South Co-op	Retail Travel Agents								*Monthly Agents Reached	*Monthly Pageviews
bedsonline	Oct	Nov	Dec	Jan	Feb	Mar	Apr			
Premium Banner	US,CA,UK,DE	US,CA,UK,DE	US,CA,UK,DE	US,CA,UK,DE	US,CA,UK,DE	US,CA,UK,DE	US,CA,UK,DE		118,360	1.575M
Bespoke Newsletter			US,CA,UK,DE				US,CA,UK,DE		118,360	29.8% Open Rate
Booking Engine Takeover		US,CA,UK,DE				US,CA,UK,DE			118,360	1.575M
Pop Up Videos	US,CA,UK,DE			US,CA,UK,DE					118,360	1.575M
Sponsorship Newsletter	US,CA,UK,DE				US,CA,UK,DE				118,360	29.8% Open Rate
Downloadable Resources	US,CA,UK,DE	US,CA,UK,DE	US,CA,UK,DE	US,CA,UK,DE	US,CA,UK,DE	US,CA,UK,DE	US,CA,UK,DE		118,360	1.575M
Social Media		US,CA,UK,DE			US,CA,UK,DE				118,360	N/A
Authentic South Co-op	Strategic Clients								*Monthly Companies Reached	*Monthly Pageviews
hotelbeds	Oct	Nov	Dec	Jan	Feb	Mar	Apr			
Premium Banner	AMER/EU	AMER/EU	AMER/EU	AMER/EU	AMER/EU	AMER/EU	AMER/EU		23,969	1.2M
Bespoke Newsletter			AMER/EU				AMER/EU		23,969	34.2% Open Rate
Booking Engine Takeover		AMER/EU				AMER/EU			23,969	1.2M
Sponsorship Newsletter	AMER/EU				AMER/EU				23,969	34.2% Open Rate
Downloadable Resources	AMER/EU	AMER/EU	AMER/EU	AMER/EU	AMER/EU	AMER/EU	AMER/EU		23,969	1.2M

Buy-in Options

- \$16,000 – 7 month campaign for all markets for city DMO’s
- **Australia Add-On** - includes the above plus the addition of our Bedsonline Travel Agent market of Australia for \$5,400 extra

*need to have verbal confirmation by July 31st