

# DESTINATION MARKETING TRAVEL SOUTH

BONOTEL EXCLUSIVE TRAVEL PROPOSAL



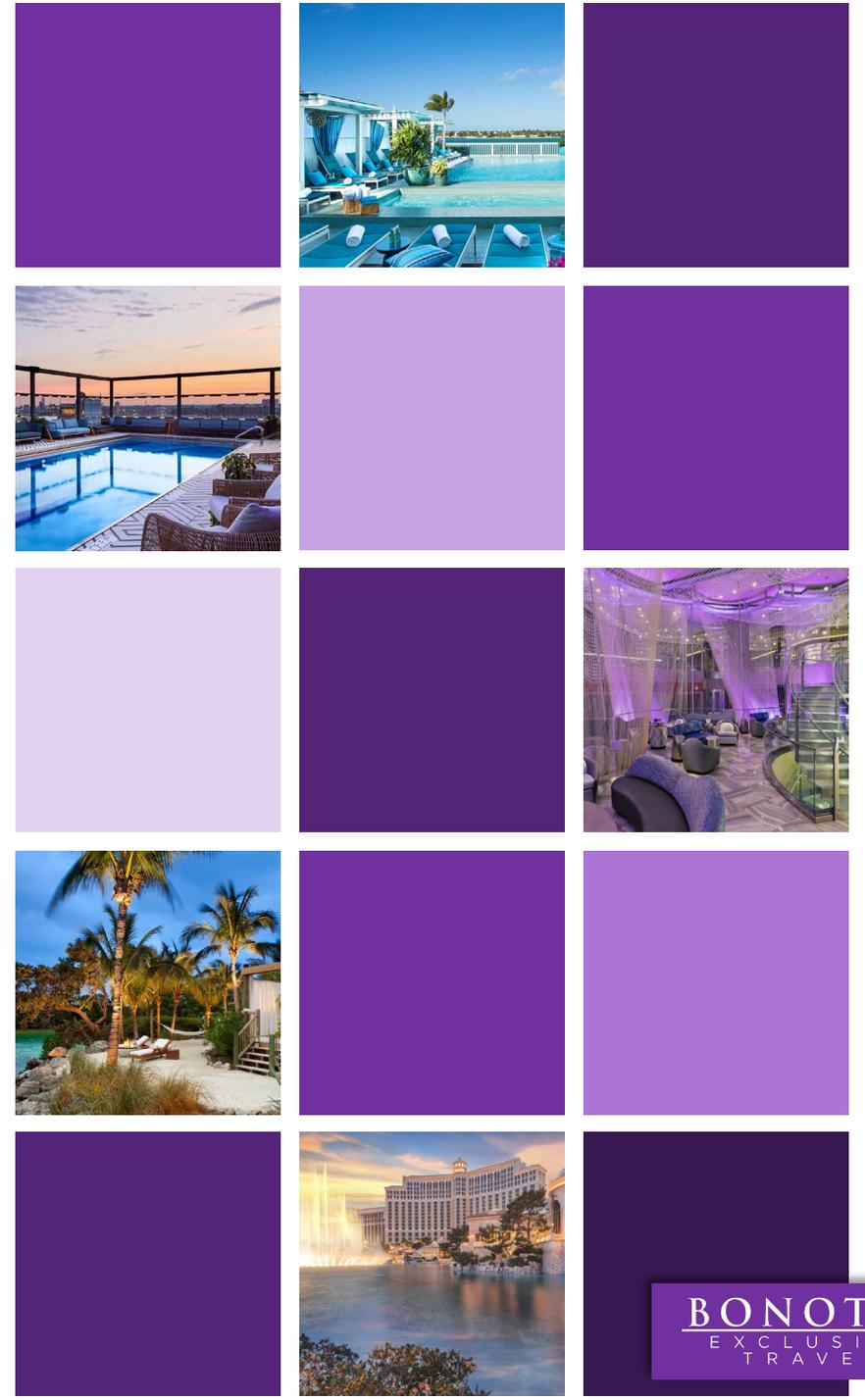
# WHO IS BONOTEL EXCLUSIVE TRAVEL

WE ARE THE LEADING STRATEGIC DISTRIBUTION & MARKETING PARTNER FOR TRAVEL WITHIN NORTH AMERICA

Since 1990, Bonotel Exclusive Travel has established itself as a renowned travel specialist, offering exclusive deluxe hotels and resorts, 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 unique 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 custom travel experiences are available through Bonotel.



# ACCESS TO 65,000+ AGENTS WORLDWIDE

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.

# Internova

TRAVEL GROUP



Network, Host & Vacation



ROADTRIPS

ALTOUR

Corporate & Entertainment

ALTOUR



GLOBAL TRAVEL COLLECTION

Premium Travel



ASIG



IN THE KNOW EXPERIENCES

PROTRAVEL INTERNATIONAL

R. Crusoe & Son





# 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.



# MARKETING CAPABILITIES



Insight from in-market sales specialists on international travel trends and habits



Analytical data on booking patterns to determine peak booking and travel periods

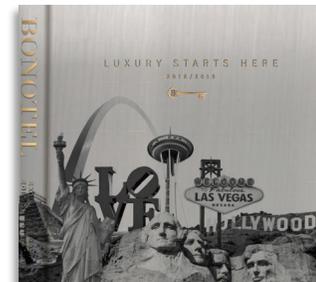


Strategic marketing campaigns pairing hotel need periods with sales insight and analytical data



A variety of tactics including website and email marketing, print marketing, product education, agent portal marketing, tradeshow representation, social media & more

STRATEGIC CAMPAIGNS DISTRIBUTED GLOBALLY THROUGH MULTIPLE PLATFORMS



# DESTINATION MARKETING CAMPAIGNS

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.



15 K

Average Landing  
Page Views



39%

Average Email  
Open Rate



25% +

Campaign  
ROI



70 +

Countries in  
Distribution



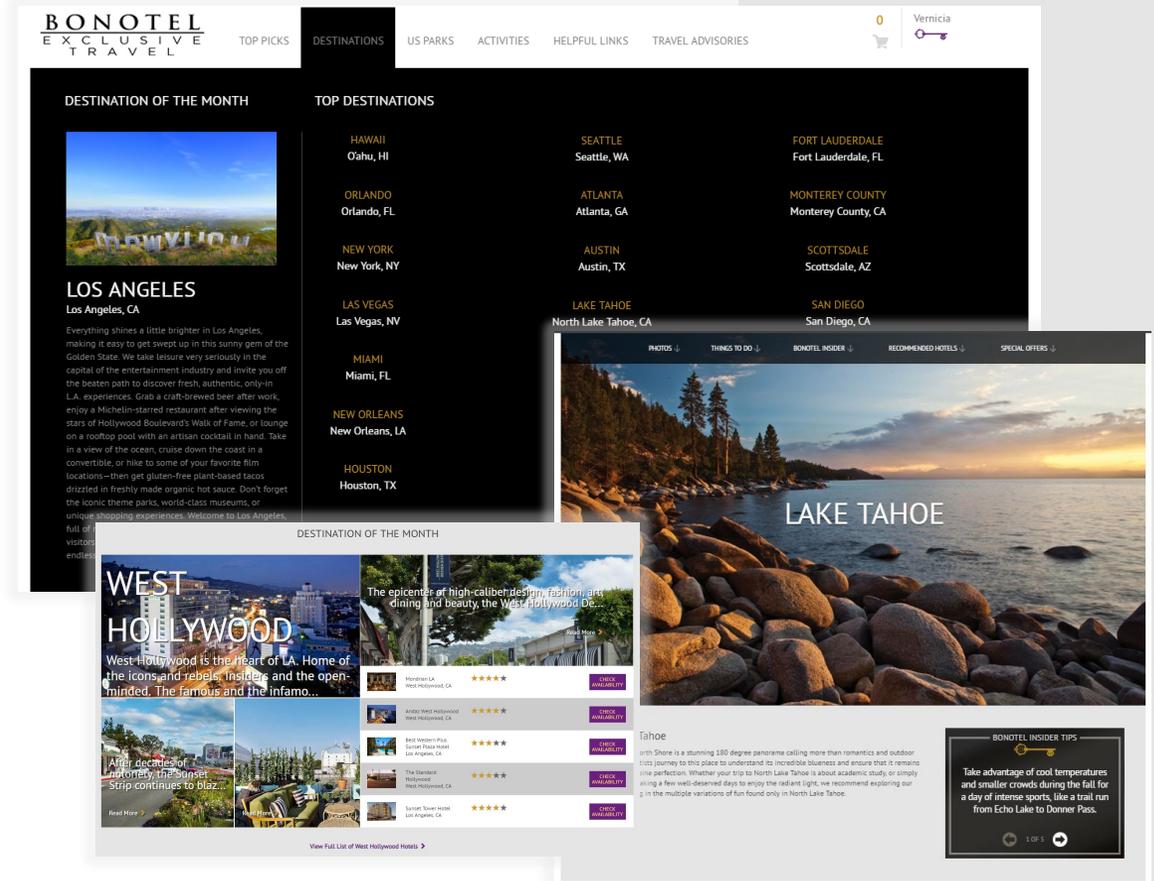
65 K +

Agents in Agent  
Network

## 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.

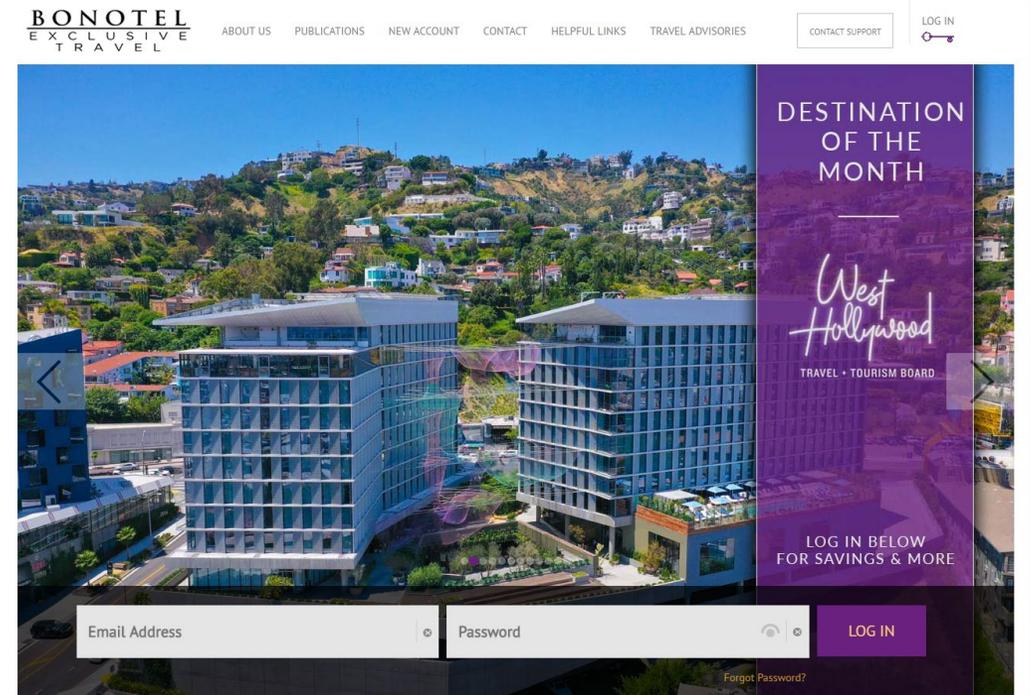


# WEBSITE MARKETING

## 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.

The screenshot displays the BONOTEL EXCLUSIVE TRAVEL website interface. At the top, the logo is on the left, and navigation links for SPECIAL OFFERS, DESTINATIONS, US PARKS, ACTIVITIES, HELPFUL LINKS, and TRAVEL ADVISORIES are on the right. A user profile for 'Beverly' is visible in the top right corner. The main content area features a large banner for MGM RESORTS with a night view of Las Vegas. The banner includes the MGM logo and the text 'MGM RESORTS'. Below the banner is a search bar with the placeholder text 'Start typing to search destinations and hotels.' and a 'SEARCH' button. To the right of the search bar are fields for 'CHECK IN', 'CHECK OUT', and 'GUESTS' (set to 2 adults and 0 children). Below the search bar, the banner text reads 'Who's Ready for Summer in Las Vegas?' followed by 'Access great rates when you book your client's June 2019 getaway at an MGM Resorts property!'.

# 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 1/2 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

<p><b>Ace Hotel New Orleans</b> ★★★★★</p> <p>Hotel ID: 5351</p> <p>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.</p> <p><b>DISCOUNT</b></p>	<p><b>B on Canal</b> ★★★★★</p> <p>Hotel ID: 5529</p> <p>This newly renovated hotel showcases a contemporary and chic outlook on the vibrant city, located in between the theater district and central business districts.</p> <p><b>DISCOUNT</b></p>
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## 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 – Orlando Office**  
Email: [Jolanda.nazario@bonotel.com](mailto:Jolanda.nazario@bonotel.com) | [Bonotel.com](http://Bonotel.com)

Book your client's next **ADVENTURE**  
in **PORTLAND**

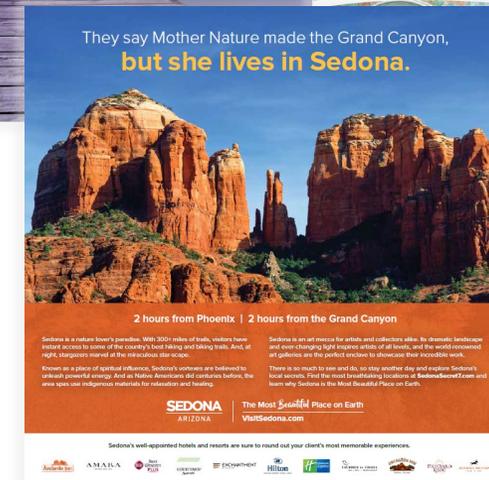
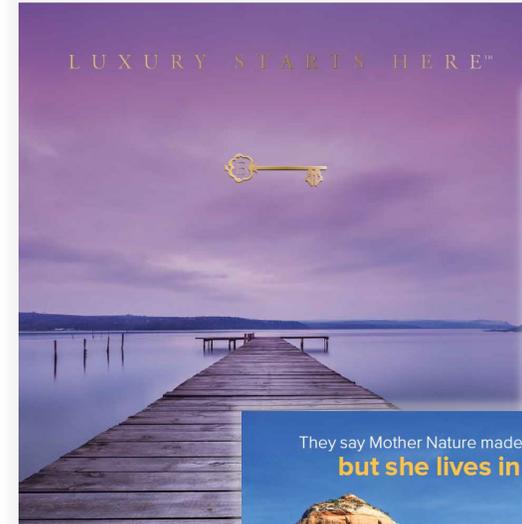
[CLICK HERE TO LEARN MORE](#)



## 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](http://bonotel.com) and is viewable to over 50,000 unique visitors annually. It is also linked on every newsflash 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 MARKETING

## INTERNOVA AGENT MARKETING (DOMESTIC)

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.

The screenshot displays the Internova Travel Group website interface. At the top, the logo is on the left, and navigation links for 'Choose Traveler', 'Go To BACK OFFICE', and 'Welcome Beverly' are on the right. Below the logo is a 'HOTEL' tab and utility links for 'START NEW SESSION', 'CURRENCY: USD', 'TRIP CART', and 'MY SEARCHES'. The main content area features a search form titled 'Search for best hotel deals' with fields for hotel name, check-in/out dates, room count, and guest information. A 'SEARCH' button is at the bottom right of the form. To the right of the search form is a large promotional banner for 'PORTLAND' with the text 'WIN A 3-NIGHT STAY IN PORTLAND, OR plus a VIP attractions pass & more' and a 'CLICK HERE FOR FULL PROMOTION DETAILS' button. Below the search form are three smaller promotional banners: 'LOTTE NEW YORK PALACE BOOK YOUR ICONIC STAY >>', 'Resorts World LAS VEGAS Elevate your Las Vegas Experience with over 40 world-class F&B options, gaming, nightlife & entertainment, and much more... CONRAD | HILTON | CROCKFORDS', and 'MONTEREY GRAB LIFE BY THE MOMENTS® Escape to an Inspiring Place BOOK NOW'.

## AGENT INCENTIVE (DOMESTIC)

Bonotel launches agent incentive programs to capture business from other Internova Travel Group business units. These programs range from free hotel accommodations, gift cards, activity passes, and anything else specific to the destination. These programs are distributed through the pinSIGHT agent portal and are linked directly to the informational flyer for further details.

**WIN A 3-NIGHT STAY & MORE IN PORTLAND**



**BOOK ON PINSIGHT FOR A CHANCE TO WIN!** Travel Portland is offering (1) 3-night stay (accommodations only) at one of the featured properties below, a Portland VIP Attractions Pass, and a \$50 Kuto Card (local gift card) for the agent with the highest booked hotel room nights into the city of Portland, Oregon.

Booked via pinSIGHT from February 1 - March 3, 2022, and completed by December 31, 2023.



The Benson Portland, Curio Collection by Hilton



Royal Sonesta Portland Downtown



The Porter Portland, Curio Collection by Hilton



The Porter Portland, Curio Collection by Hilton

<mailto:marketing@bonotel.com> with any additional questions.

**BOOK ON PINSIGHT FOR A CHANCE TO WIN A 3-NIGHT STAY AT A CAESARS LAS VEGAS PROPERTY!**

**PINSIGHT BOOKING INCENTIVE:** We are offering (1) 3-night stay (accommodations only) to the agent with the highest booked room nights for all 10 Caesars Las Vegas properties combined. Valid bookings must be booked via pinSIGHT from January 31 - March 4, 2022.

The combined room nights will be for the following Las Vegas properties shown below:



**CAESARS ENTERTAINMENT**

 <p><b>NOBU HOTEL AT CAESARS PALACE</b> Las Vegas, NV</p> <ul style="list-style-type: none"> <li>Located in a separate tower at Caesars Palace</li> <li>Includes in-room dining from Nobu restaurant</li> <li>Casino, nightclub, full-service spa, and outdoor seasonal pool</li> </ul>	 <p><b>CAESARS PALACE - RESORT &amp; CASINO</b> Las Vegas, NV</p> <ul style="list-style-type: none"> <li>Located just minutes from LINQ Promenade and the High Roller</li> <li>Full-service spa, 10 restaurants, 7 bars/lounges, casino, and more</li> </ul>	 <p><b>THE CROMWELL</b> Las Vegas, NV</p> <ul style="list-style-type: none"> <li>The Las Vegas Strip's first mandarin boutique hotel</li> <li>Play-in-friendly gaming, free live entertainment at theater lounge, personal concierge service, and great food options</li> <li>Intimate, Parisian-inspired atmosphere</li> </ul>	
 <p><b>THE LINQ HOTEL &amp; EXPERIENCE</b> Las Vegas, NV</p> <ul style="list-style-type: none"> <li>Located in one of the most central locations on the Strip</li> <li>Minutes to the world's tallest observation wheel, the High Roller, and the LINQ ZipLine</li> <li>Casino, 10 restaurants, PINK spa, outdoor pool, and more</li> </ul>	 <p><b>PLANET HOLLYWOOD RESORT AND CASINO LAS VEGAS</b> Las Vegas, NV</p> <ul style="list-style-type: none"> <li>Iconic, retro-themed rooms with custom-strip views</li> <li>Hit and mixtapes, casino, poolside bar &amp; cabaret, outdoor pools, and more</li> </ul>	 <p><b>PARIS LAS VEGAS RESORT AND CASINO</b> Las Vegas, NV</p> <ul style="list-style-type: none"> <li>Everything you love about Paris, in the heart of the Las Vegas Strip</li> <li>Elise Tower restaurant with views of the Bellagio fountains</li> <li>Casino, nightclub, bar/lounge, spa, outdoor pool, and more</li> </ul>	
 <p><b>BALLY'S LAS VEGAS HOTEL &amp; CASINO</b> Las Vegas, NV</p> <ul style="list-style-type: none"> <li>Ideal for those who appreciate classic hotels in Las Vegas</li> <li>Pool, 12 restaurants, casino, and more</li> </ul>	 <p><b>HARRAH'S LAS VEGAS HOTEL &amp; CASINO</b> Las Vegas, NV</p> <ul style="list-style-type: none"> <li>Fully renovated rooms with a stylish makeover</li> <li>Casino, pool, spa, 9 restaurants, and more</li> </ul>	 <p><b>RIO ALL SUITE HOTEL AND CASINO</b> Las Vegas, NV</p> <ul style="list-style-type: none"> <li>Home of the legendary World Series of Poker</li> <li>StripView terrace, PINK shuttle, and more</li> </ul>	
			 <p><b>FLAMINGO LAS VEGAS</b> Las Vegas, NV</p> <ul style="list-style-type: none"> <li>A classic Las Vegas hotel with newly renovated rooms and high floor views</li> <li>Outdoor pools, including a children's pool, restaurant, casino, fitness center, spa, and more</li> </ul>

[marketing@bonotel.com](mailto:marketing@bonotel.com) with any additional questions.

# DEDICATED MARKET MANAGER SUPPORT



## PARTNERSHIPS TO SUPPORT ADDING NEW PRODUCT

Our dedicated market managers will work with you to ensure Bonotel has the right product. We have preferred partnerships with key brands like Hilton, Hyatt, Montage, Noble House, Hard Rock, Sonesta, and Best Western for easy product procurement.



## CUSTOM-BUILT HOTEL PROGRAMS

Bonotel has experience in building unique hotel programs for customers. Programs can include deeper discounts, exclusive amenities, resort credits, value-adds, and more in order to help capture advanced bookings or target the domestic market with shorter booking windows.



## CLIENT-SPECIFIC PROMOTIONS TO PAIR WITH FLIGHT SALES

Market Managers work very closely with suppliers in your areas to procure exclusive promotions for customer campaigns that can be aligned with flight sales.

# MARKETING CAMPAIGN

Utilizing Bonotel's international client base, airline partners, and domestic travel agent network through Internova Travel Group, Bonotel will strategically distribute a variety of assets for the Travel South Campaign, including:

## 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 Internova 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 Internova Agent Booking Portal Takeover
  - **1 Home Page Advertisement**
  - **Dedicated Flyer & Marketing Toolkit Distributed to Agents**

**TOTAL COST/PARTICIPATING DESTINATION: \$7,000**

# MARKETING CAMPAIGN 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 Internova 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 Internova Agent Booking Portal Takeover
  - **Dedicated Flyer & Marketing Toolkit Distributed to Agents**

**TOTAL COST/PARTICIPATING DESTINATION: \$3,000**

WE LOOK FORWARD TO  
PARTNERING WITH YOU

