



TRAVEL SOUTH  USA



CAMPAIGN REPORT

Campaign Timeline

October 1st 2024 – April 30th 2025

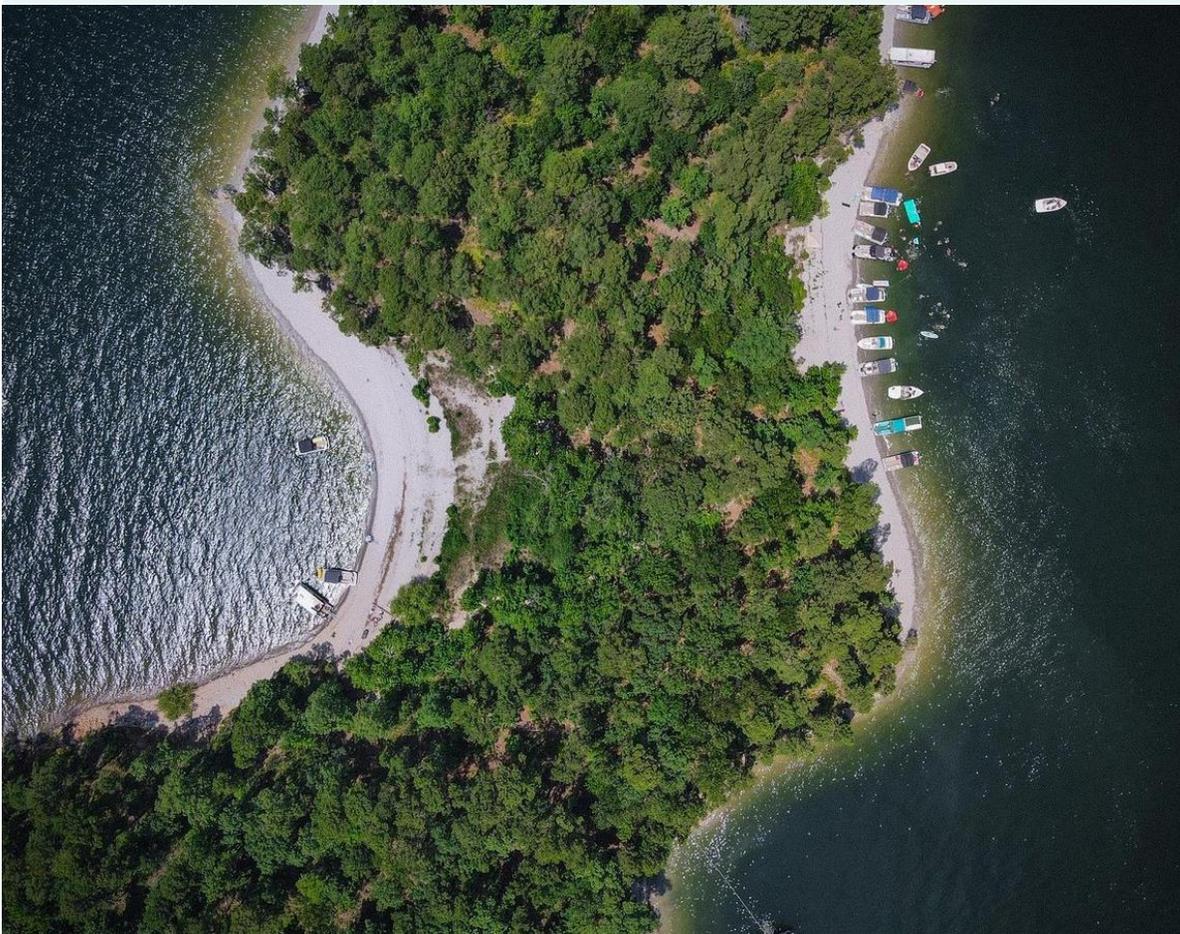
Campaign Source Markets

bedsonline
Part of HBX Group

USA, Canada, UK, Mexico

hotelbeds
Part of HBX Group

North America, Europe, LATAM



Campaign Deliverables

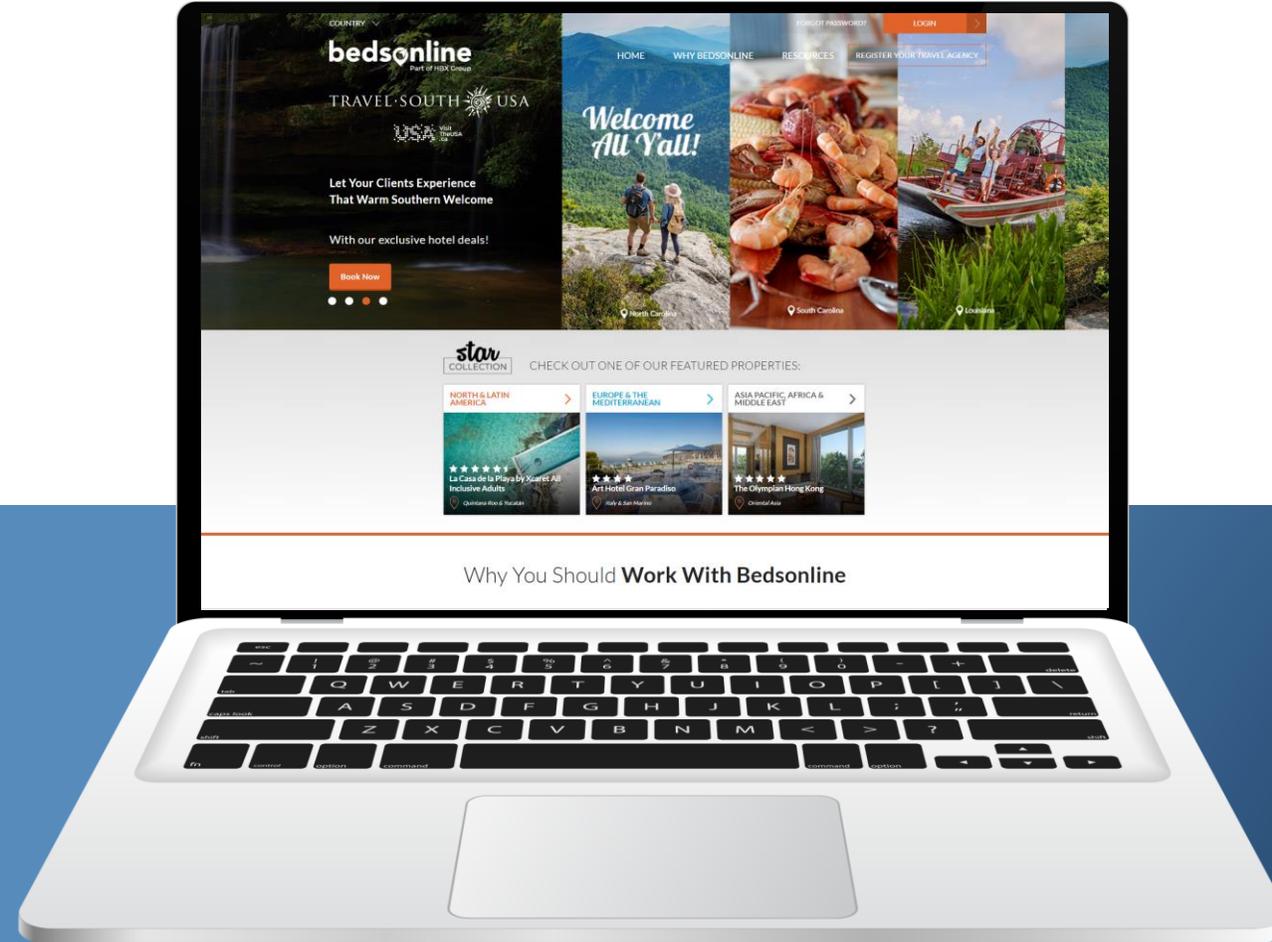
- ▶ Bedsonline:
 - ▶ Premium Banner
 - ▶ Microsite
 - ▶ Downloadable Resources
 - ▶ Login Page Feature
 - ▶ Bespoke Newsletter
 - ▶ Pop up Video
 - ▶ Social Media
- ▶ Bedsonline Additional Marketing:
 - ▶ Belt Banner
 - ▶ Destination HUB Feature
 - ▶ Public Page Takeover
 - ▶ Sponsored Newsletter
- ▶ Hotelbeds:
 - ▶ Premium Banner
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CAMPAIGN DELIVERABLES

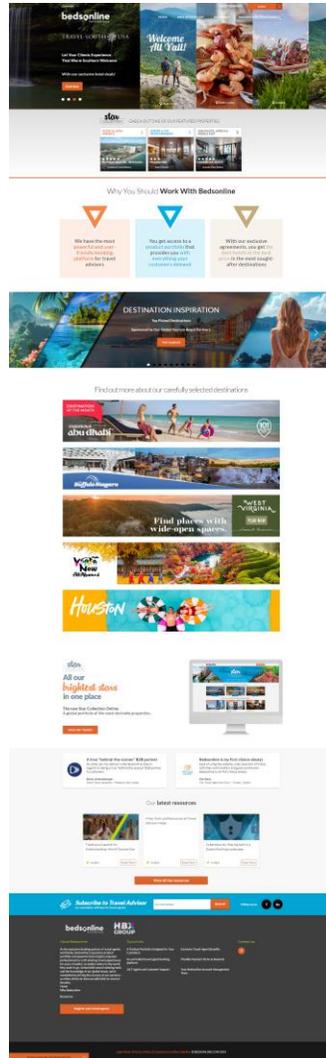


Premium Banner

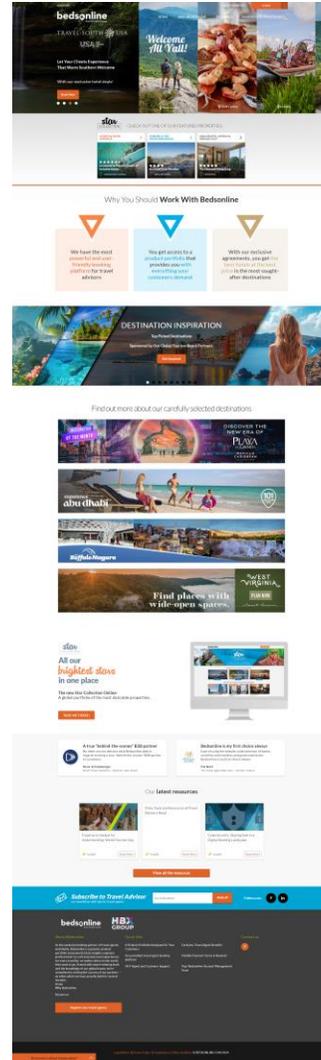




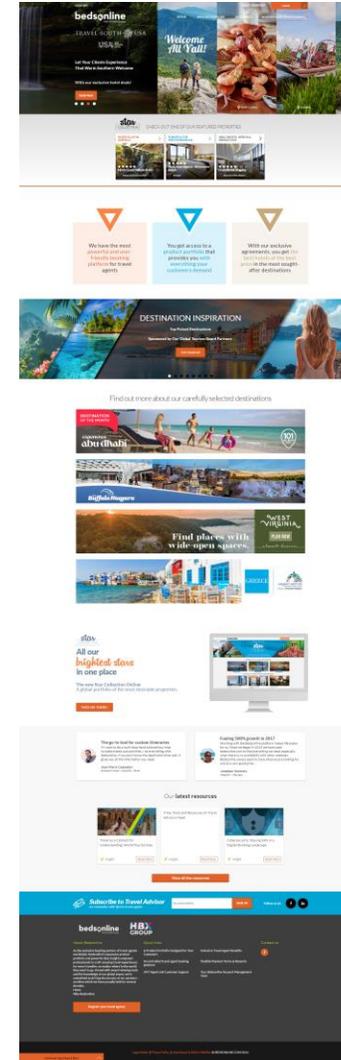
Premium Banner



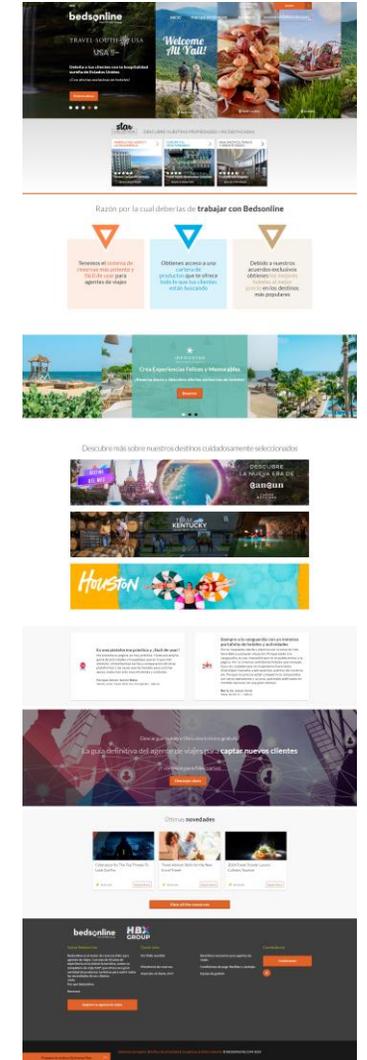
USA



Canada



UK



Mexico

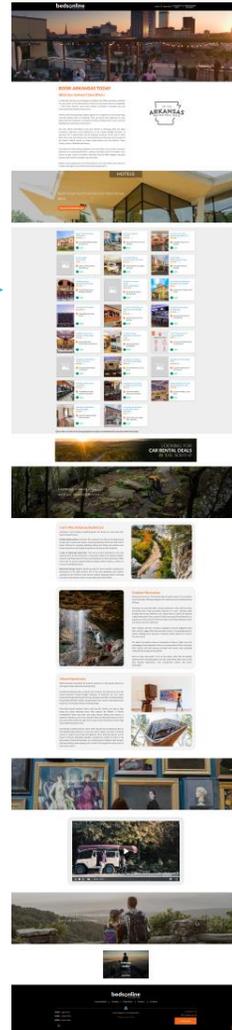


Microsite

Travel South



Arkansas



BOOK ARKANSAS TODAY

With Our Limited-Time Offers!

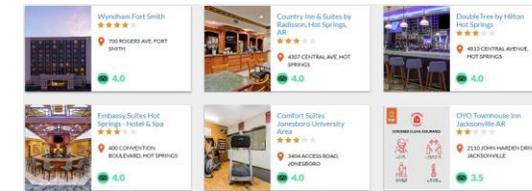
In Arkansas, there's no such thing as an ordinary trip. When you book a vacation for your clients in The Natural State, they'll not only enjoy Southern hospitality — they'll also discover year-round outdoor recreation, renowned arts and culture and scenic beauty at every turn.

Visitors will find practically endless options for outdoor fun, from world-class mountain biking trails to fly-fishing. They can spend time exploring 52 state parks, with free admission to hundreds of miles of hiking trails, scenic rivers for kayaking and canoeing and much more.

Are your clients interested in arts and culture? In Arkansas, they can enjoy renowned collections and architecture at the Crystal Bridges Museum of American Art in Bentonville and the Arkansas Museum of Fine Arts in Little Rock. Then, they can discover the roots of American blues and country music at the Delta Cultural Center in Helena West-Helena and the Historic Dyess Colony: Johnny Cash Boyhood Home.

And make sure they bring an appetite. From the Delta to the Ozarks, Arkansas' eateries serve up authentic flavors, culinary innovation and rich traditions. Your clients can get a taste of Southern favorites, farm-to-table delights, decadent desserts and creative cocktails across the state.

Ready to book a getaway to The Natural State? Learn more below and make sure to take advantage of our limited time hotel booking offers!



Can't-Miss Arkansas Bucket List

Arkansas is full of unique, inspiring places, but these are a few that your clients shouldn't miss.

Buffalo National River: America's first national river offers a stunning natural escape with crystal-clear waters, towering limestone bluffs and lush Ozark forest. Perfect for canoeing, kayaking, fishing and hiking, this pristine river invites adventurers of all ages to experience its beauty and tranquility.

Crater of Diamond State Park: This one-of-a-kind destination is the only diamond mine in the world open to the public. Visitors are invited to dig for treasure and keep what they find from diamonds to other gemstones. With more than 37 acres of plowed field to explore, there's always a chance to uncover a sparkling surprise.

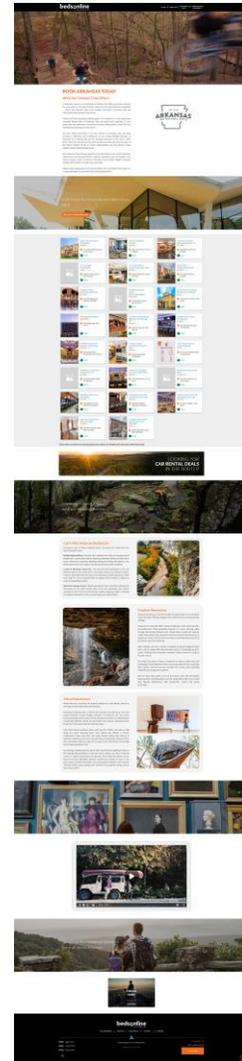
Blanchard Springs Caverns: Ranked among the most beautiful underground discoveries of the 20th century, this is the only developed cave system operated by the U.S.D.A. Forest Service. Lighed walkways lead to stunning formations and massive rooms, one as large as six football fields.



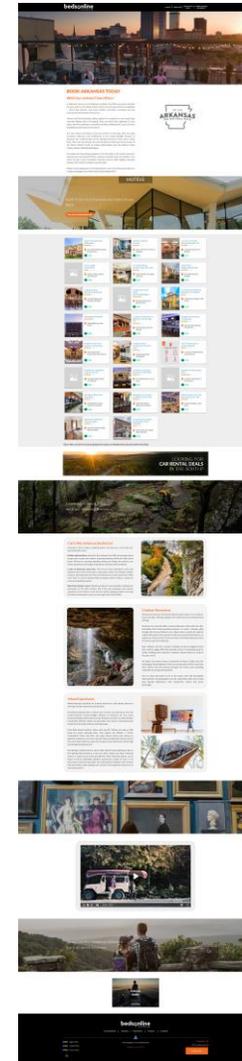
bedsonline | **Microsite**
Part of HBX Group



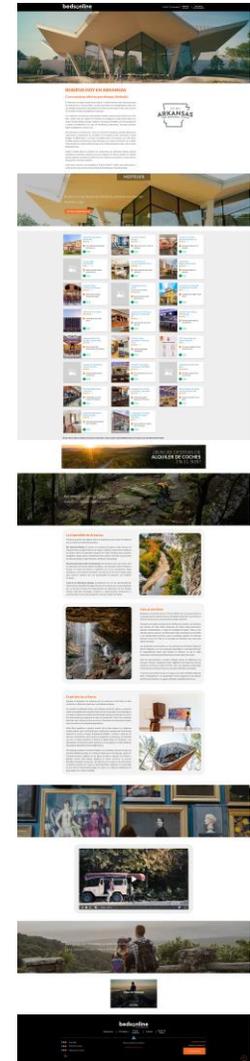
USA



Canada



UK

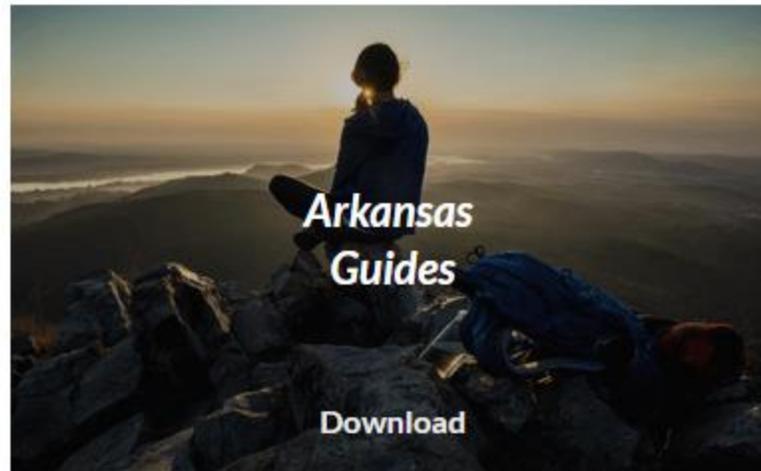


Mexico

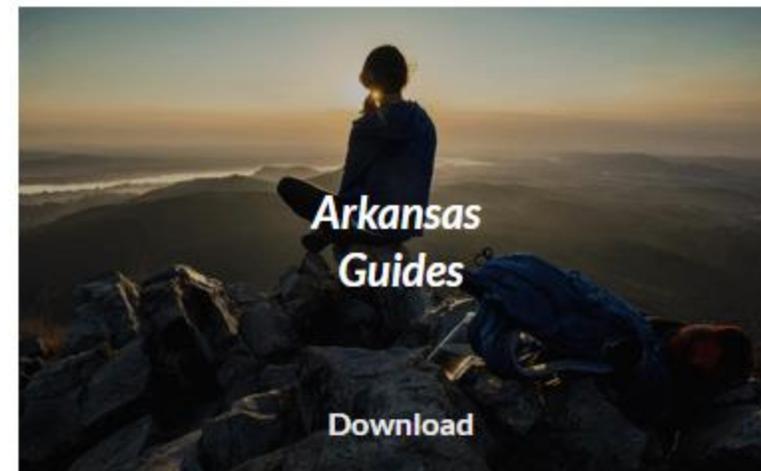




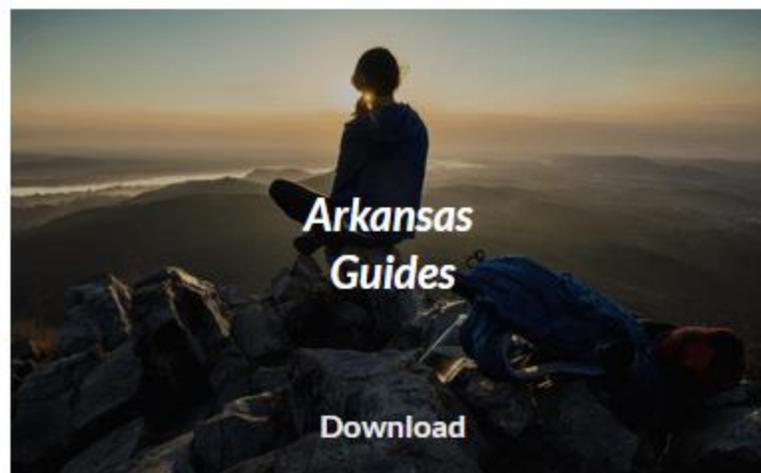
Downloadable Resources



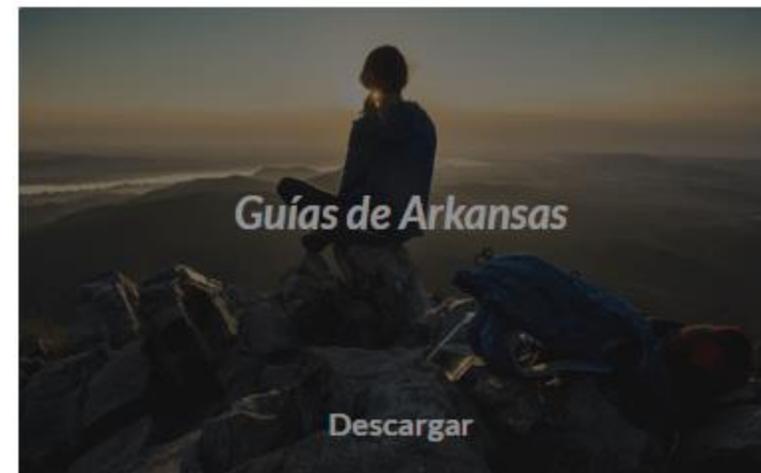
USA



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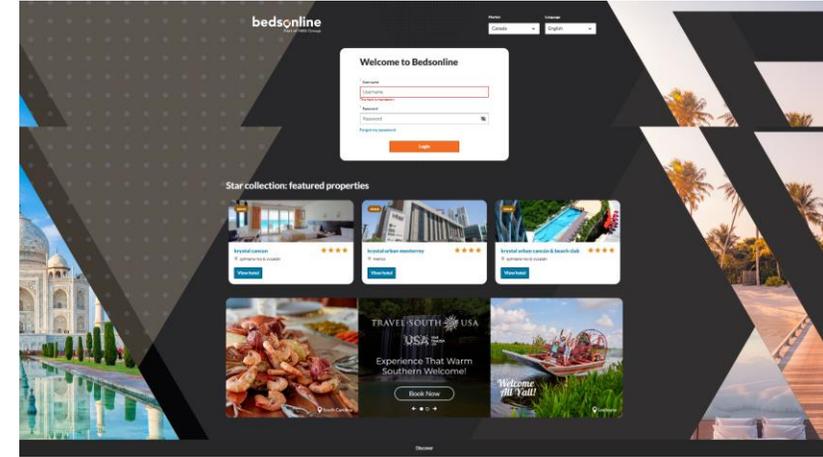
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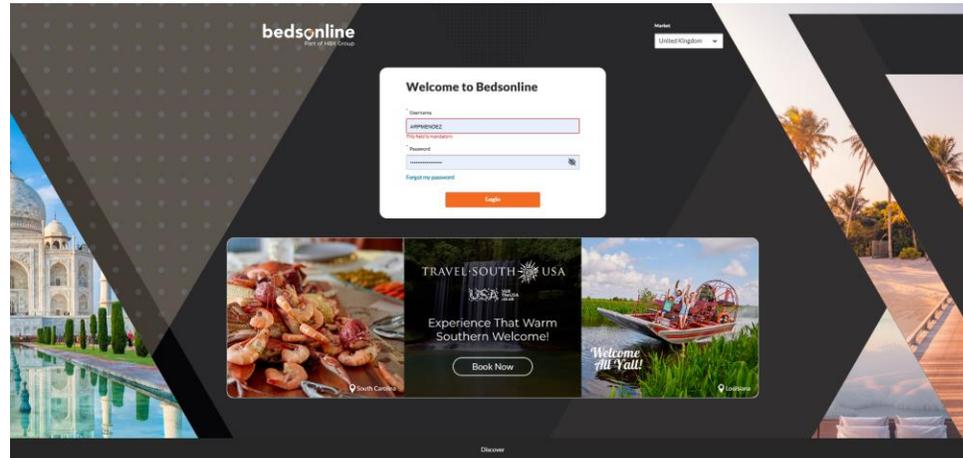
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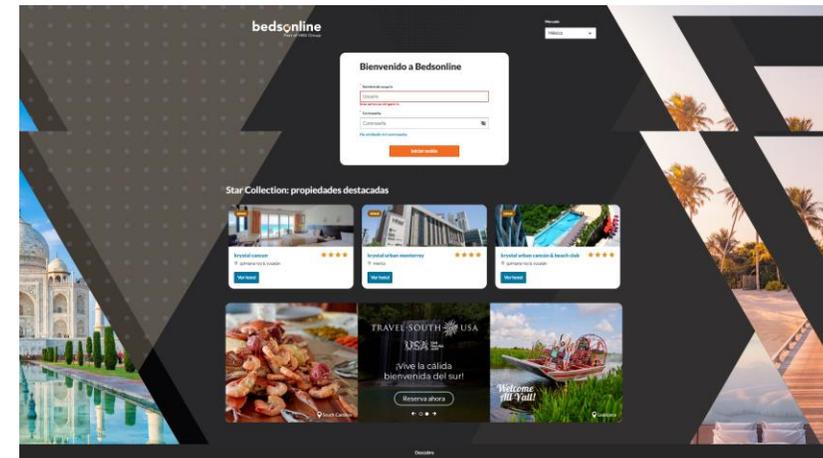
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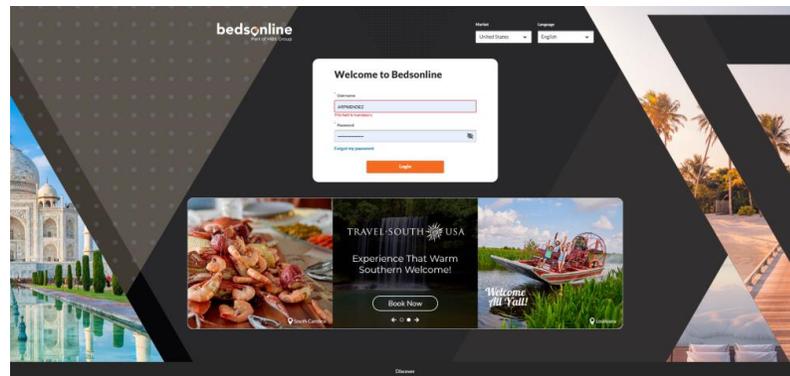
UK



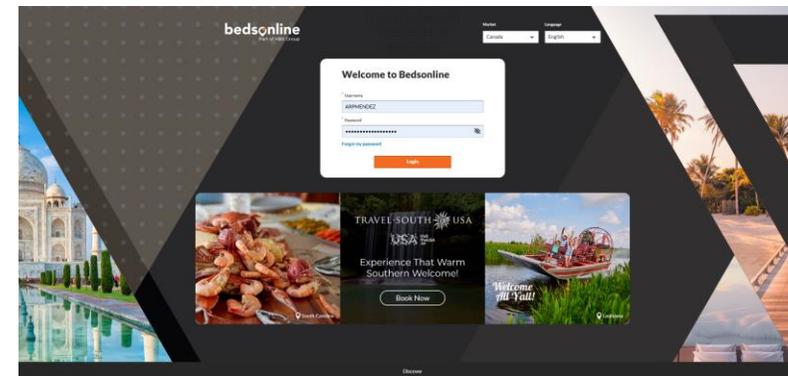
Mexico



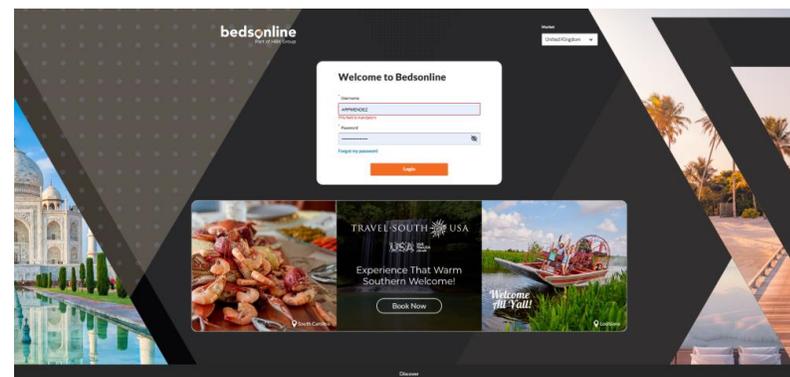
Login Page Feature #2



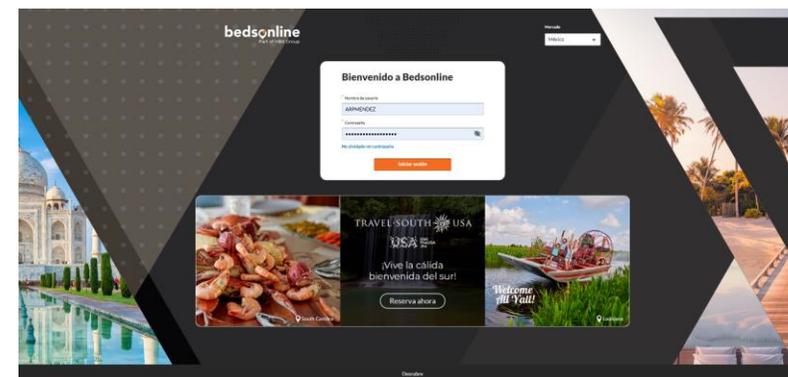
USA



Canada



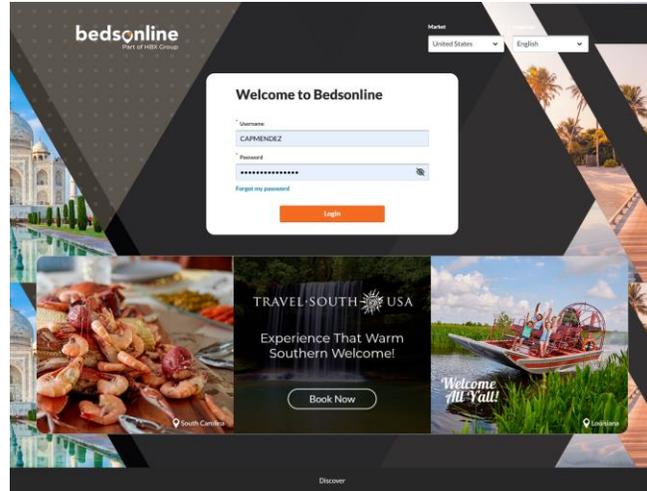
UK



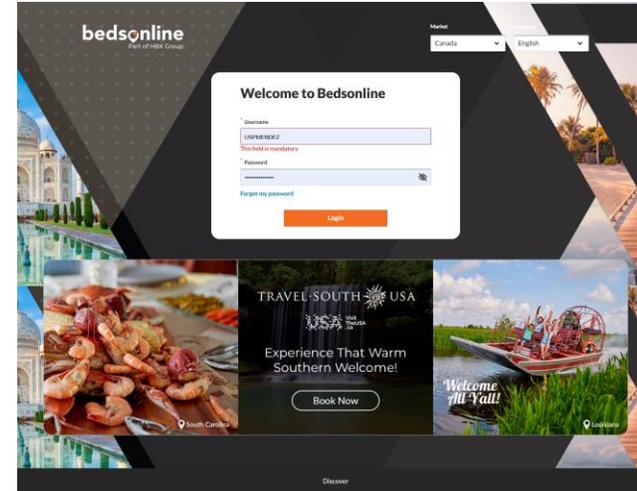
Mexico



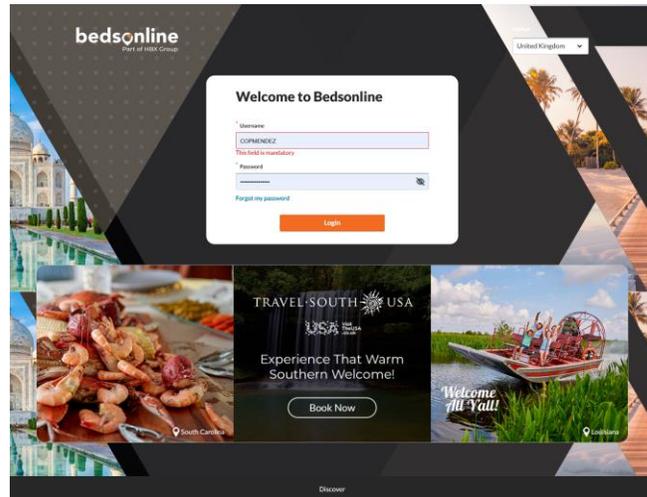
Login Page Feature #3



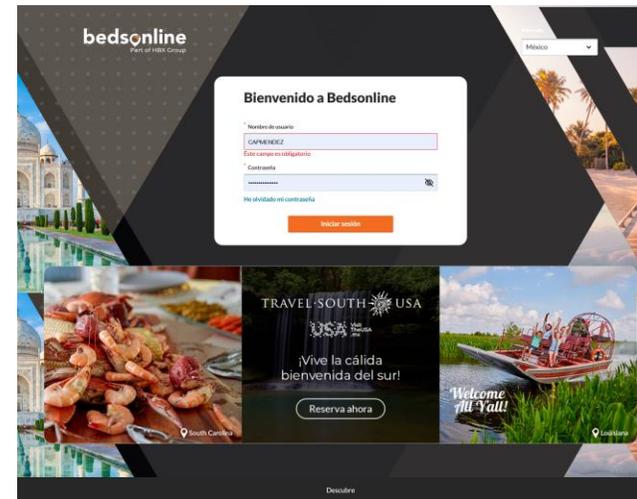
USA



Canada



UK



Mexico





Bespoke Newsletter #1



Welcome Your Clients To The Heart Of The American South

For a truly immersive experience, it's all about the warmth of the community and culture. The authentic American South is calling, offering your clients an unforgettable journey filled with soul-soothing food, enriching activities for body and mind, and music that speaks straight to the heart. With 29 carefully chosen destinations, there's something to captivate every traveler.

Don't miss out! Explore our **exclusive campaign** and unlock up to 25% off at select hotels—bringing your clients closer to the southern charm.



Top-Picked States

Discover the South through Arkansas' lakes, Kentucky's bourbon, Alabama, Mississippi, Tennessee's musical legacy, and much more fantastic experiences.

[Take a look](#) at the top-picked states!

Southern Cities

Baton Rouge, Lafayette, and Lake Charles offer Cajun and Creole experiences; New Orleans has diverse districts, and many other cities!

[Learn more](#) about the southern cities!

Click on the map to reveal our exclusive hotel portfolio with **up to 25%!**



USA



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Canada



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UK



Recibe a tus clientes en el corazón cálido del sur de Estados Unidos

Para disfrutar de una experiencia realmente envolvente, lo que cuenta es la calidez de la comunidad y el encanto cultural. El verdadero sur de Estados Unidos te invita a llevar a tus clientes en un viaje inolvidable repleto de comida reconfortante, actividades que nutren cuerpo y mente, y música que toca el corazón. Con 29 destinos seleccionados con esmero, hay algo para fascinar a cada viajero.

¡No dejes que se te escape! Descubre nuestra **campana exclusiva** y disfruta de hasta un 25 % de descuento en hoteles seleccionados, acercando a tus clientes al fascinante encanto del sur.



Estados destacados

Explora el sur navegando por los lagos de Arkansas, saboreando el bourbon de Kentucky, Alabama y Mississippi, sumérgote en la herencia musical de Tennessee y disfrutando de muchas otras experiencias inolvidables.

[¡Descubre](#) los estados más destacados!

Ciudades del sur

Baton Rouge, Lafayette y Lake Charles brindan vivencias auténticas cajun y criollas; en Nueva Orleans encontrarás una variedad de distritos, ¡sin olvidar las muchas otras ciudades!

[¡Descubre](#) más sobre las ciudades sureñas!

¡Explora el mapa y descubre nuestra exclusiva selección de hoteles con descuento de **hasta un 25%!**



Mexico



Bespoke Newsletter #2



An Unforgettable Southern Escape Awaits Your Clients

The American South invites your clients to experience its unique warmth and charm. From mouthwatering cuisine to rich cultural experiences, the South offers something for every traveler.

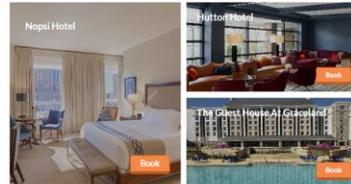
Take a journey through our [exclusive hotel deals](#) and explore 29 carefully selected destinations, offering your clients a mix of lively music scenes and restful getaways to suit every mood.

Now is the time encourage your clients uncover the true heart of the South, with fascinating offers of up to 25% off at top-picked hotels. Start planning unforgettable southern adventures today!

Iconic Southern Cities
From Baton Rouge and Lafayette's Cajun culture to New Orleans' vibrant districts, the South offers unforgettable experiences.
[Learn more](#) about our top-picked cities.

States of the South
Discover the South's top destinations, from Arkansas' lakes and Kentucky's bourbon to the musical legacy of Tennessee and much more.
[Click here](#) to unlock opportunities.

Get up to 25% off at selected hotels in our top-picked destinations!



[View More Hotels](#)

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USA



An Unforgettable Southern Escape Awaits Your Clients

The American South invites your clients to experience its unique warmth and charm. From mouthwatering cuisine to rich cultural experiences, the South offers something for every traveler.

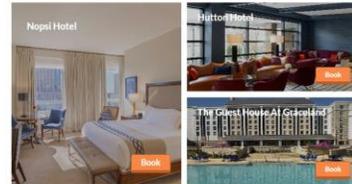
Take a journey through our [exclusive hotel deals](#) and explore 29 carefully selected destinations, offering your clients a mix of lively music scenes and restful getaways to suit every mood.

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States of the South
Discover the South's top destinations, from Arkansas' lakes and Kentucky's bourbon to the musical legacy of Tennessee and much more.
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Canada



An Unforgettable Southern Escape Awaits Your Clients

The American South invites your clients to experience its unique warmth and charm. From mouthwatering cuisine to rich cultural experiences, the South offers something for every traveler.

Take a journey through our [exclusive hotel deals](#) and explore 29 carefully selected destinations, offering your clients a mix of lively music scenes and restful getaways to suit every mood.

Now is the time encourage your clients uncover the true heart of the South, with fascinating offers of up to 25% off at top-picked hotels. Start planning unforgettable southern adventures today!

Iconic Southern Cities
From Baton Rouge and Lafayette's Cajun culture to New Orleans' vibrant districts, the South offers unforgettable experiences.
[Learn more](#) about our top-picked cities.

States of the South
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Get up to 25% off at selected hotels in our top-picked destinations!



[View More Hotels](#)

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UK



Organiza una inolvidable aventura para tus clientes

El sur de Estados Unidos invita a tus clientes a experimentar su auténtica hospitalidad y encanto. Con su exquisita gastronomía, tradiciones culturales únicas y una atmósfera acogedora, esta región tiene algo especial para cada tipo de viajero.

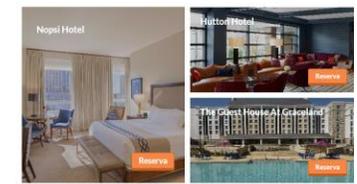
Descubre nuestras [ofertas exclusivas](#) en hoteles y explora 29 destinos seleccionados cuidadosamente. Desde vibrantes escenas musicales hasta retiros tranquilos, tus clientes encontrarán el equilibrio perfecto para cada ocasión.

Ahora es el momento ideal para motivar a tus clientes a explorar el corazón del sur. Aprovecha descuentos de hasta un 25 % en hoteles destacados y comienza a planificar aventuras inolvidables en el sur hoy mismo.

Ciudades icónicas del sur
Desde la cultura cajun de Baton Rouge y Lafayette hasta los vibrantes barrios de Nueva Orleans, el sur ofrece experiencias inolvidables que dejarán huella.
[Descubre más](#) sobre nuestras ciudades recomendadas.

Los estados del sur
Explora los mejores destinos del sur: los lagos de Arkansas, el famoso bourbon de Kentucky, el legado musical de Tennessee y mucho más.
[Haz clic aquí](#) para descubrir nuevas oportunidades.

¡Aprovecha hasta un 25 % de descuento en hoteles seleccionados en nuestros destinos destacados!



[Descubre más hoteles](#)

Gracias por leer este mensaje! Esperamos que te resulte útil. No obstante, en caso contrario, puedes darte de baja.

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Mexico



Bespoke Newsletter #3



Genuine Warmth and Culture Will Captivate Your Clients

Eager to offer your clients a genuine Southern experience? Dive into the heart of soulful tunes, delectable cuisine, and unforgettable sights. The South is calling, so don't wait—plan that ideal getaway today.

Discover our curated list of 30 Southern hotspots and seize the opportunity with **exclusive hotel offers** for a limited period. Begin crafting memorable adventures and offer your clients an authentic Southern journey they'll cherish forever!



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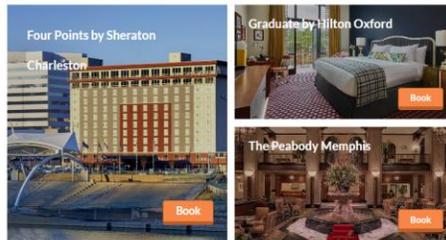


La autenticidad y el calor cultural atraparán a tus clientes

¿Quieres brindar a tus clientes una genuina vivencia del sur? Déjate envolver por las melodías emotivas, la exquisita gastronomía y los paisajes inolvidables. El encanto sureño te invita; no lo pierdes más y organiza hoy la escapada perfecta para tus clientes.

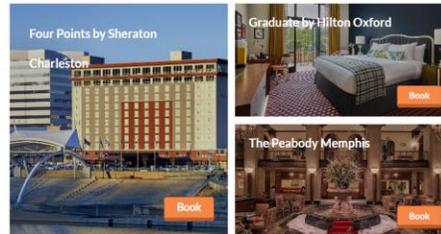
Explora nuestra selección única de 30 destinos en el Sur y aprovecha las **ofertas limitadas en hoteles**. Comienza a crear experiencias inolvidables y brinda a tus clientes un genuino viaje sureño que perdurará en su memoria.

Get up to 25% off at selected hotels in our top picked destinations!



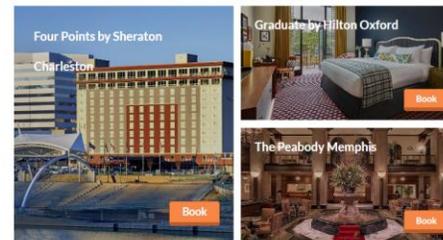
View More Hotels

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View More Hotels

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View More Hotels

¡Aprovecha hasta un 25 % de descuento en hoteles seleccionados en nuestros destinos destacados!



Ver más hoteles



USA



Canada



UK



Mexico



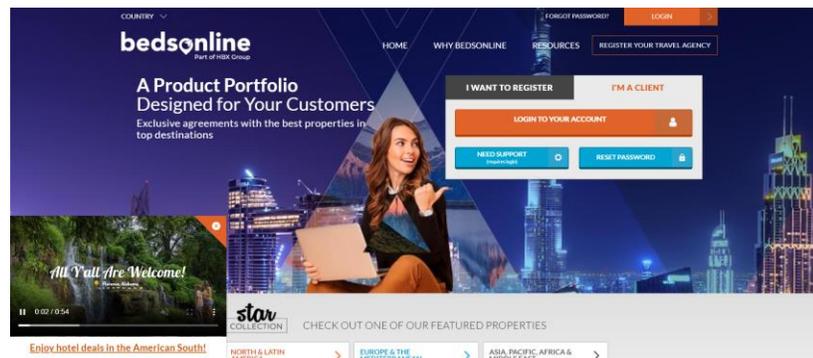
Pop up Video #1



USA



Canada



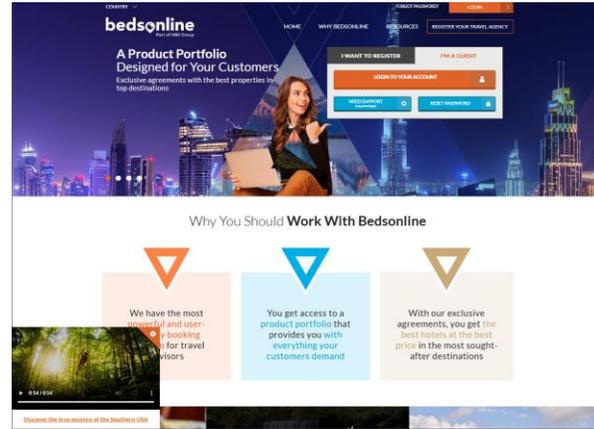
UK



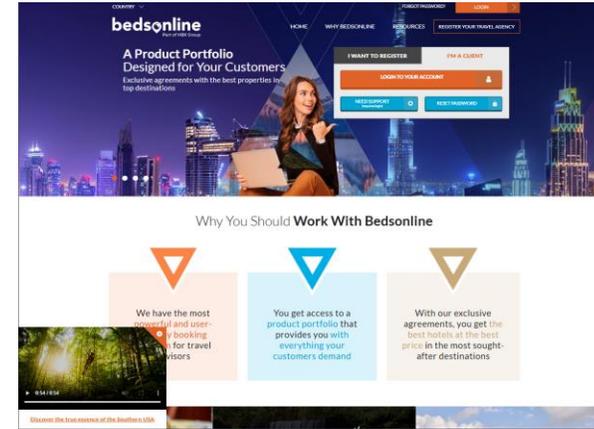
Mexico



Pop up Video #2



USA



Canada



UK



Mexico



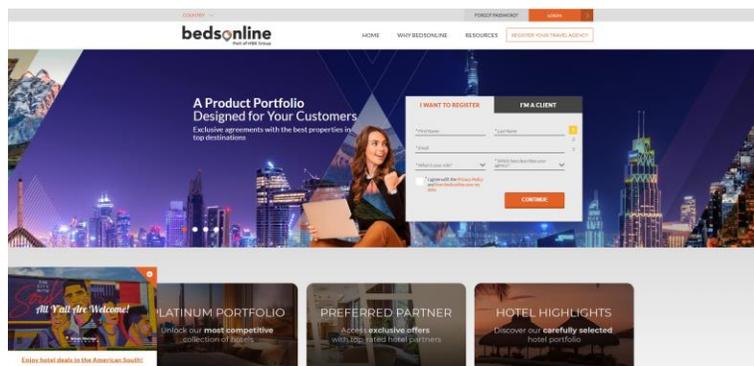
Pop up Video #3



USA



Canada



UK



Mexico





Social Media #1

Bedsonline US & Canada
6 días · 🌐

Plan your clients' perfect autumn escape with our sponsored Travel South USA campaign!

With 20+ handpicked destinations across the American South, they can experience it all—scenic drives, cozy towns, and mouth-watering cuisine. Get those itineraries ready and take advantage of our limited-time deals!

👉 <https://tinyurl.com/4vy8j9x3>



USA & Canada

Bedsonline UK & Ireland
23 de octubre a las 10:00 am · 🌐

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👉 <https://tinyurl.com/2maaxnh8>



UK & Ireland

Bedsonline Mexico
6 días · 🌐

Planifica la escapada otoñal perfecta para tus clientes con nuestra campaña patrocinada por Travel South USA.

Con más de 20 destinos cuidadosamente seleccionados por todo el sur de Estados Unidos, tus clientes podrán vivirlo todo: viajes panorámicos, ciudades acogedoras y una deliciosa gastronomía.

Prepara tus itinerarios y aprovecha nuestras ofertas por tiempo limitado.

👉 <https://tinyurl.com/mtfuychn>



Mexico



Social Media #2



USA & Canada



UK & Ireland



Mexico



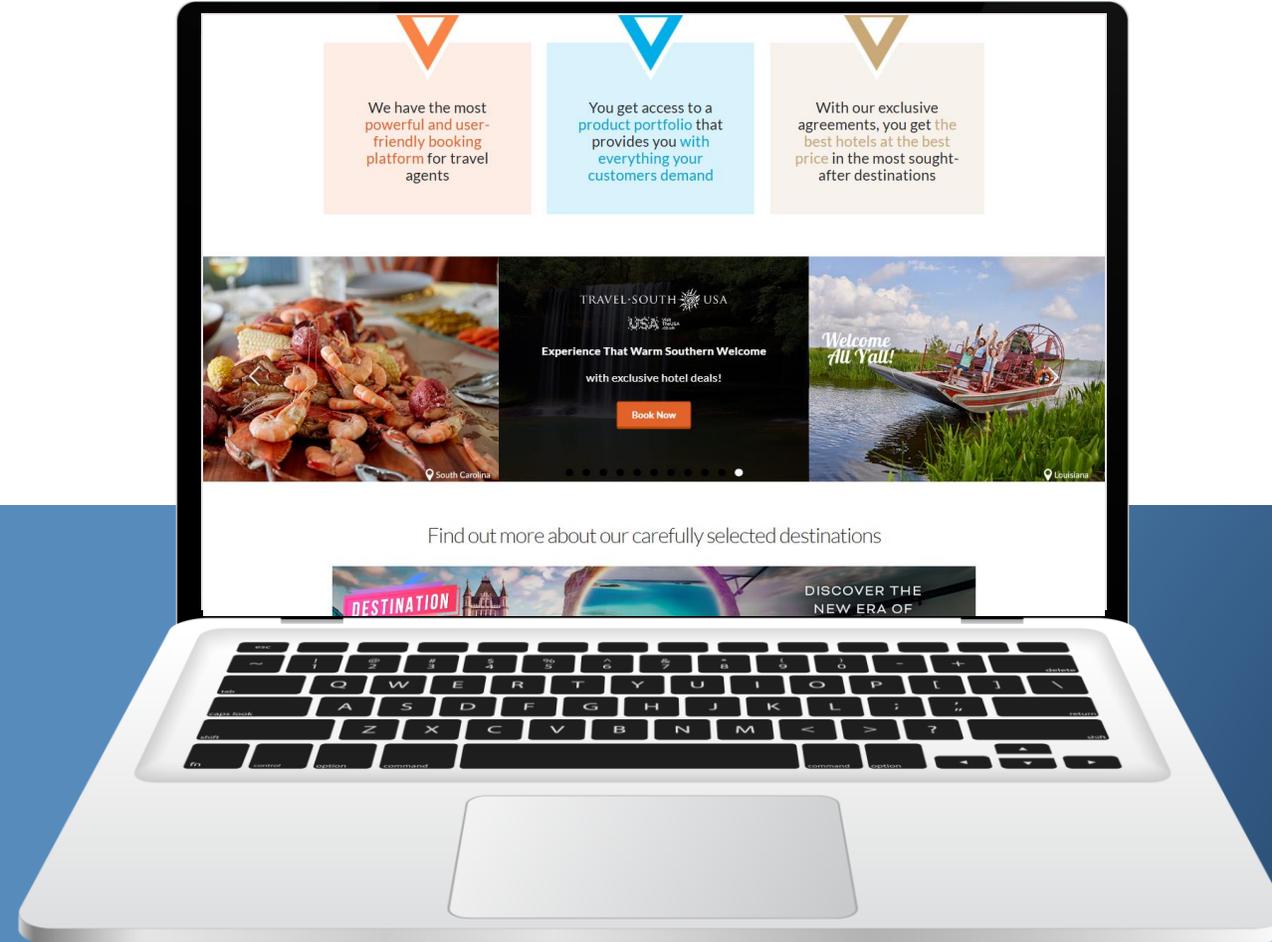


ADDITIONAL MARKETING





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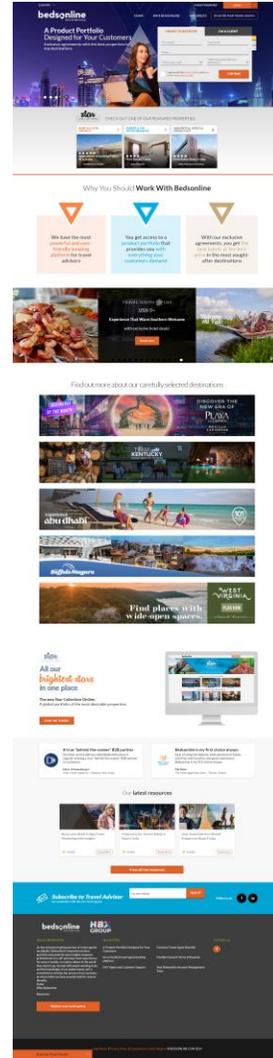




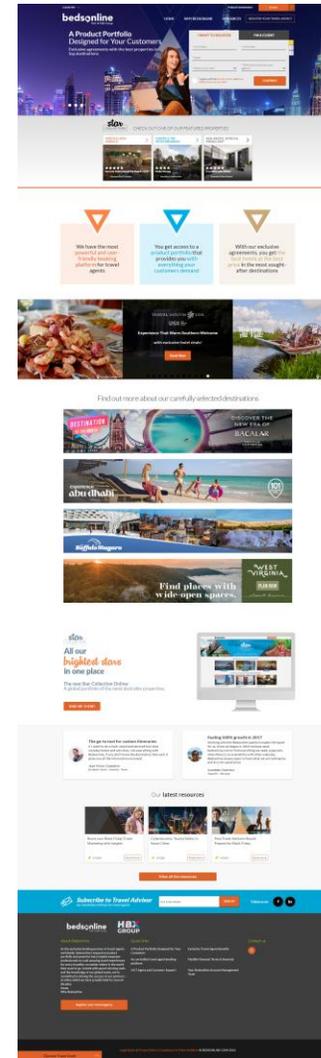
Belt Banner



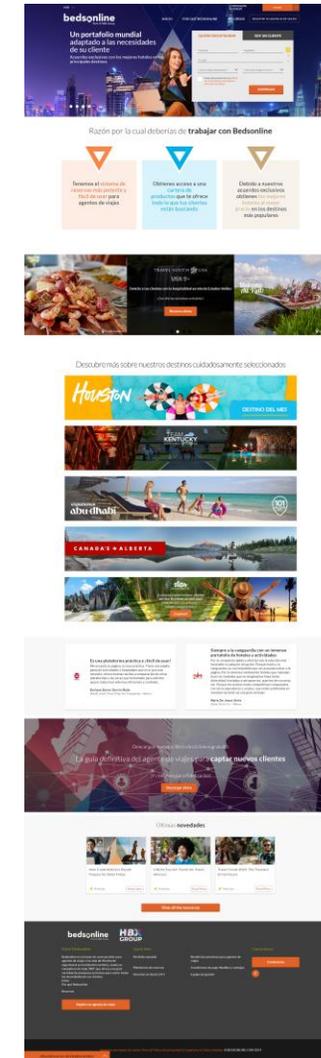
USA



Canada



UK



Mexico





Destination HUB Banner Feature

bedsonline OF THE MONTH DESTINATION TRAININGS

TOP HIGHLIGHTS
Explore our curated collection of exclusive partners meticulously handpicked for the discerning traveler seeking exceptional experiences.

CLICK ON THE ARROWS TO DISCOVER ALL OUR PREMIER DESTINATIONS

TRAVEL SOUTH USA

USA

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Top Highlights
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Go back CLICK ON THE ARROWS TO DISCOVER ALL OUR PREMIER DESTINATIONS See more

TRAVEL SOUTH USA

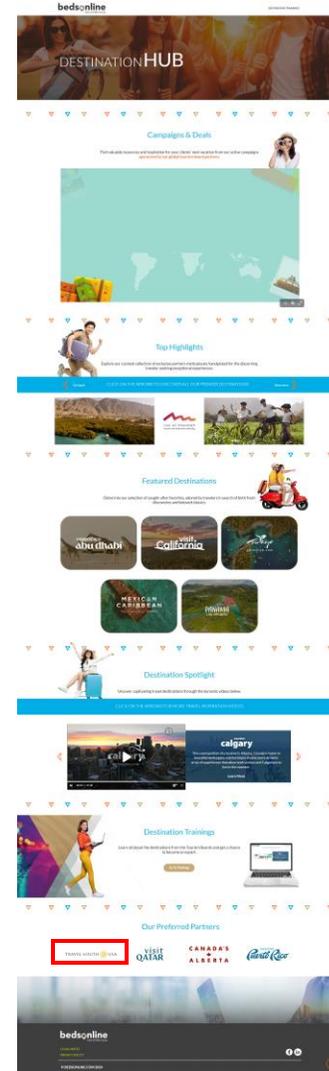
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Destination HUB Logo Feature



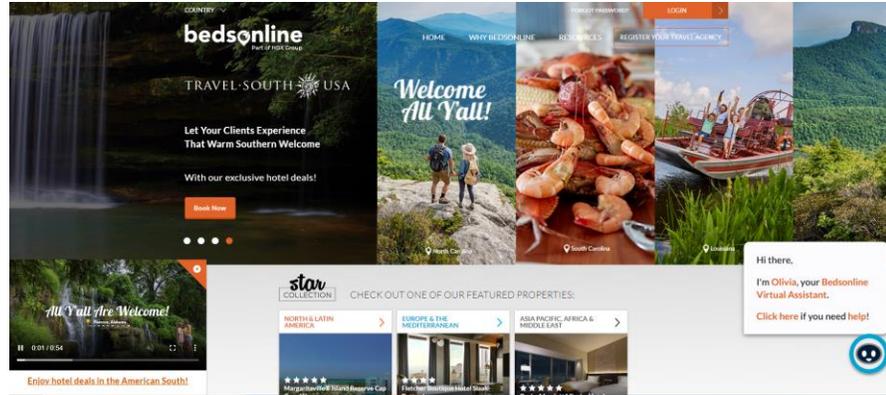
USA



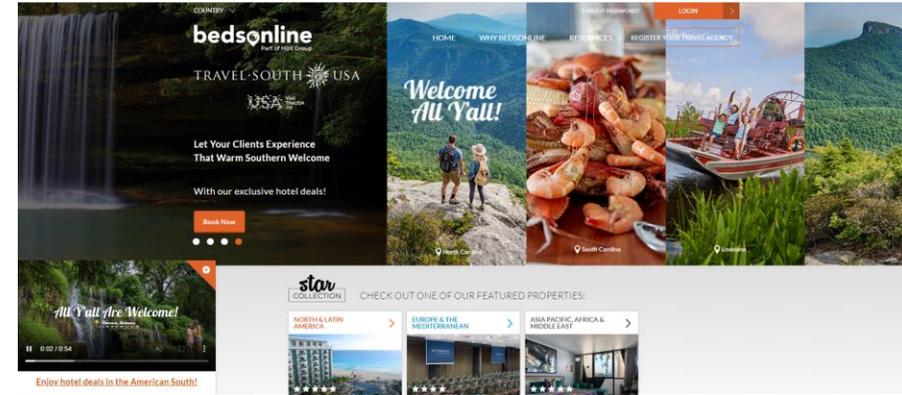
UK



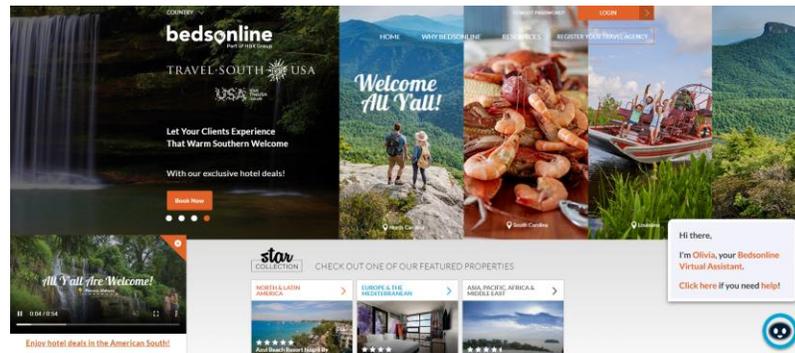
Public Page Takeover #1



USA



Canada



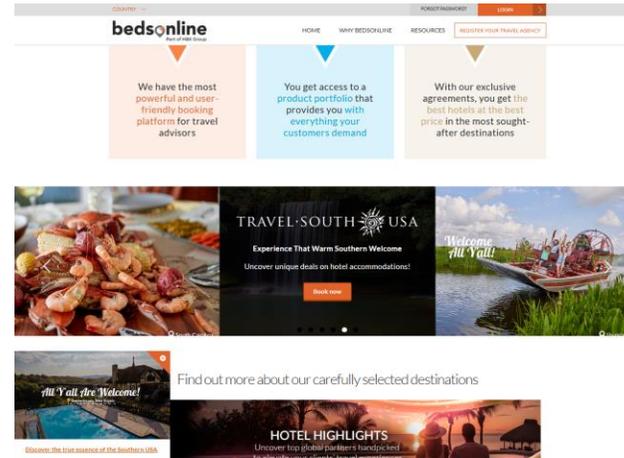
UK



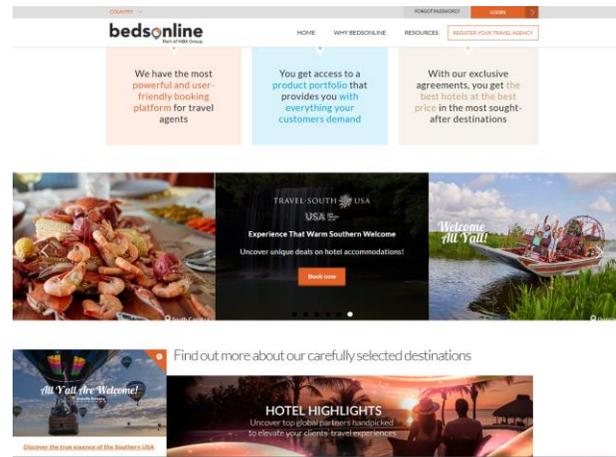
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Public Page Takeover #2



USA



UK



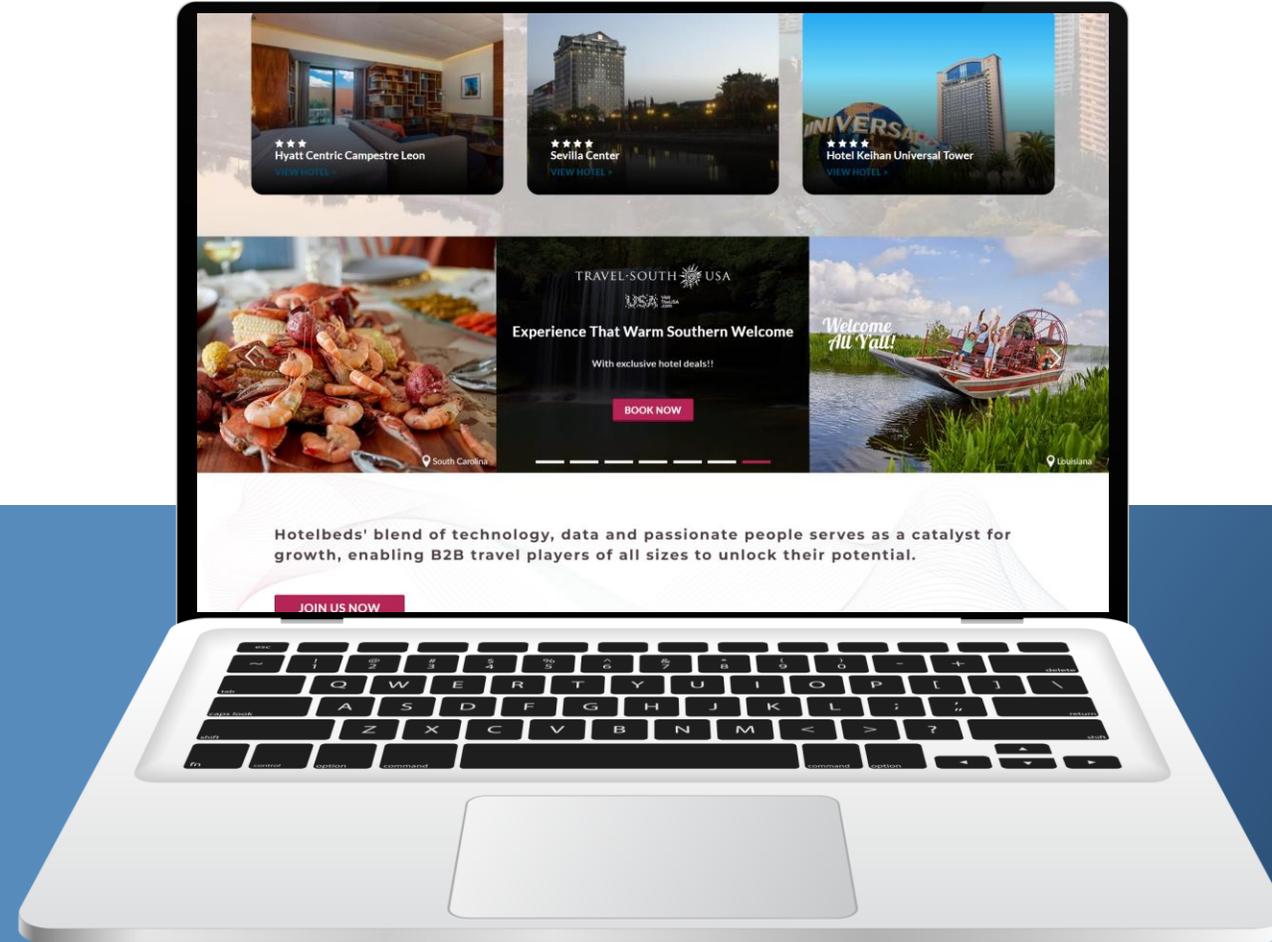
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Mexico



Premium Banner

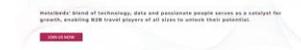




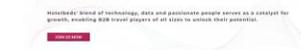
Premium Banner



North America



Europe



LATAM

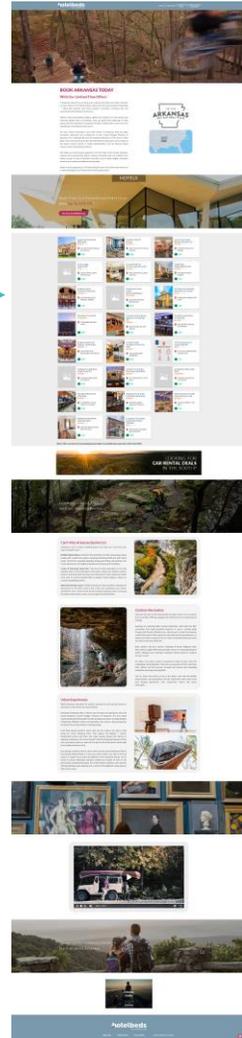


Microsite

Travel South



Arkansas



BOOK ARKANSAS TODAY

With Our Limited-Time Offers!

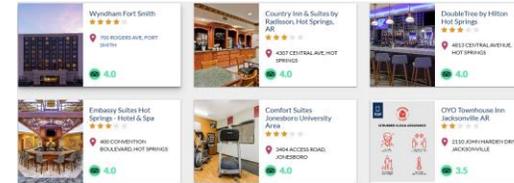
In Arkansas, there's no such thing as an ordinary trip. When you book a vacation for your clients in The Natural State, they'll not only enjoy Southern hospitality — they'll also discover year-round outdoor recreation, renowned arts and culture and scenic beauty at every turn.

Visitors will find practically endless options for outdoor fun, from world-class mountain biking trails to fly-fishing. They can spend time exploring 52 state parks, with free admission to hundreds of miles of hiking trails, scenic rivers for kayaking and canoeing and much more.

Are your clients interested in arts and culture? In Arkansas, they can enjoy renowned collections and architecture at the Crystal Bridges Museum of American Art in Bentonville and the Arkansas Museum of Fine Arts in Little Rock. Then, they can discover the roots of American blues and country music at the Delta Cultural Center in Helena West-Helena and the Historic Dyess Colony: Johnny Cash Boyhood Home.

And make sure they bring an appetite. From the Delta to the Ozarks, Arkansas' eateries serve up authentic flavors, culinary innovation and rich tradition. Your clients can get a taste of Southern favorites, farm-to-table delights, decadent desserts and creative cocktails across the state.

Ready to book a getaway to The Natural State? Learn more below and make sure to take advantage of our limited time hotel booking offers!



Urban Experiences

While Arkansas' reputation for outdoor adventure is well-earned, there's no shortage of urban attractions and activities.

Northwest Arkansas offers a vibrant mix of culture and adventures, from the world-renowned Crystal Bridges Museum of American Art and urban mountain biking in Bentonville to funky boutiques and farm-to-table dining in Fayetteville. Whether visitors are jamming to live music or discovering local breweries, this area provides an exciting escape.

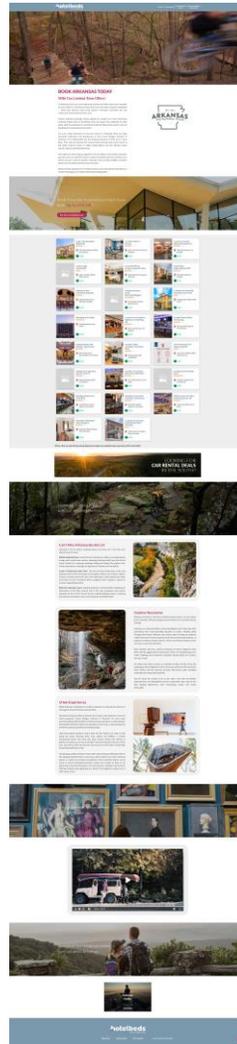
Little Rock blends Southern charm with city life. Visitors can walk or bike along the scenic Arkansas River Trail, explore the William J. Clinton Presidential Center and Park, and enjoy diverse dining from bistros to bakeries to barbecue. Art lovers shouldn't miss the Arkansas Museum of Fine Arts, and history buffs can step into the past at the Little Rock Central High School National Historic Site.

Hot Springs combines historic charm with natural beauty. Bathhouse Row in Hot Springs National Park is a must-see, where visitors can relax in thermal waters or explore local shops and galleries. More historical beauty can be found at Garvan Woodland Gardens, nestled just outside of town in the picturesque Ouachita Mountains. For entertainment, Oaklawn can't be beat, offering exciting casino gaming and a storied Thoroughbred racing track at their luxury resort.

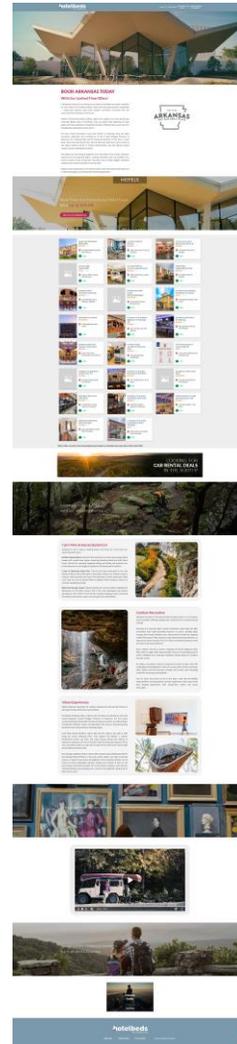




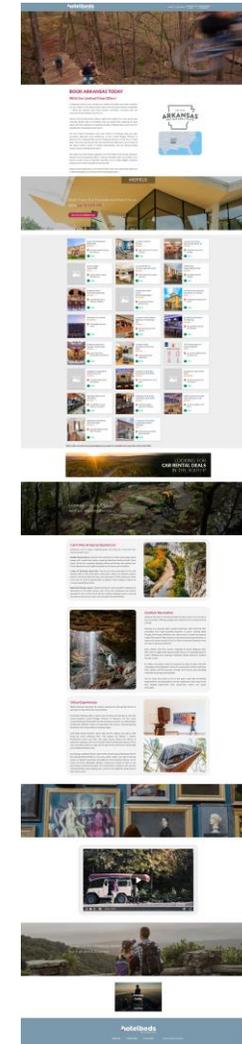
Microsite



North America



Europe

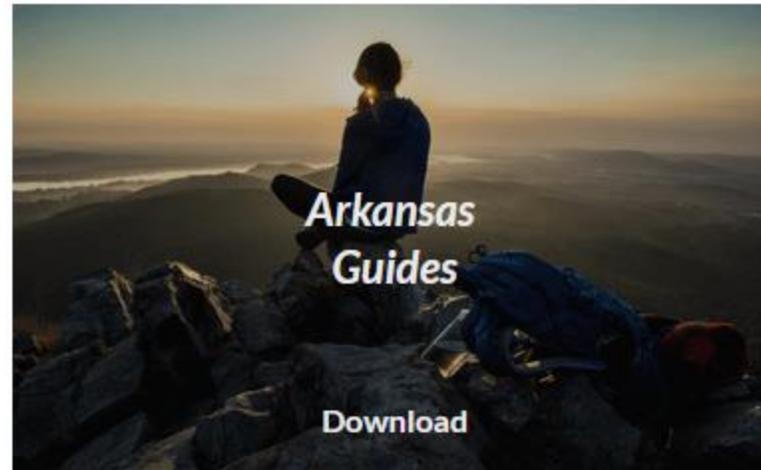
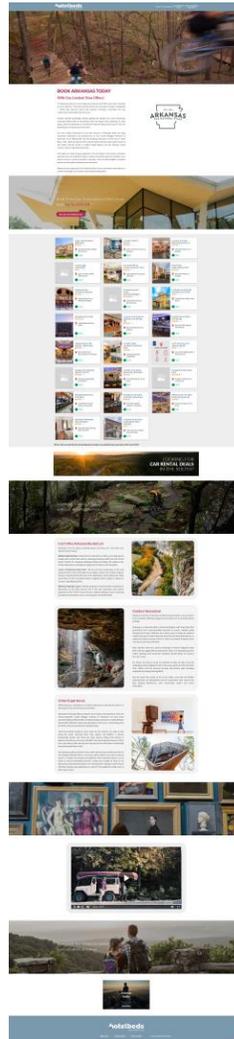


LATAM



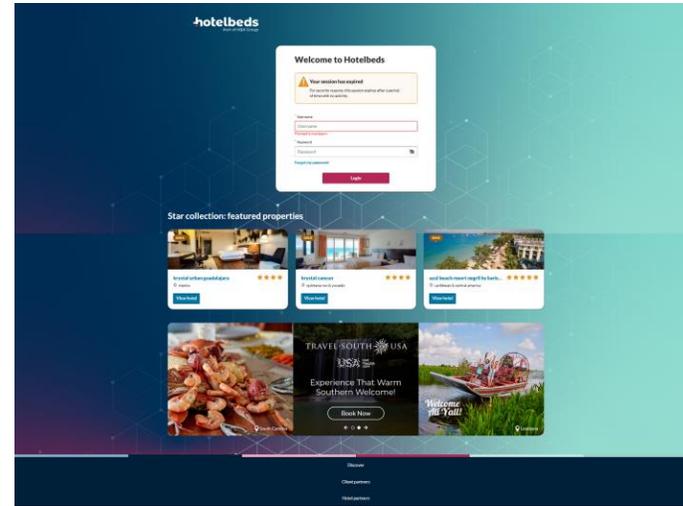


Downloadable Resources

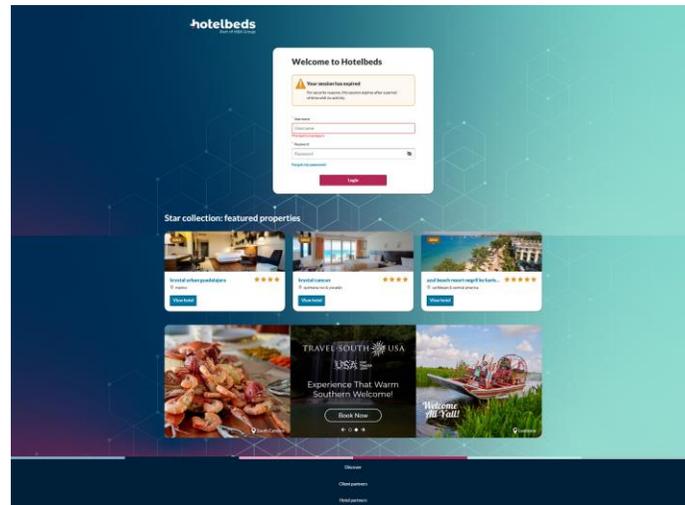




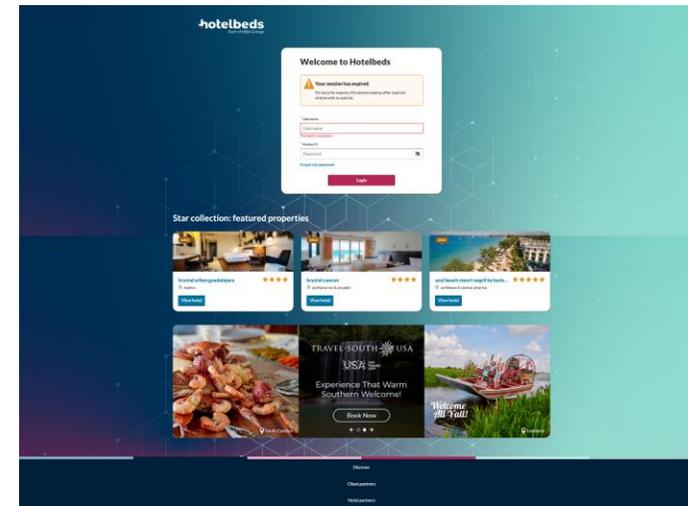
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North America



Europe

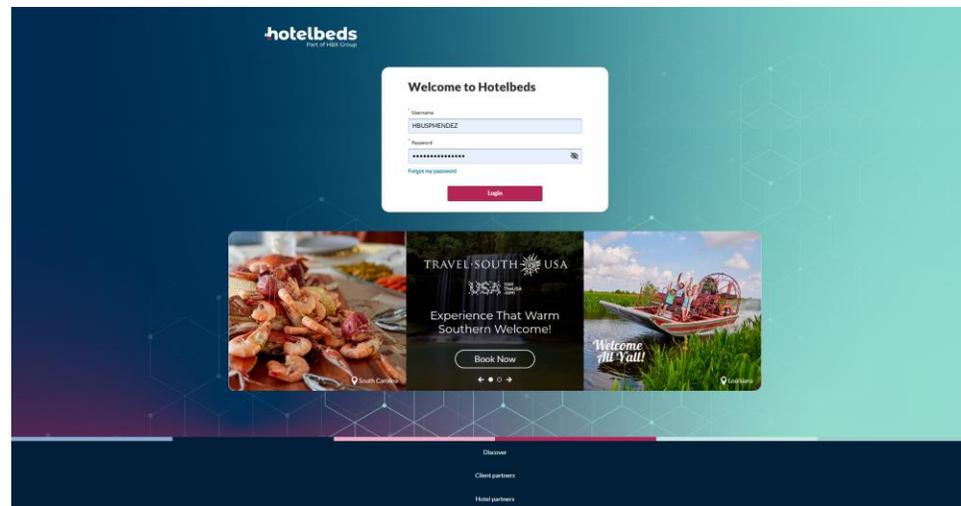


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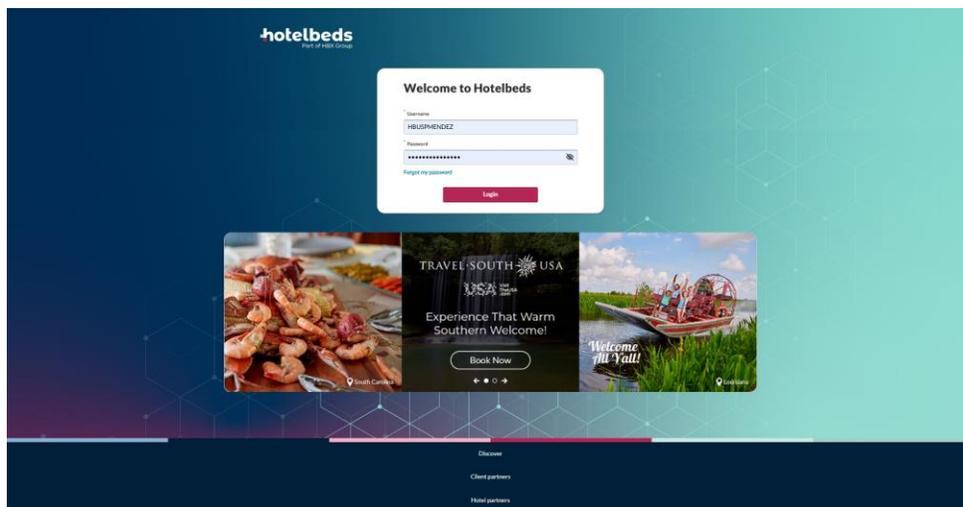




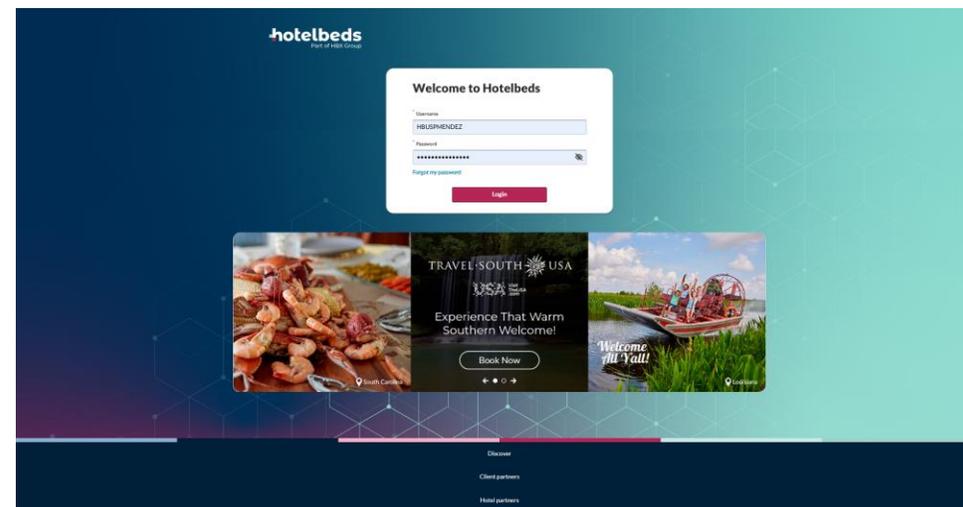
Login Page Feature #2



North America



Europe

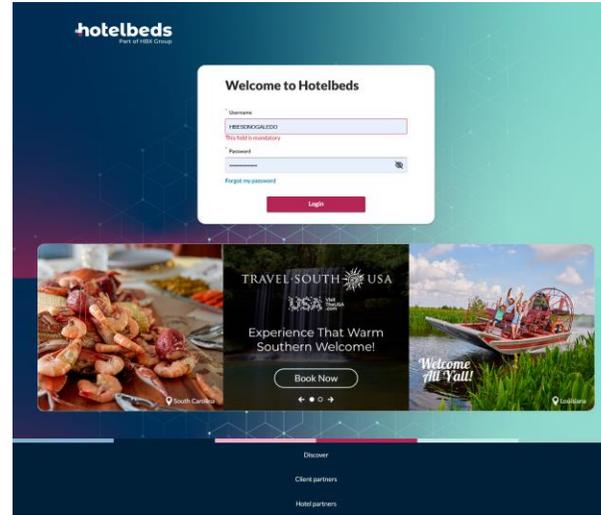


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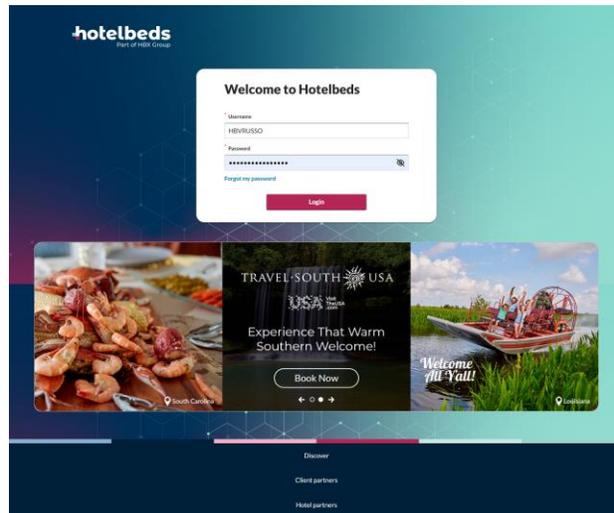




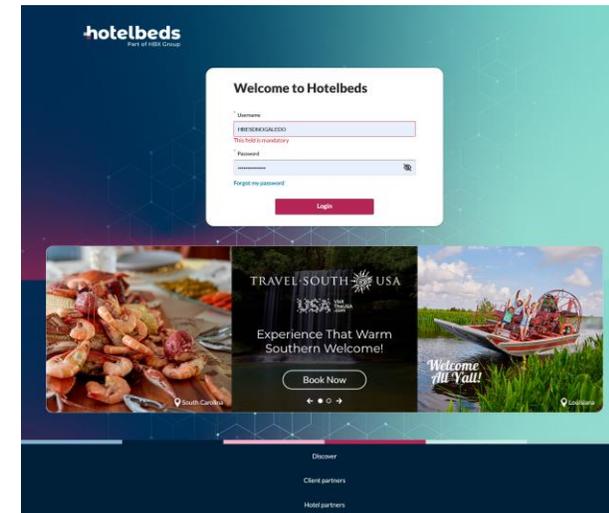
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North America



Europe



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Bespoke Newsletter #1



Welcome Your Clients To The Heart Of The American South

For a truly immersive experience, it's all about the warmth of the community and culture. The authentic American South is calling, offering your clients an unforgettable journey filled with soul-soothing food, enriching activities for body and mind, and music that speaks straight to the heart. With 29 carefully chosen destinations, there's something to appreciate every traveler.

Don't miss out! Explore our [exclusive campaign](#) and unlock up to 25% off at select hotels—bringing your clients closer to the southern charm.



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Top-Picked States

Discover the South through Arkansas' lakes, Kentucky's bourbon, Alabama, Mississippi, Tennessee's musical legacy, and much more fantastic experiences.

[Take a look](#) at the top-picked states!



Southern Cities

Baton Rouge, Lafayette, and Lake Charles offer Cajun and Creole experiences; New Orleans has diverse districts, and many other cities!

[Learn more](#) about the southern cities!

h Click on the map to reveal our exclusive hotel portfolio with up to 25%!




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North America





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Europe





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Bespoke Newsletter #2



An Unforgettable Southern Escape Awaits Your Clients

The American South invites your clients to experience its unique warmth and charm. From mouthwatering cuisine to rich cultural experiences, the South offers something for every traveler.

Take a journey through our [exclusive hotel deals](#) and explore 29 carefully selected destinations, offering your clients a mix of lively music scenes and restful getaways to suit every mood.

Now is the time encourage your clients uncover the true heart of the South, with fascinating offers of up to 25% off at top-picked hotels. Start planning unforgettable southern adventures today!



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Iconic Southern Cities

From Baton Rouge and Lafayette's Cajun culture to New Orleans' vibrant districts, the South offers unforgettable experiences.

[Learn more](#) about our top-picked cities.

States of the South

Discover the South's top destinations, from Arkansas' lakes and Kentucky's bourbon to the musical legacy of Tennessee and much more.

[Click here](#) to unlock opportunities.

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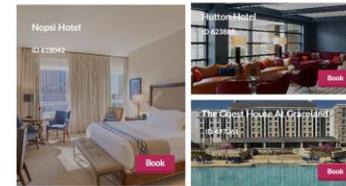


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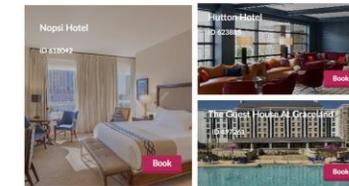


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Bespoke Newsletter #3



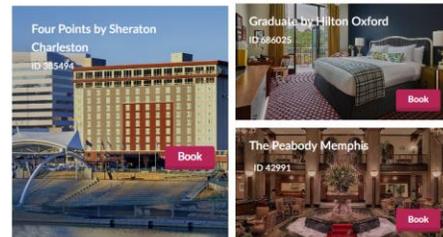
Genuine Warmth and Culture Will Captivate Your Clients

Eager to offer your clients a genuine Southern experience? Dive into the heart of soulful tunes, delectable cuisine, and unforgettable sights. The South is calling, so don't wait—plan that ideal getaway today.

Discover our curated list of 30 Southern hotspots and seize the opportunity with exclusive hotel offers for a limited period. Begin crafting memorable adventures and offer your clients an authentic Southern journey they'll cherish forever!



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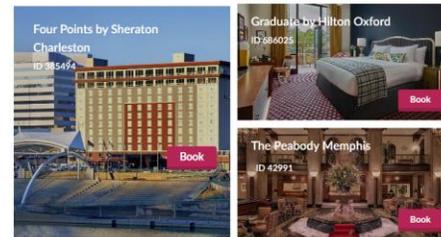
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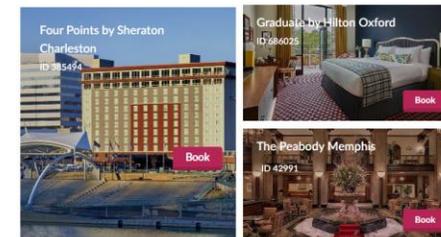
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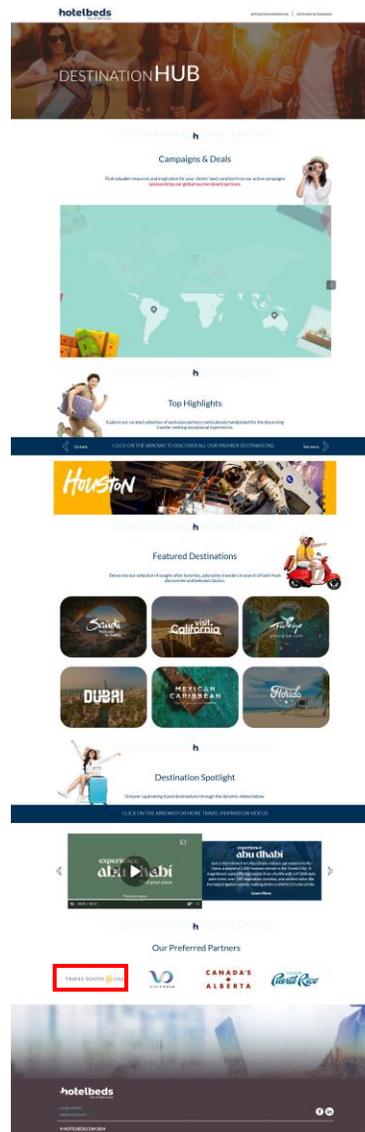
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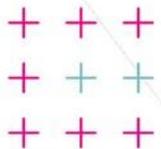


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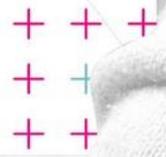


MARKETING DATA





LINKS



Links

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