



Sweet Home
Alabama

CAMPAIGN REPORT

TravelSouth
All Y'all Are Welcome **USA**



Campaign Timeline

October 1st, 2025 – April 30th, 2026

Campaign Source Markets

 Part of HBX Group	USA, Canada, UK, Mexico
 Part of HBX Group	North America, Europe, LATAM



Campaign Deliverables

Bedsonline:

- ▶ Premium Banner
- ▶ Custom Microsite
- ▶ Downloadable Resources
- ▶ Destination HUB Feature
- ▶ Booking Engine Featured Placement
- ▶ Bespoke Newsletter
- ▶ Social Media

Hotelbeds:

- ▶ Premium Banner
- ▶ Custom Microsite
- ▶ Downloadable Resources
- ▶ Preferred Partner Logo Feature
- ▶ Global Sales Campaign Sponsorship
- ▶ White Label Features
- ▶ Booking Engine Featured Placement
- ▶ Bespoke Newsletter

Additional Marketing:

Bedsonline:

- ▶ Belt Banner

Hotelbeds:

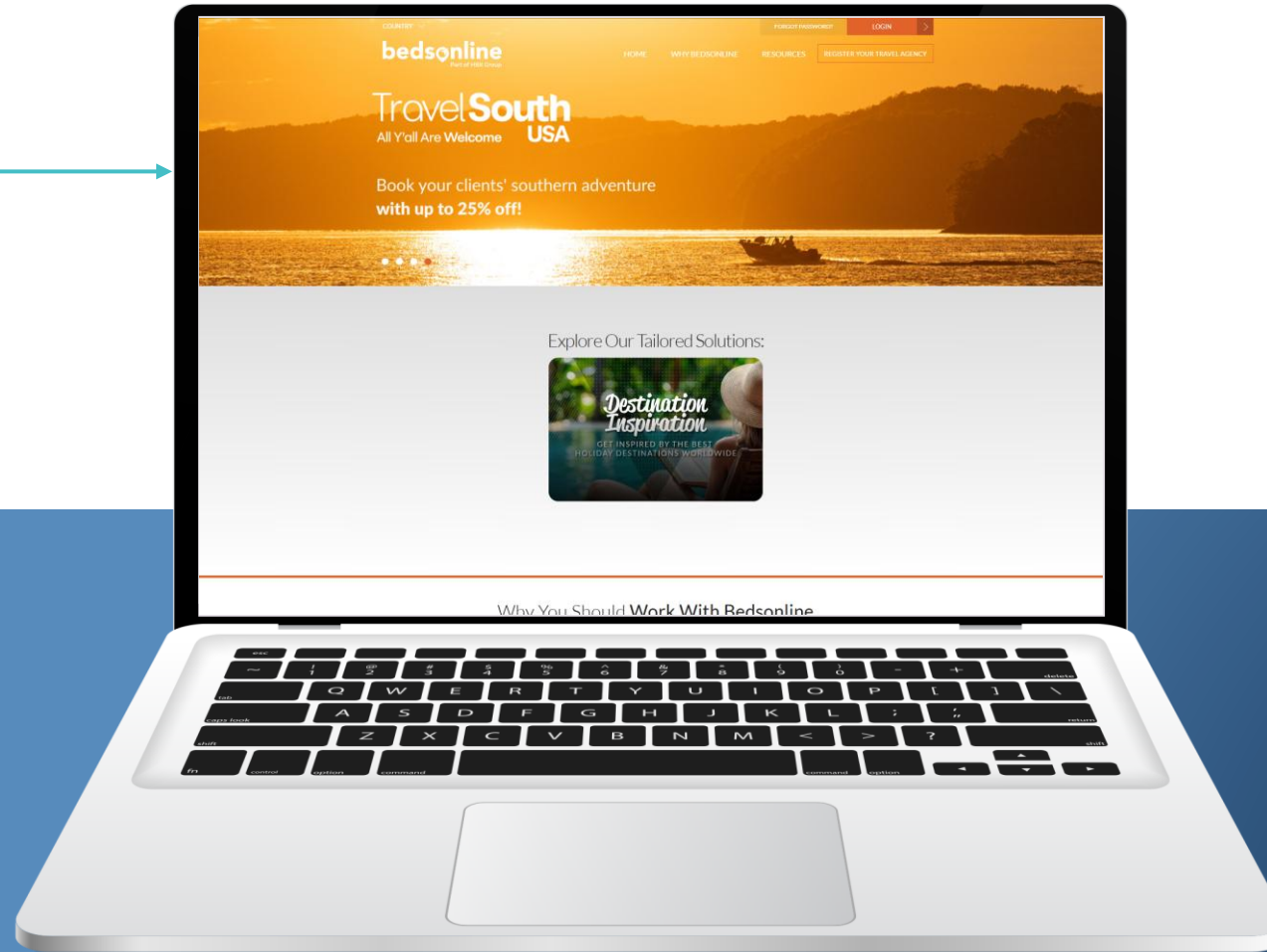
- ▶ Destination HUB Feature

The advertisement features a minimalist design with a white background and several thin, light gray diagonal lines that create a sense of movement and depth. The text is positioned in the upper right quadrant. The words 'CAMP' and 'DELIVERA' are in a dark blue, sans-serif font, stacked vertically. Below them, the word 'bedsheet' is written in a bold, black, sans-serif font, with the 'b' being significantly larger than the other letters. In the bottom right corner, there is a small, solid pink square.

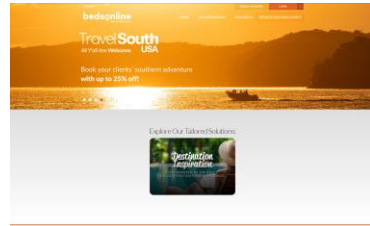
CAMP
DELIVERA
bedsheet



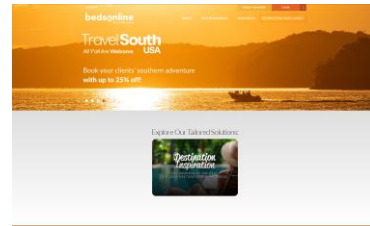
Premium Banner



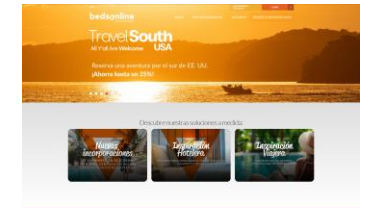
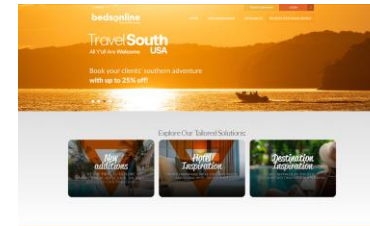
bedsonline | Premium Banner



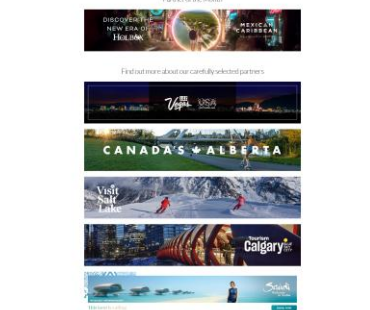
Why You Should Work With Bedsonline



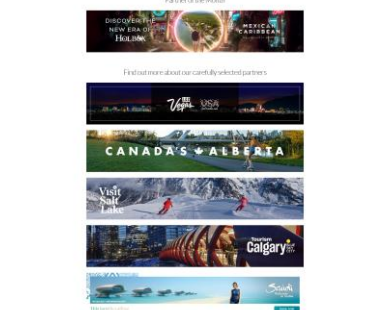
Why You Should Work With Bedsonline



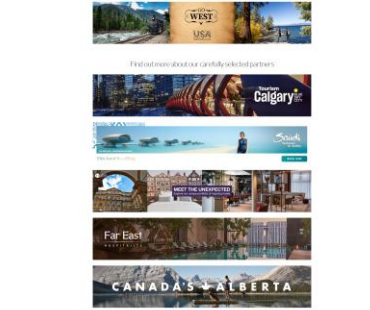
Descubre nuestras soluciones con Bedsonline



USA



Canada

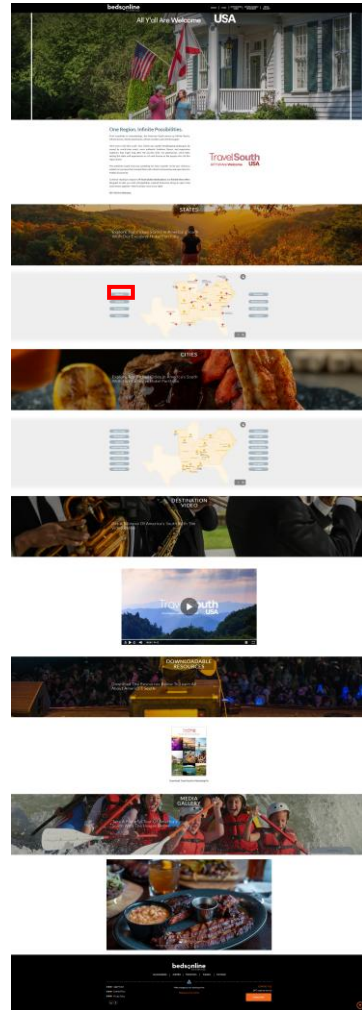


UK



Mexico

Custom Microsite



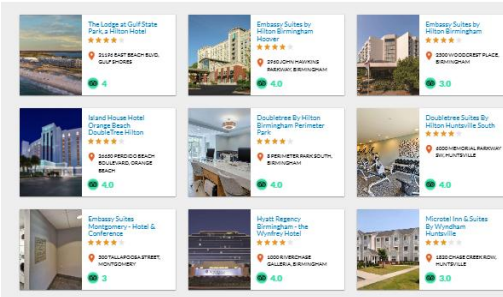
ALABAMA

An Epic Southern Road Trip Awaits Your Clients

Alabama is in the heart of the Deep South. Nestled between two of the South's most visited destinations, Nashville, and New Orleans, your clients can begin their journey through Alabama in Huntsville before heading west towards Florence and Muscle Shoals.

Then the visitors can head south towards Birmingham, Montgomery, Mobile and Orange Beach Gulf Shores before ending in New Orleans.

Along the way, you will experience hit recording studios, out-of-this-world museums, music icons, civil rights legends, and plenty of outdoor adventures. Select hotels in our destinations to create the best itinerary for your clients.



The Rocket City - Huntsville

Known as the "Rocket City," Huntsville is one of the fastest growing cities in the U.S. Huntsville's art, music and entertainment scene is growing as well with The Orion, a new outdoor music destination featured on Billboard's global Top Music Venues 2024 list.

- Explore the final frontier at the world's largest Space Museum, U.S. Space & Rocket Center
- Immerse yourself in the all-inclusive Space Camp
- Delight your artistic side at the largest privately owned arts facility in the Southeast, Lowe's Mill ARTS & Entertainment which has the world's only Cigar Bar/Galler space

Hit Recording Capital - Florence/Muscle Shoals

Known as "The Hit Recording Capital of the World," The Shoals is a collection of four small towns in the northwest corner of Alabama known for recording some of the greatest hits of the '60s and '70s.

- Book your visit at the famous recording studio FAME Recording Studios and Muscle Shoals Sound Studio
- Check out Fry Green, Helen Keller's Home & Museum
- Tour the WCC Handy Home & Museum

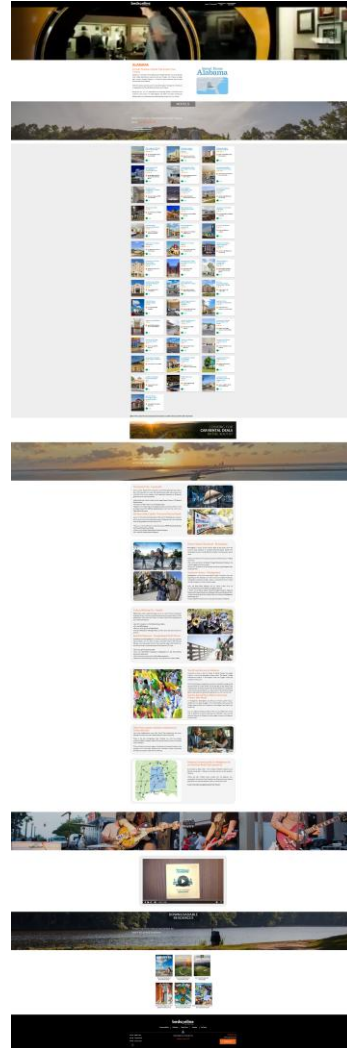


bedsonline | Custom Microsite

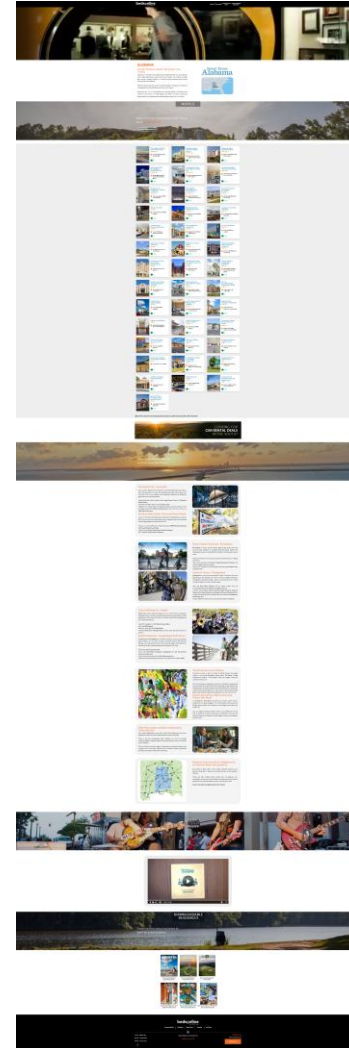
Part of HBX Group



USA



Canada



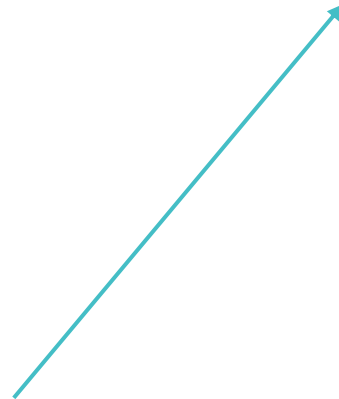
UK



Mexico



Downloadable Resources



USA



UK

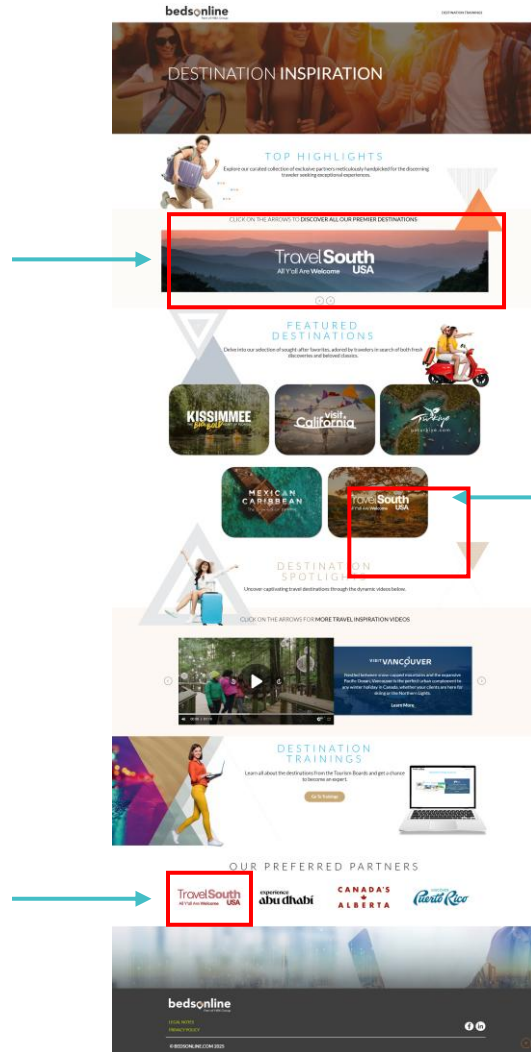


Canada

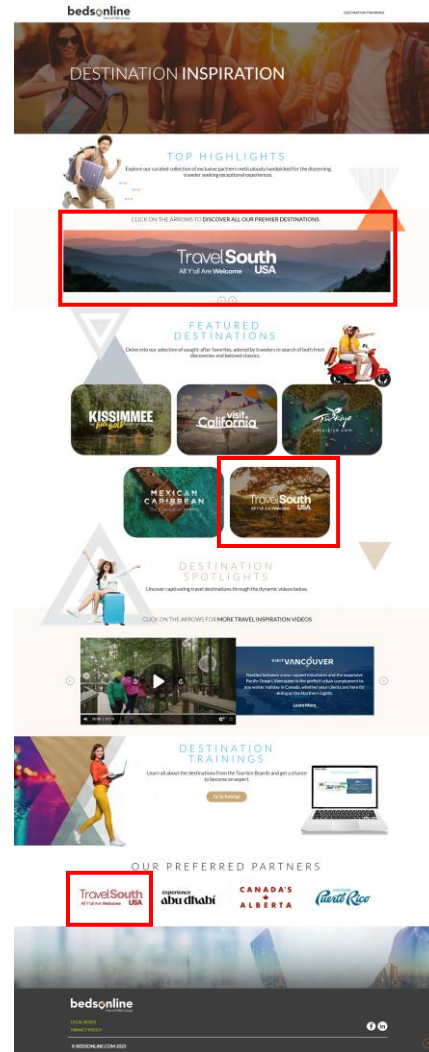


Mexico

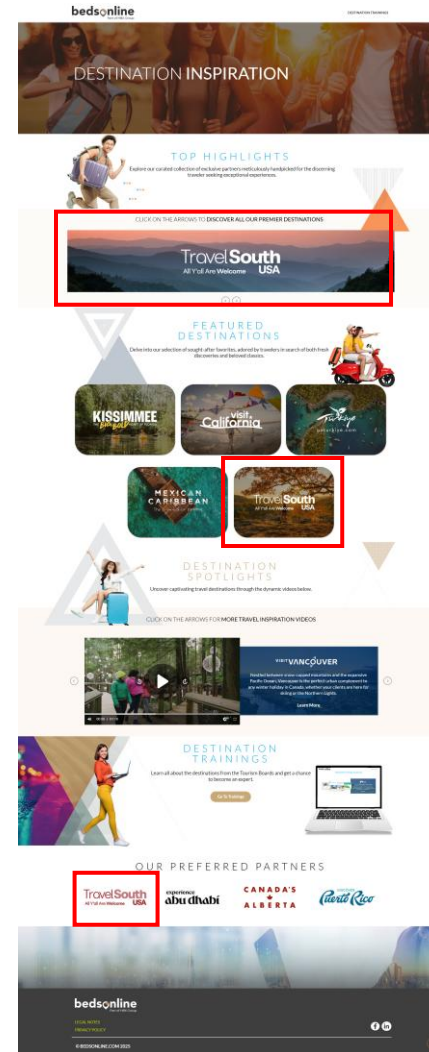
Destination HUB Feature



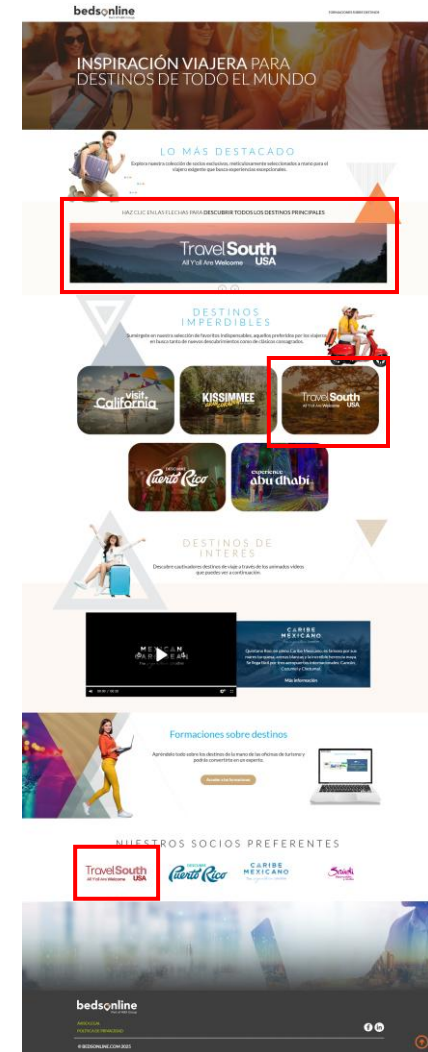
USA



Canada



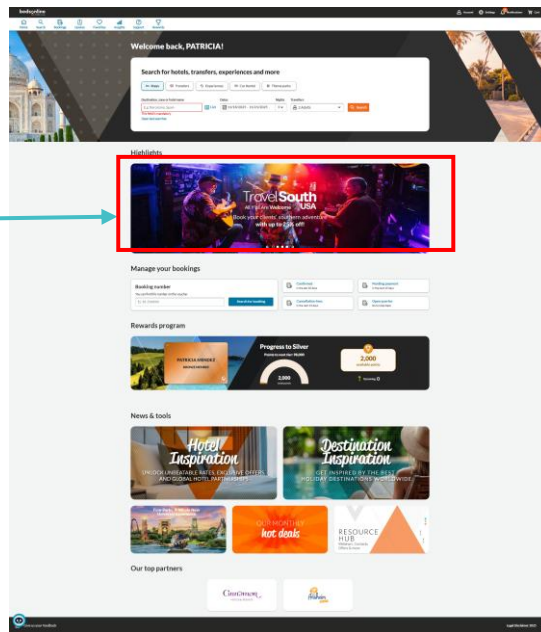
UK



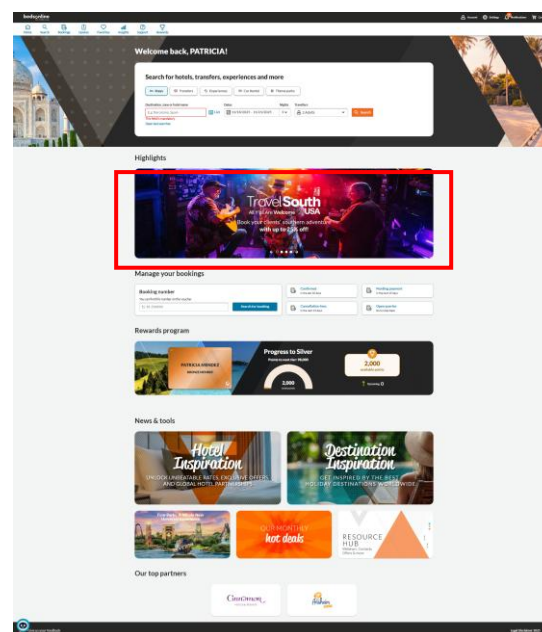
Mexico



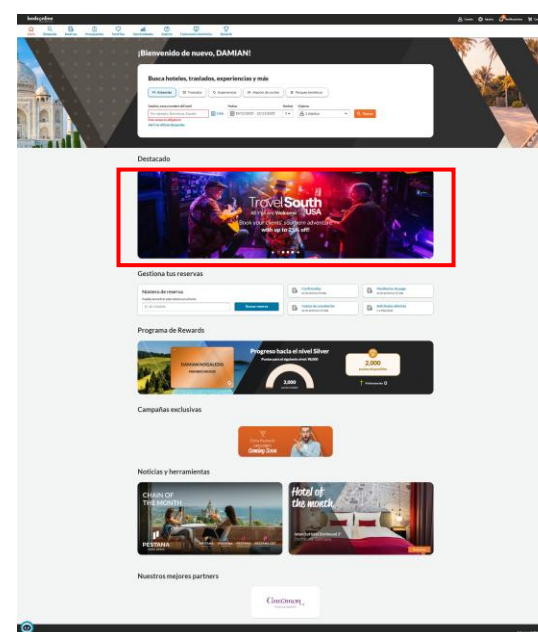
Booking Engine Featured Placement: Top Highlights - November 2025



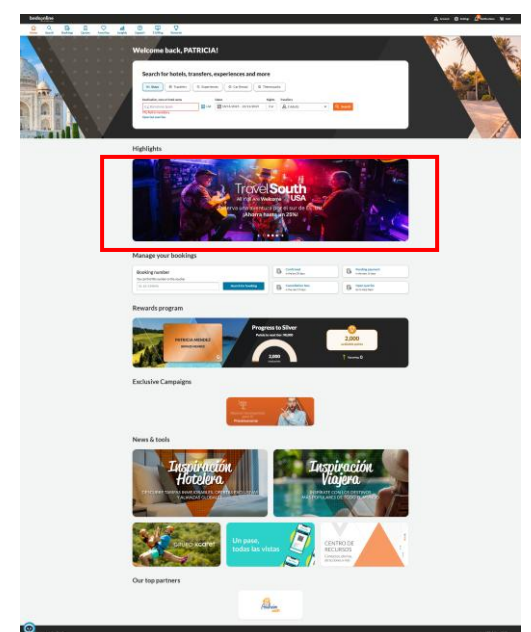
USA



Canada



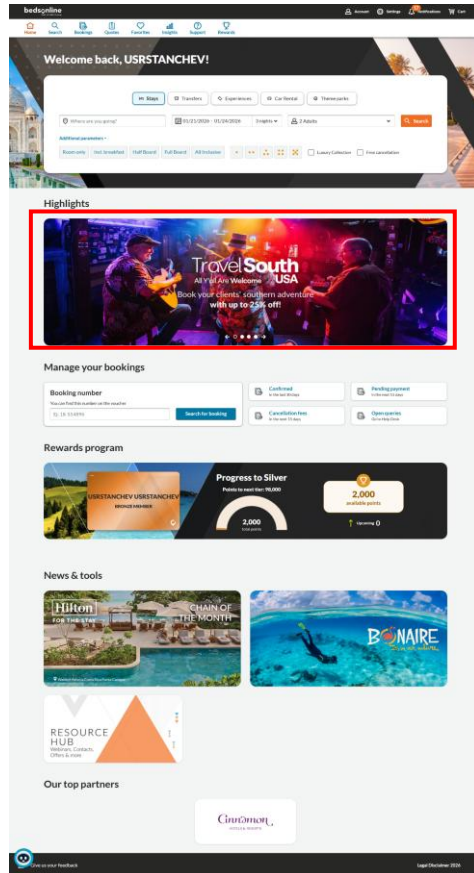
UK



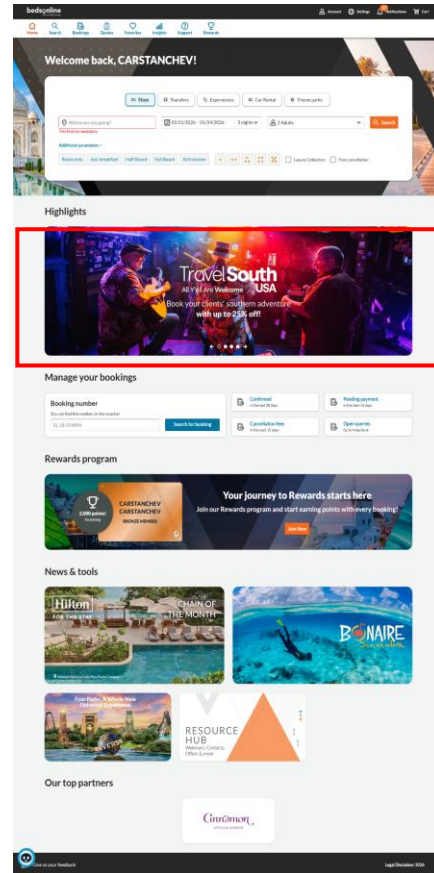
Mexico

Booking Engine Featured Placement: Top Highlights

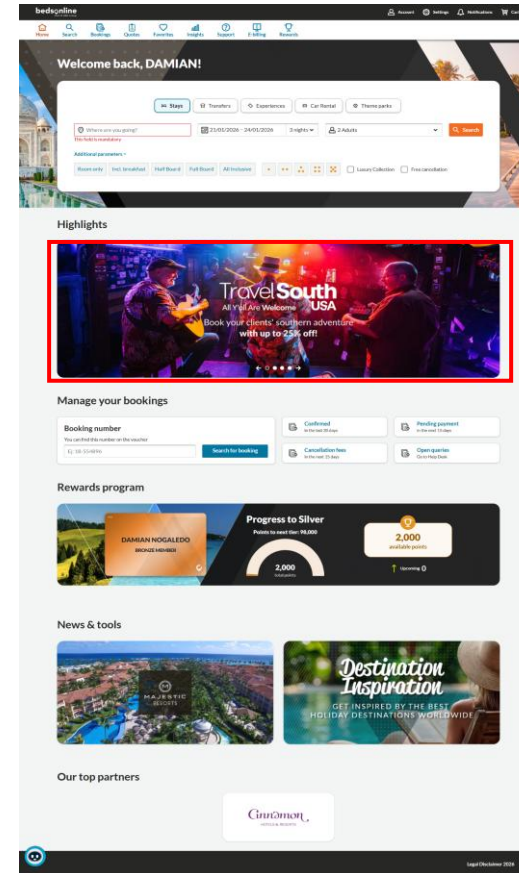
- January 2026



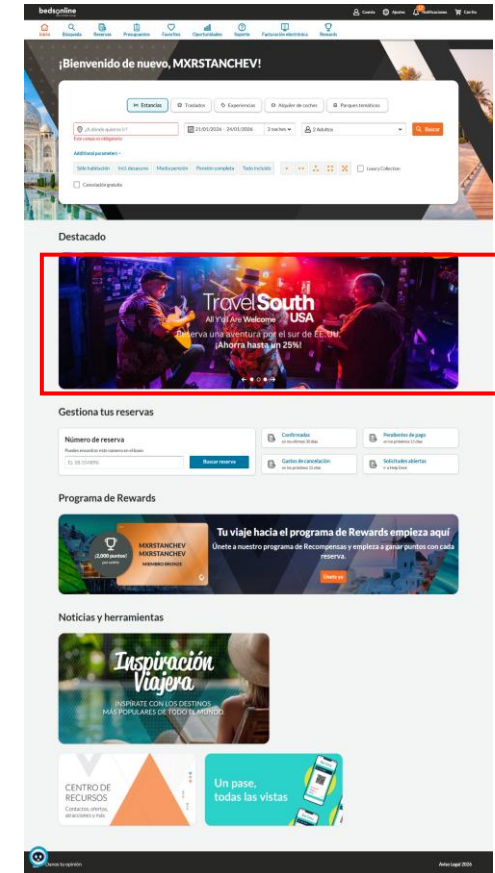
USA



Canada



UK



Mexico

Booking Engine Featured Placement: Top Highlights

- March 2026

The image displays four screenshots of the bedsonline booking engine interface, each representing a different region: USA, Canada, UK, and Mexico. Each screenshot shows a user's profile, a search bar, and a 'Highlights' section. The 'Highlights' section is highlighted with a red box in each screenshot, showing a 'Travel South USA' banner with a 'Book your clients, southern adventure with up to 25% off' offer. Below the highlights, there are sections for 'Manage your bookings', 'Rewards program', 'Exclusive Campaigns', 'News & tools', and 'Our top partners'.

USA: The interface shows a user named USRSTANCHEV. The 'Highlights' section features a 'Travel South USA' banner. The 'Manage your bookings' section shows a booking number and a 'Book now' button. The 'Rewards program' section shows a user named USRSTANCHEV with a balance of 2,000 points. The 'Exclusive Campaigns' section shows a 'Travel South USA' banner. The 'News & tools' section shows a 'Destination Inspiration' banner. The 'Our top partners' section shows a banner for 'EVT Hotels & Resorts'.

Canada: The interface shows a user named USRSTANCHEV. The 'Highlights' section features a 'Travel South USA' banner. The 'Manage your bookings' section shows a booking number and a 'Book now' button. The 'Rewards program' section shows a user named USRSTANCHEV with a balance of 2,000 points. The 'Exclusive Campaigns' section shows a 'Travel South USA' banner. The 'News & tools' section shows a 'Destination Inspiration' banner. The 'Our top partners' section shows a banner for 'EVT Hotels & Resorts'.

UK: The interface shows a user named DAMIAN. The 'Highlights' section features a 'Travel South USA' banner. The 'Manage your bookings' section shows a booking number and a 'Book now' button. The 'Rewards program' section shows a user named DAMIAN with a balance of 2,000 points. The 'Exclusive Campaigns' section shows a 'Travel South USA' banner. The 'News & tools' section shows a 'Destination Inspiration' banner. The 'Our top partners' section shows a banner for 'EVT Hotels & Resorts'.

Mexico: The interface shows a user named MXRSTANCHEV. The 'Highlights' section features a 'Travel South USA' banner. The 'Manage your bookings' section shows a booking number and a 'Book now' button. The 'Rewards program' section shows a user named MXRSTANCHEV with a balance of 2,000 points. The 'Exclusive Campaigns' section shows a 'Travel South USA' banner. The 'News & tools' section shows a 'Destination Inspiration' banner. The 'Our top partners' section shows a banner for 'EVT Hotels & Resorts'.

USA

Canada

UK

Mexico



Bespoke Newsletter #1

bedsonline
Part of HBX Group

TravelSouth USA
Book your client's southern adventure with up to 25% off!

Ready to Discover the Authentic South?

What do your clients crave—hidden coastal escapes, mountain adventures, or flavors that tell a story? The American South delivers all that and more.

Our [latest campaign](#) gives you exclusive offers across curated destinations to help you design itineraries that go beyond the ordinary. From soulful music to timeless traditions, every mile is a chance to surprise and delight.

Are you ready to craft journeys they'll never forget? Dive in and explore our [top-hand-picked destinations](#)—because in the South, possibilities are truly infinite.

All Y'all Are Welcome.

Explore More. Save More.

Discover the American South like never before! Browse our interactive maps to discover what makes each destination unforgettable.

Plus, enjoy exclusive savings of up to 25% on hotels when you book through our campaign.

[Start exploring today.](#)

Your Ultimate Planning Tool

Looking for a resource that makes planning effortless? The Travel South Marketing Kit is the go-to favorite for travel planners.

And the best part? It's available to download in just one click.

[Get your kit now.](#)



USA

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UK

bedsonline
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TravelSouth USA
Book your client's southern adventure with up to 25% off!

¿Preparado para descubrir el auténtico Sur?

¿Tus clientes sueñan con playas escondidas, aventuras en la montaña o sabores con historia? El Sur de Estados Unidos lo tiene todo... y mucho más.

Nuestra [nueva campaña](#) te ofrece ofertas exclusivas en destinos seleccionados para que diseñes itinerarios que marquen la diferencia. Desde música con alma hasta tradiciones que perduran, cada kilómetro es una oportunidad para sorprender.

¿Listo para crear viajes que se queden en la memoria? Explora [nuestras recomendaciones](#) y descubre por qué en el Sur las posibilidades son infinitas.

¡Aquí todos son bienvenidos!

Explora más. Ahorra más.

Descubre el Sur como nunca antes. Recorre nuestros mapas interactivos y conoce qué hace único a cada destino.

Además, disfruta de descuentos exclusivos de hasta un 25% en hoteles reservando a través de la campaña.

[Empieza a planificar hoy mismo.](#)

Tu herramienta imprescindible.

¿Quieres simplificar la planificación? El Travel South Marketing Kit es el recurso favorito de los profesionales del sector.

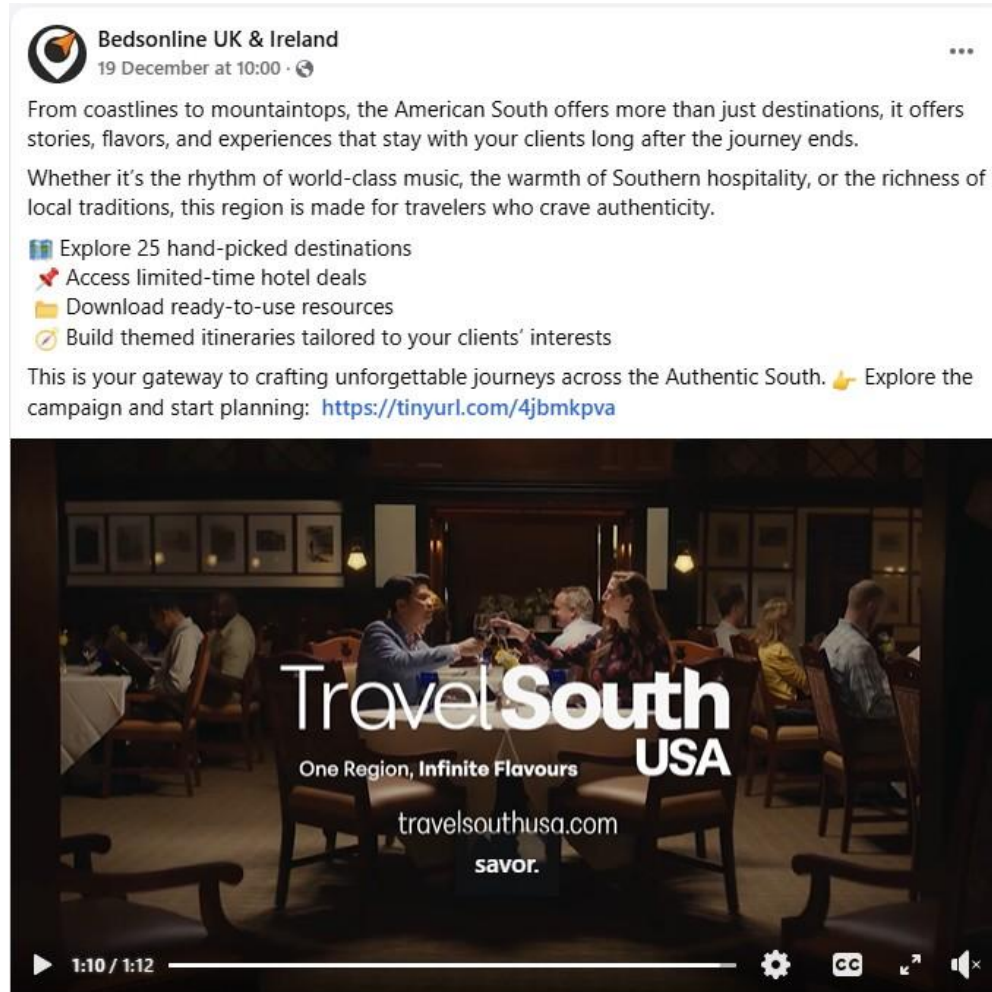
¿Lo mejor? Está disponible para descargar con un solo clic.

[Descárgalo ahora.](#)



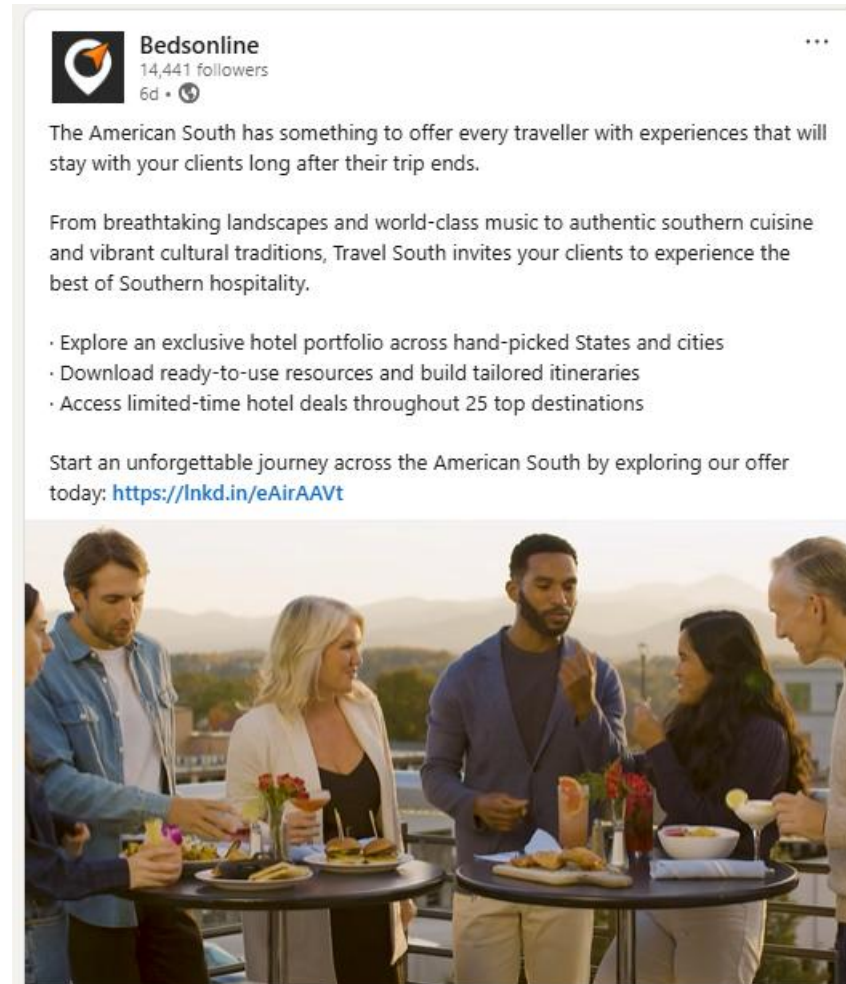
Mexico

Social Media #1 (Facebook)



UK

Social Media #1 (LinkedIn)



Social Media #2 (LinkedIn)

**Bedsonline**
14,787 followers
1w • 🌐

In the American South, every mile reveals something unforgettable.

From coastlines to mountaintops, from world-class music to authentic southern flavours, the traditions of the American South serve up infinite wonders, infinite stories and infinite adventures.

Our curated campaign showcases a selection of 24 locations for you to deliver authentic southern charm to your clients with ease.

- Craft personalised itineraries with our ready-to-use planning tools
- Download exclusive marketing resources to showcase top destinations
- Access a hand-picked hotel portfolio to suit every traveler's needs

Invite your clients to embark on a journey where every mile tells a tale and experiences linger long after the adventure ends.

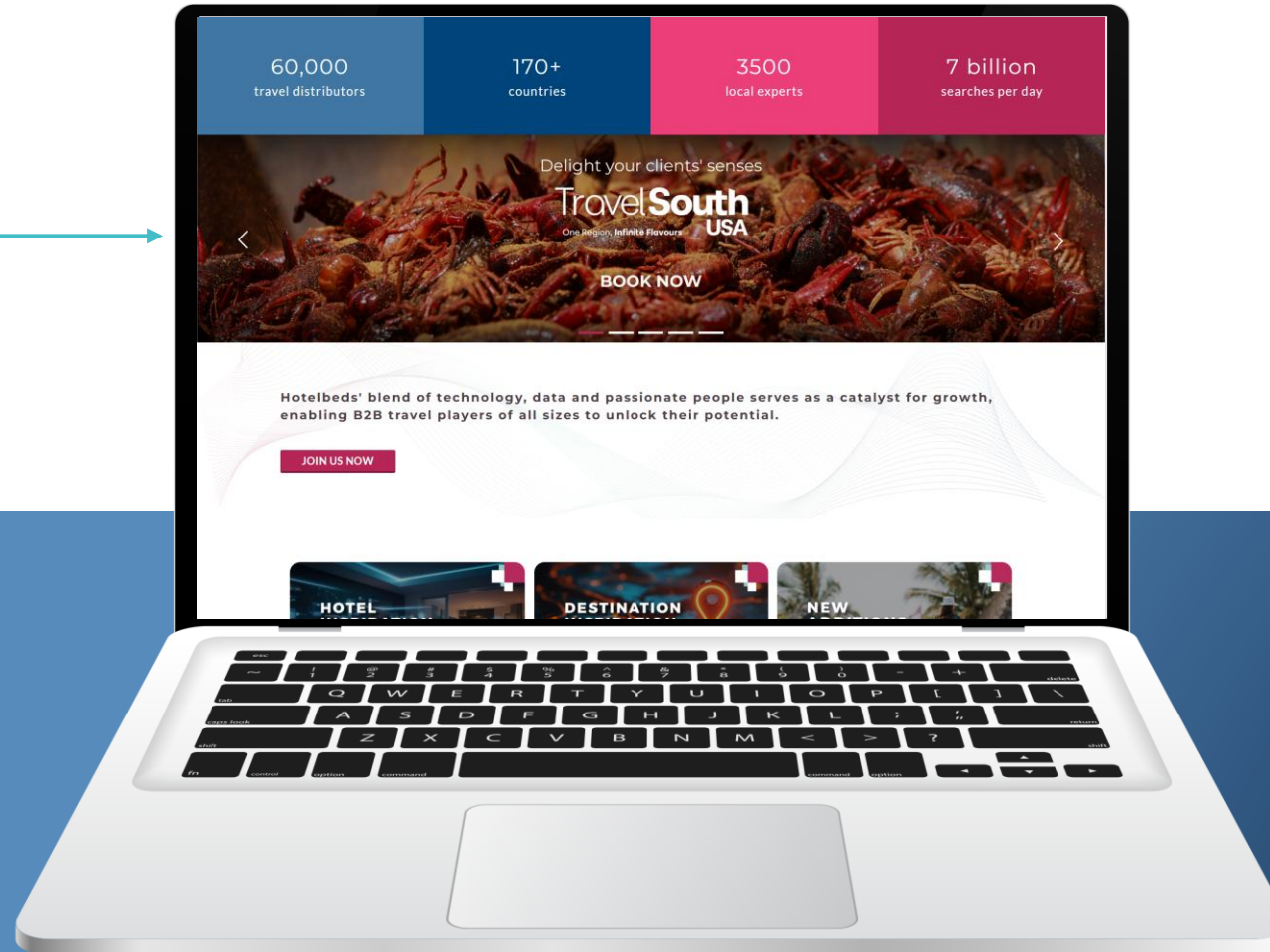
Travel South today: <https://lnkd.in/eAirAAVt>



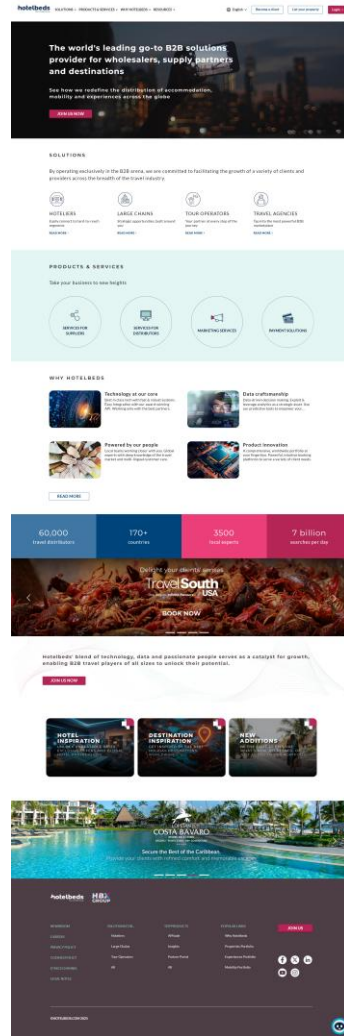


Part of HBX Group

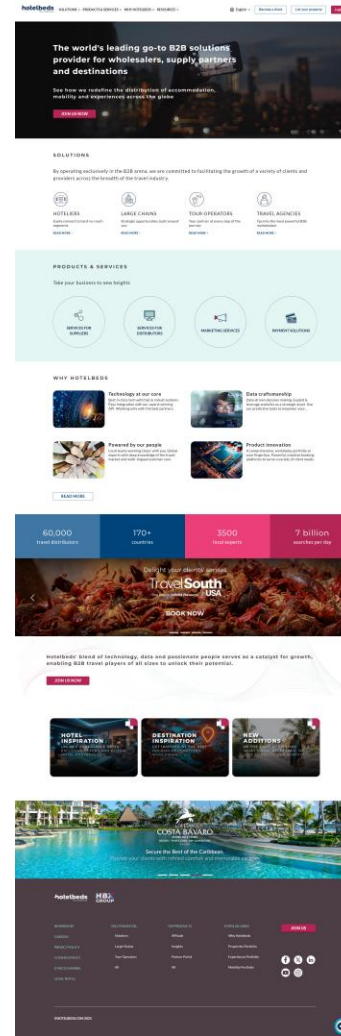
Premium Banner



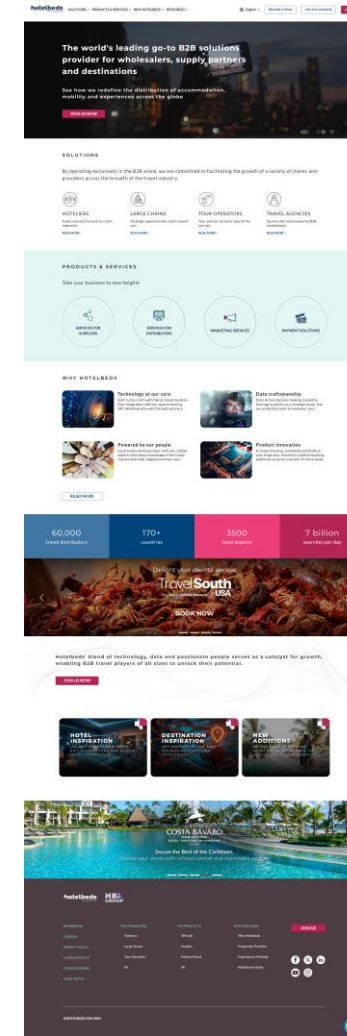
Premium Banner



North America

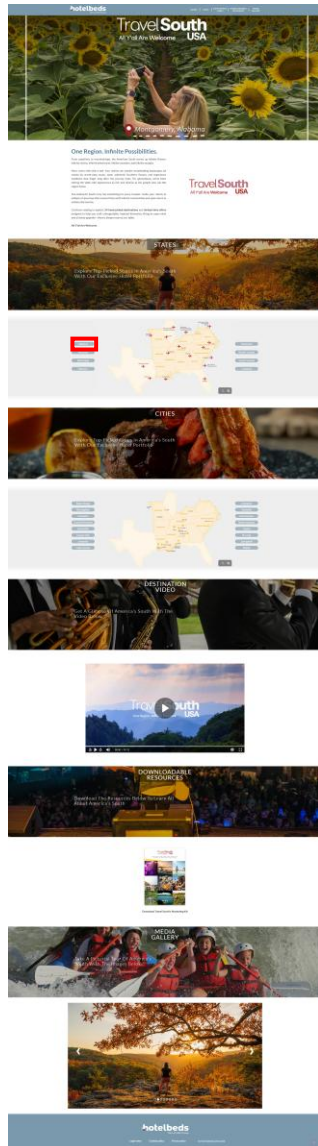


Europe



LATAM

Custom Microsite



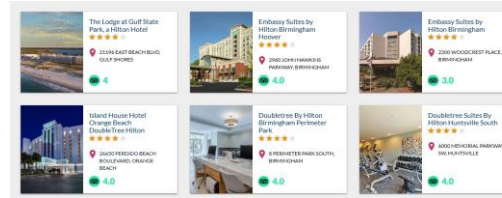
ALABAMA

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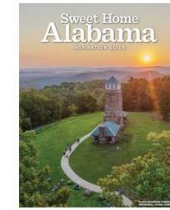
Hit Recording Capital - Florence/Muscle Shoals

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- Rock your visit at the famous recording studios FAME Recording Studios and Muscle Shoals Sound Studio
- Check out Ivy Green, Helen Keller's Home & Museum
- Tour the W.C. Handy Home & Museum



Download Alabama's Road Trips Guide



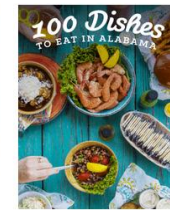
Download Alabama's Inspiration Guide



Download Alabama's Trail Guide



Download Alabama's Civil Rights Trail Brochure



Download Alabama's 100 Dishes to Eat Brochure



Download Alabama's Receptive Tour Operator Guide



Custom Microsite



North America



Europe



LATAM



Downloadable Resources



North America

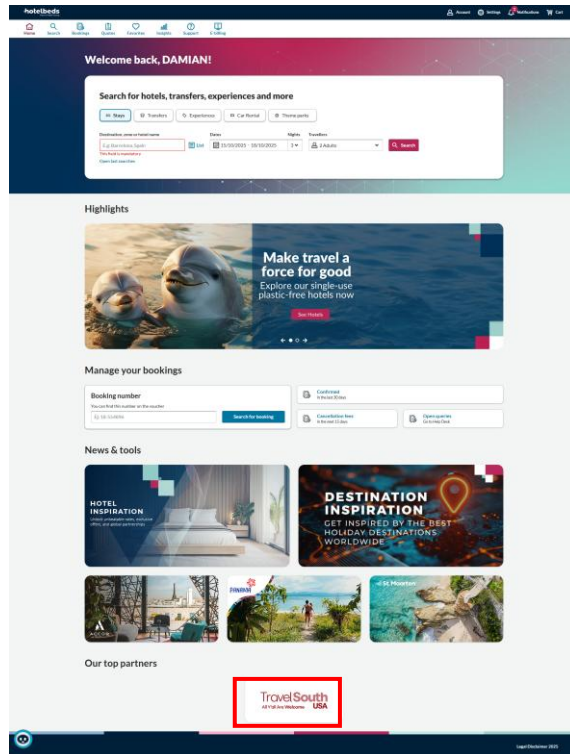


Europe

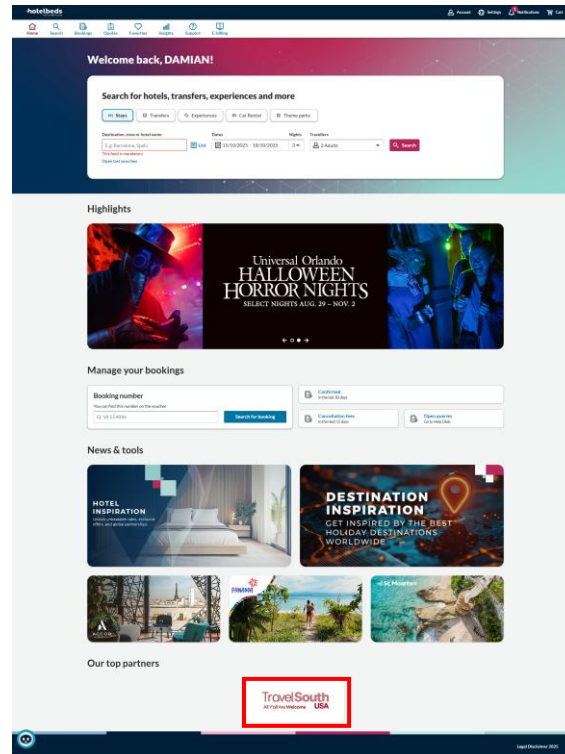


LATAM

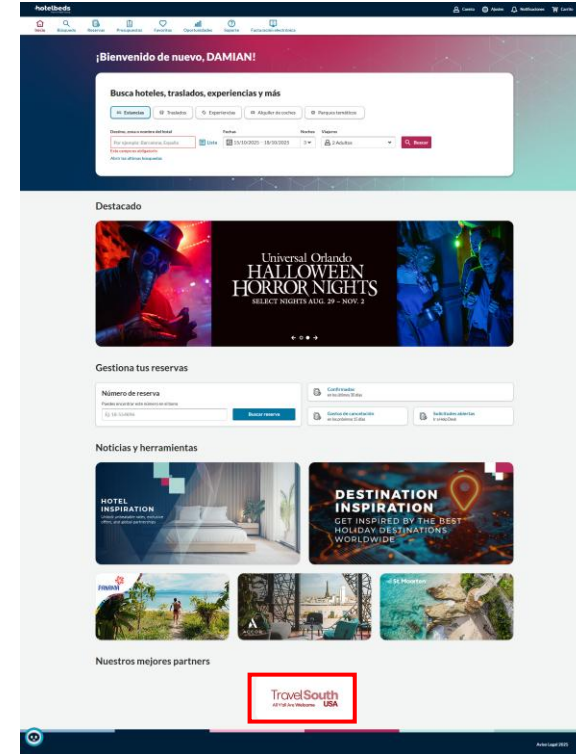
Preferred Partner Logo Feature – October 2025



North
America

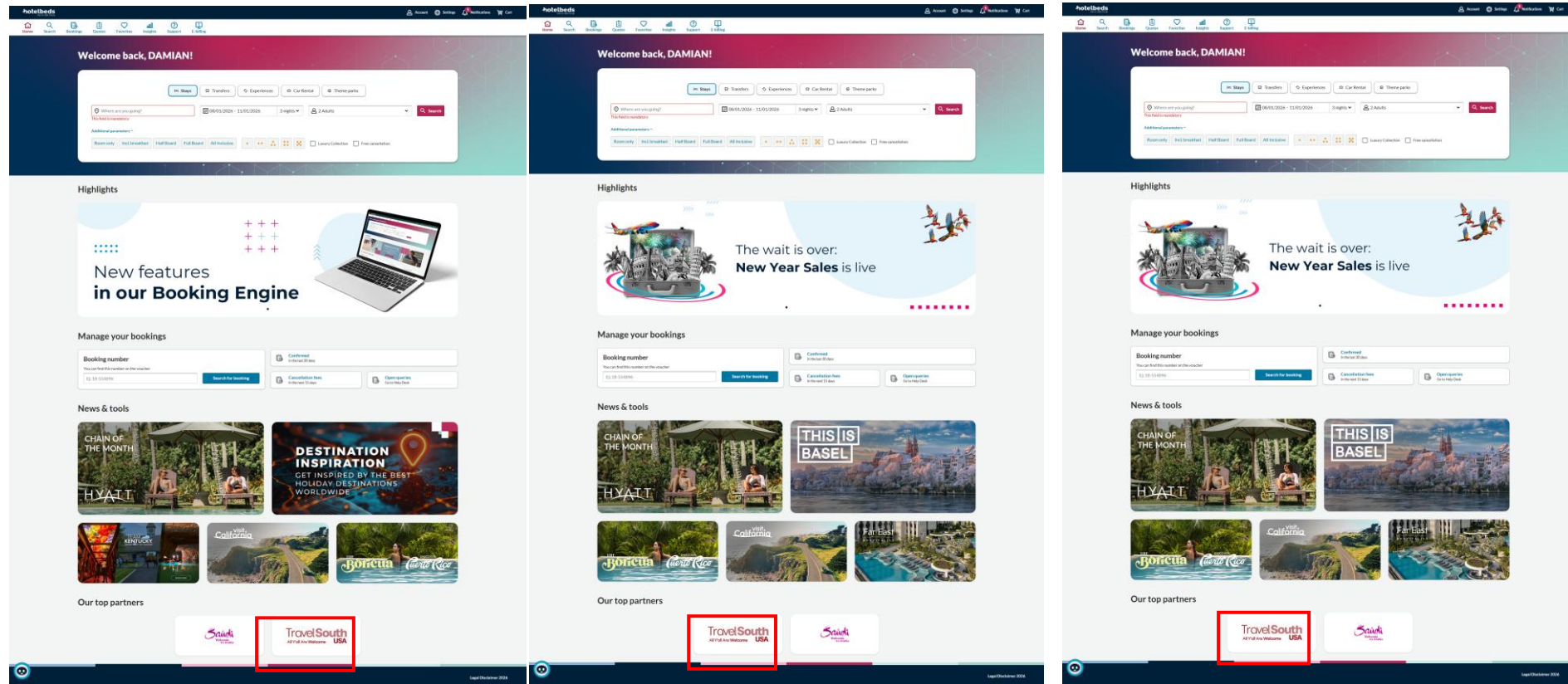


Europe



LATAM

Preferred Partner Logo Feature – January 2026

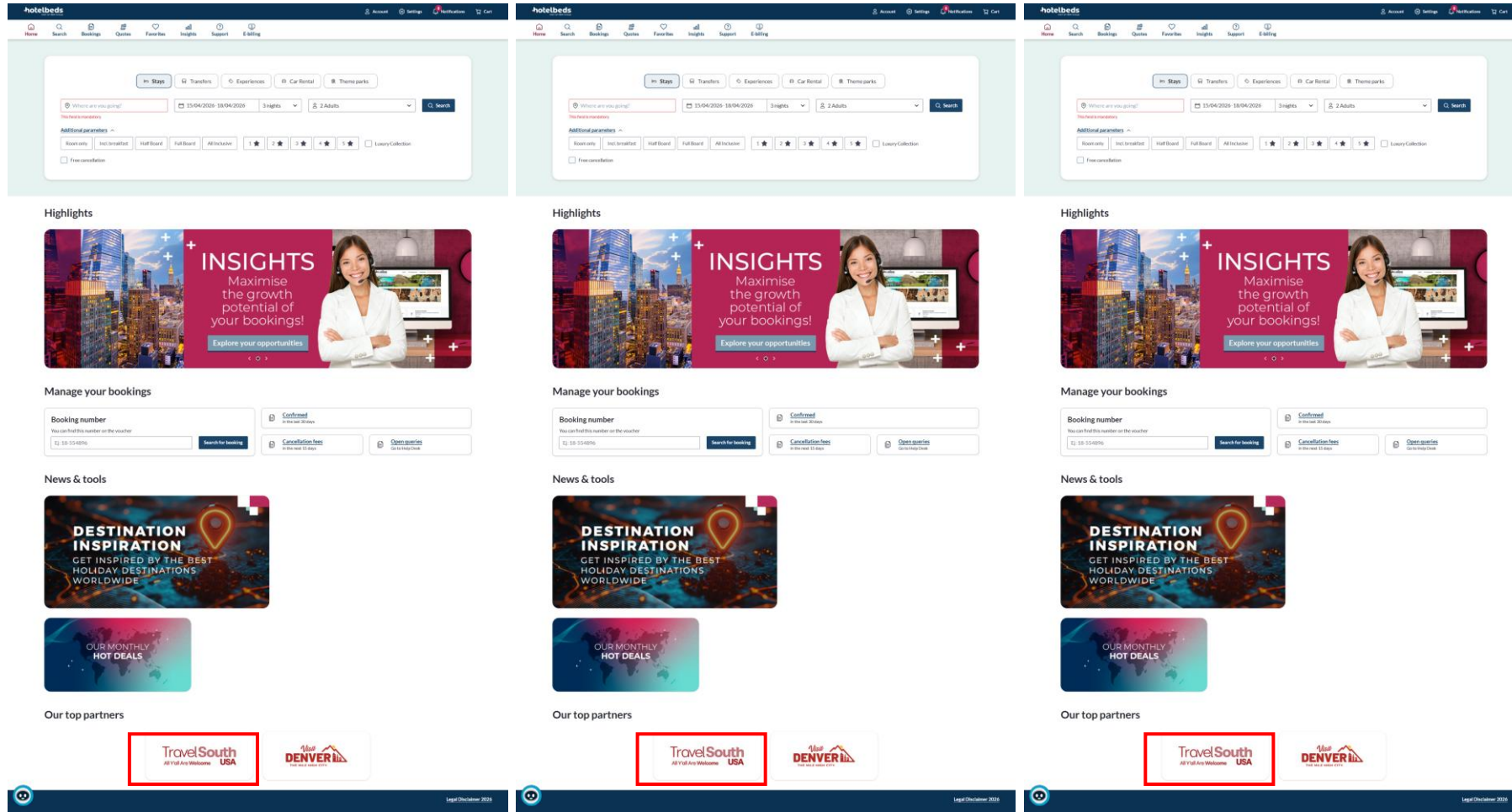


North
America

Europe

LATAM

Preferred Partner Logo Feature – April 2026



North America

Europe

LATAM

Global Sales Campaign Sponsorship #1




**Turn
colourful
dreams to
Black Friday
steals**

Book Now



We're excited to announce the launch of our much-anticipated **Black Friday** campaign.

Give yourself that competitive edge during this high-demand season with the **thousands of hotels and experiences participating** in our Black Friday campaign - to better meet the needs of today's traveller and turn their most colourful dreams into Black Friday steals.

Plus, this year's campaign features an **extended travel window** running through to December 2026, giving your customers the flexibility to plan ahead, and you that stand-out advantage against competitors.

Discover this year's Black Friday offerings now and **get ready to maximise your sales**.

Book now

BLACK FRIDAY

Booking Window: 14th November 2025 - 5th December 2025
Travel Window: Until 31st December 2026

API promo code: 506
Web filter: Black Friday





**TravelSouth
USA**
 All of our adventures
**Book your clients' southern adventure
with up to 25% off!**



HOTELBEDS, PART OF

HBX GROUP

You received this because you've subscribed to our newsletter. Click [here](#) to unsubscribe.

HOTELBEDS SPAIN, S.L.U. (B-28916765) Compagny Miami Butler - Torre A, 5ª Planta, 6A - 7A Carril de San Fco, 100 - 03007 Sanja de Marbella

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North America

BOOK NOW

Turn colourful dreams to Black Friday steals

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BLACK FRIDAY

Booking Window: 24th November 2025 - 5th December 2025
Travel Window: Until 31st December 2026

API promo code: 506
Web filter: Black Friday

TravelSouth USA
 Book near clients' southern adventure with up to 25% off!

HOTELBEDS, PART OF
HBX GROUP

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HOTELBEDS SPAIN, S.L.U. (B-28916745) Company Main Office - Torre A, 5ª Planta, C/A - 74, Carrión de los Condes, 100 - 41052 Puerto de Sanlúcar

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Europe




Turn
colourful
dreams to
Black Friday
steals

Book Now



We're excited to announce the launch of our much-anticipated **Black Friday campaign**.

Give yourself that competitive edge during this high-demand season with the **thousands of hotels and experiences participating** in our Black Friday campaign - to better meet the needs of today's traveller and turn their most colourful dreams into Black Friday steals.

Plus, this year's campaign features an **extended travel window** running through to December 2026, giving your customers the flexibility to plan ahead, and you that stand-out advantage against competitors.

Discover this year's Black Friday offerings now and **get ready to maximise your sales**.

Book now

BLACK FRIDAY

Booking Window: 14th November 2025 - 5th December 2025
Travel Window: Until 31st December 2026

API promocode: 506
Web filter: Black Friday





TravelSouth
USA

All rates in USD

Book your clients' southern adventure with up to 25% off!



HOTELBEDS, PART OF
HBX GROUP

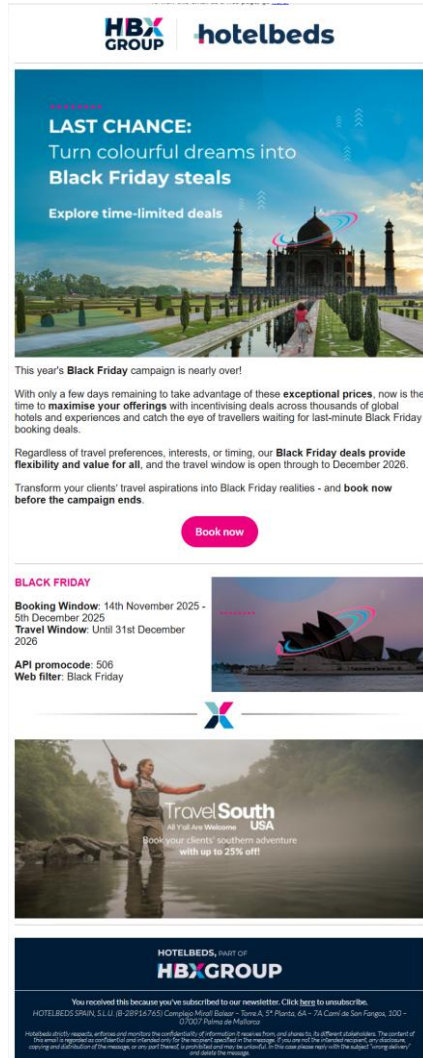
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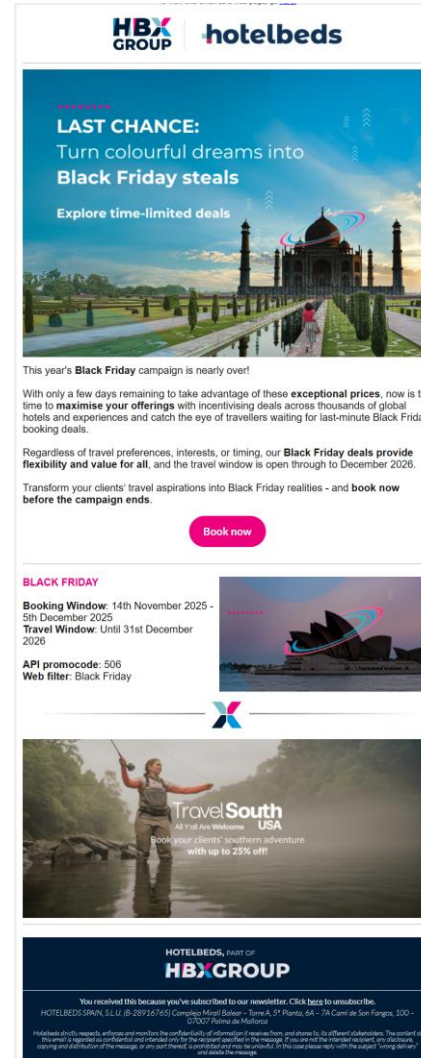
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LATAM

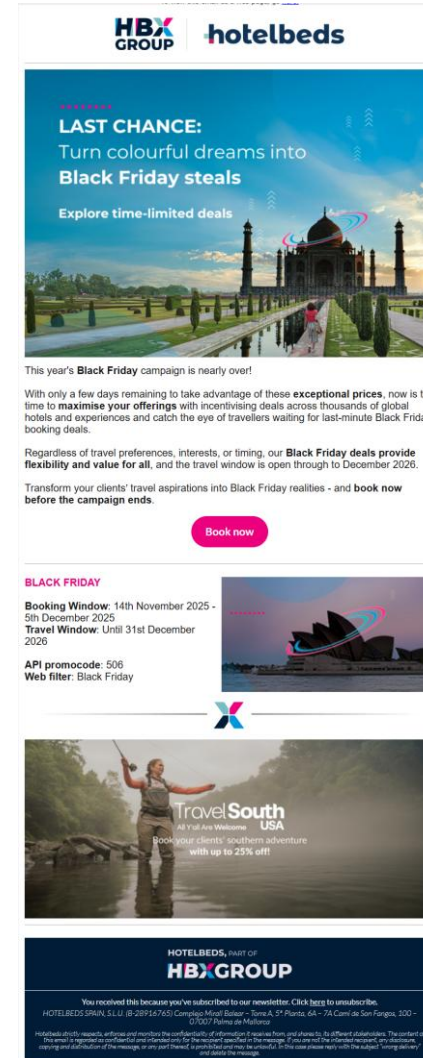
Global Sales Campaign Sponsorship #2



North America



Europe



LATAM

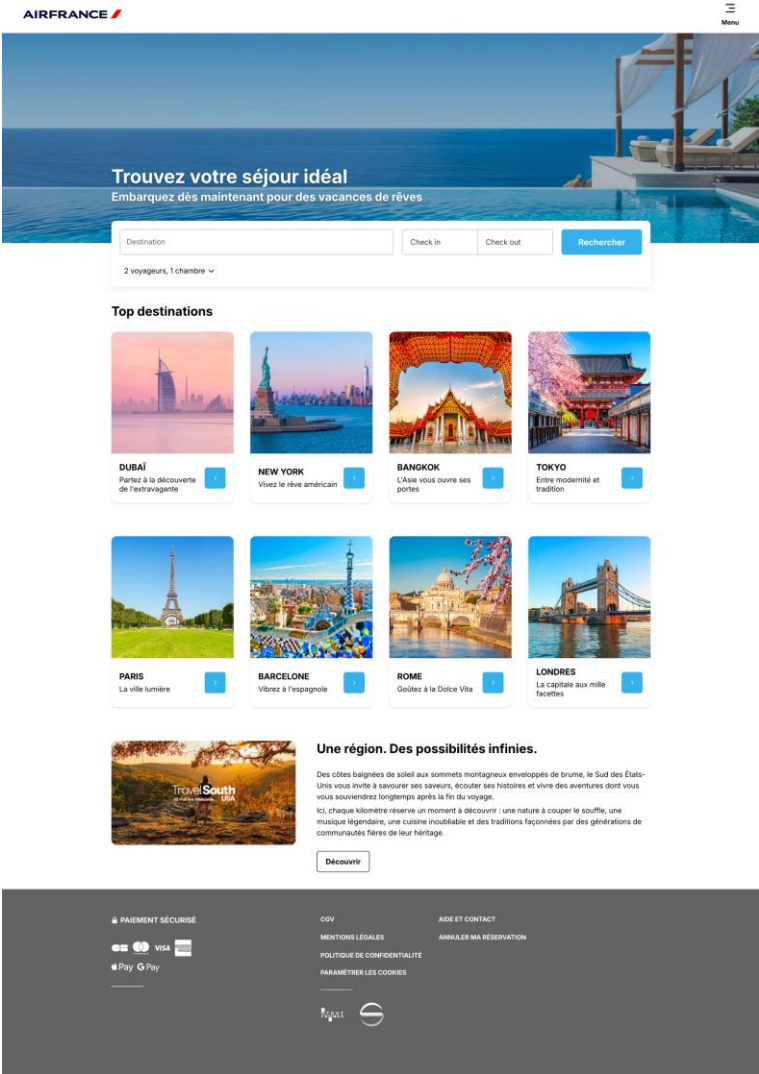


White Label Features: WTM London



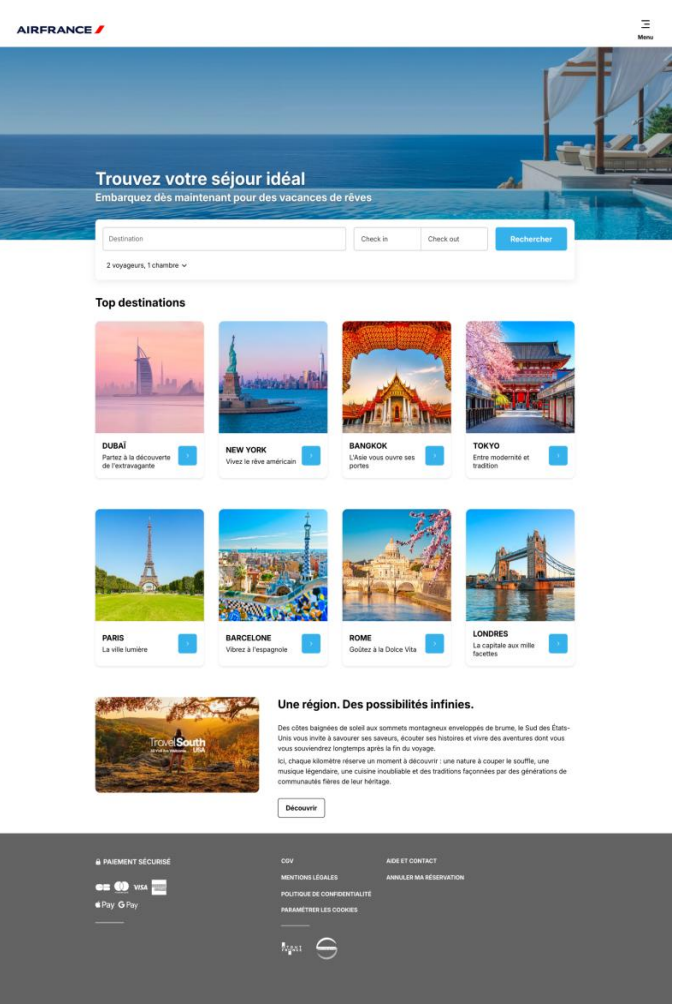


White Label Features: Air France



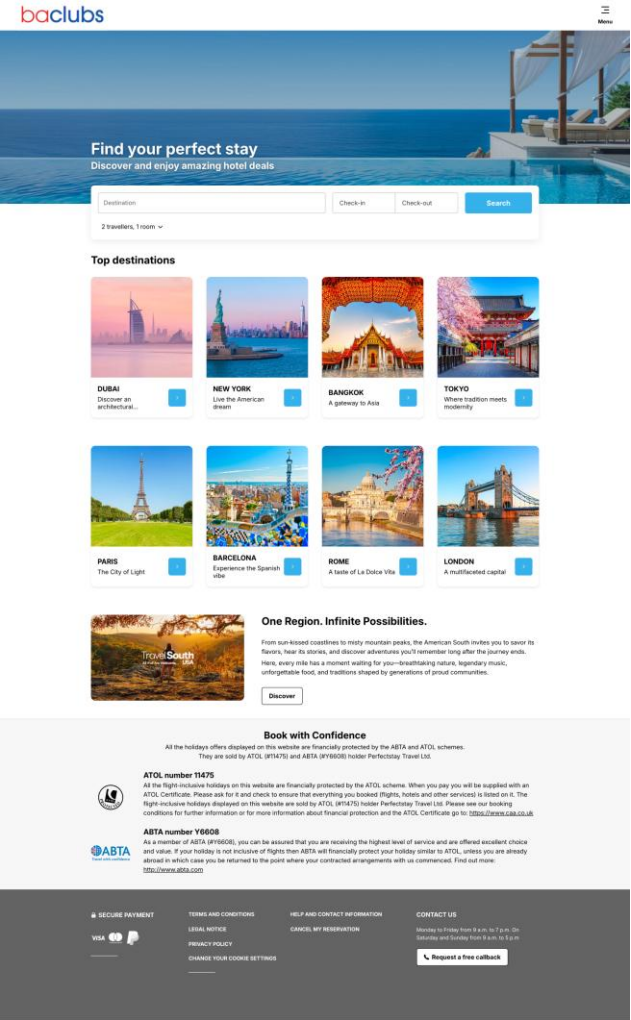
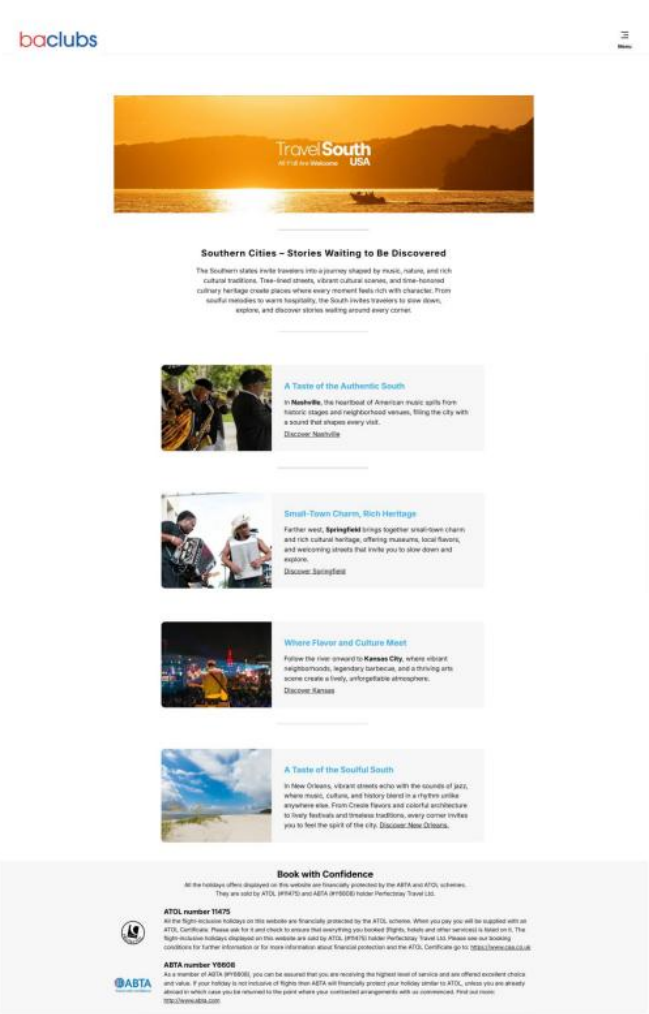


White Label Features: Air France





White Label Features: British Airways



White Label Features: Corporate Benefits

corporate benefits



Südliche Städte - Geschichten entdecken

Die **Südstaaten** laden Reisende zu einer Reise ein, die von Musik, Natur und reichen kulturellen Traditionen geprägt ist. Von Blumen-gestanzten Straßen, lebendiger Kulturszenen und ein traditionelles kulinarisches Erbe schaffen Orte, an denen jeder Moment voller Charakter ist. Von geliebten Meilen bis zu herzlichen Gastfreundschaft lädt der Süden dazu ein, langsam zu wandern, zu erkunden und Geschichten zu entdecken, die an jeder Ecke warten.



Ein Hauch des authentischen Südens

In **Nashville**, dem Herzschlag der amerikanischen Musik, erklingt Musik aus historischen Bühnen und lokalen Veranstaltungsorten und erfüllt die Stadt mit einem Sound, der jeden Besuch prägt. Entdecken Sie Nashville.



Kleinstadtcharme, reiches Erbe

Weiter westlich vereint **Springfield** Kleinstadtcharme und ein reiches kulturelles Erbe. Museen, lokale Spezialitäten und einladende Straßen laden dazu ein, das Tempo zu verlangsamen und auf Entdeckungstour zu gehen. Entdecken Sie Springfield.



Wo Geschmack und Kultur aufeinandertreffen

Folgen Sie dem Fluss weiter nach **Kansas City**, wo lebendige Vielfalt, legendäre Bluesmusik und eine florierende Kunstszene eine lebendige und unvergessliche Atmosphäre schaffen. Entdecken Sie Kansas.



Ein Hauch des gefühlvollen Südens

In **New Orleans** halten lebendige Straßen von den Klängen des Jazz wider, wo Musik, Kultur und Geschichte in einem Rhythmus verschmelzen, den es so irgendwo sonst gibt. Von kreolischen Aromen und farbenfroher Architektur bis hin zu reifen Festivals und zeitlosen Traditionen lädt jede Ecke dazu ein, den Geist der Stadt zu spüren. Entdecken Sie New Orleans.

SICHERES BEZAHLEN
VISA
KONTAKTIEREN SIE UNS
KOSTENFREIER ANRUF

corporate benefits



Finden Sie Ihr perfektes Urlaubsangebot!

Toile Hotelangebote und vieles mehr ...

Reiseziel Check in Check out Suchen

2 Reisende, 1 Zimmer

Unsere Top-Reiseziele



DUBAI
Begleiten Sie sich auf eine extravagante...



NEW YORK
Leben Sie den amerikanischen Traum



BANGKOK
Asien öffnet Ihnen seine Pforten



TOKYO
Zwischen Moderne und Tradition



PARIS
Die Stadt der Lichter



BARCELONA
Leben im spanischen Rhythmus



ROM
Erleben Sie das Dolce Vita



LONDON
Die Hauptstadt mit tausend Facetten



Eine Region. Unendliche Möglichkeiten.

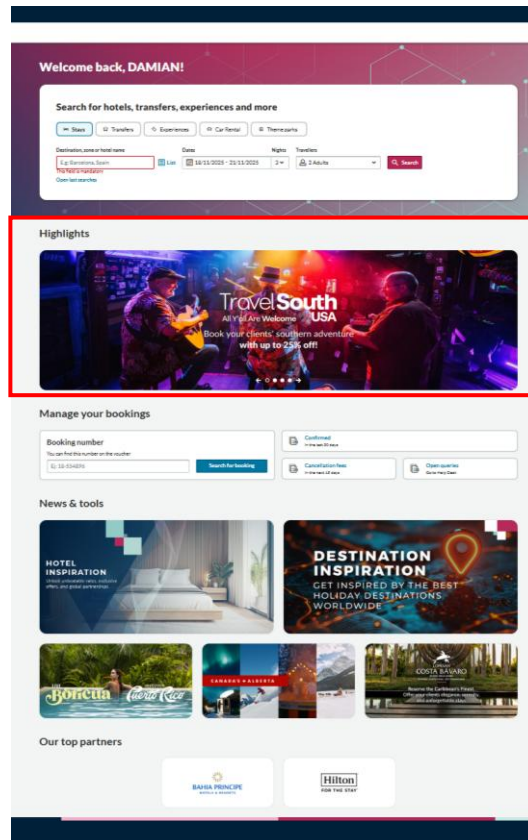
Von sonnenvorwärtigen Küsten bis zu nebelverhangenen Berggipfeln lädt der amerikanische Süden dazu ein, seine Aromen zu genießen, seinen Geschichten zu lauschen und Abenteuer zu entdecken, an die Sie sich noch lange nach ihrer Reise erinnern werden.

Hier wartet auf jeder Meile ein besonderer Moment: atemberaubende Natur, legendäre Musik, unvergessliches Essen und Traditionen, geprägt von Generationen stolzer Gemeinschaften.

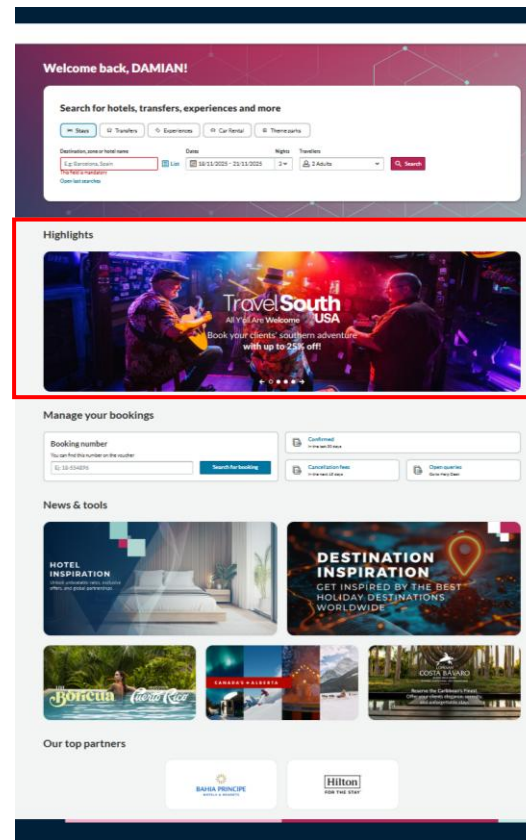
Entdecken

SICHERES BEZAHLEN
VISA
AGB
IMPRESSUM
DATENSCHUTZ
PRÄFERENZEN FÜR COOKIES
HILFE UND KONTAKT
MEINE BUCHUNG STORNIEREN
KONTAKTIEREN SIE UNS
Montag bis Freitag von 10 Uhr bis 20 Uhr und Samstag und Sonntag von 10 Uhr bis 18 Uhr
Kostenfreier Anruf

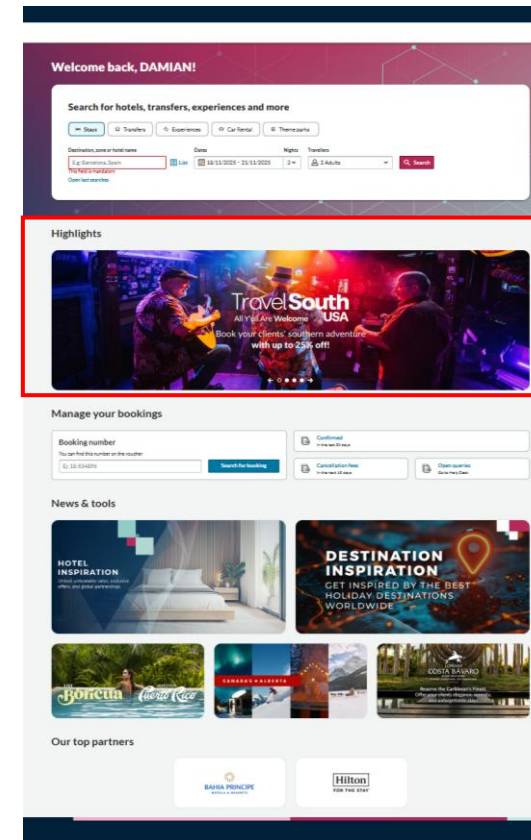
Booking Engine Featured Placement: Top Highlights - November 2025



North America



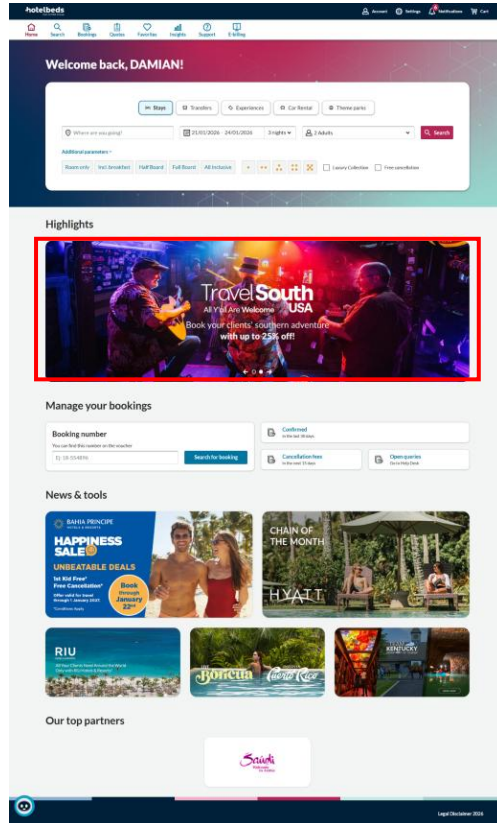
Europe



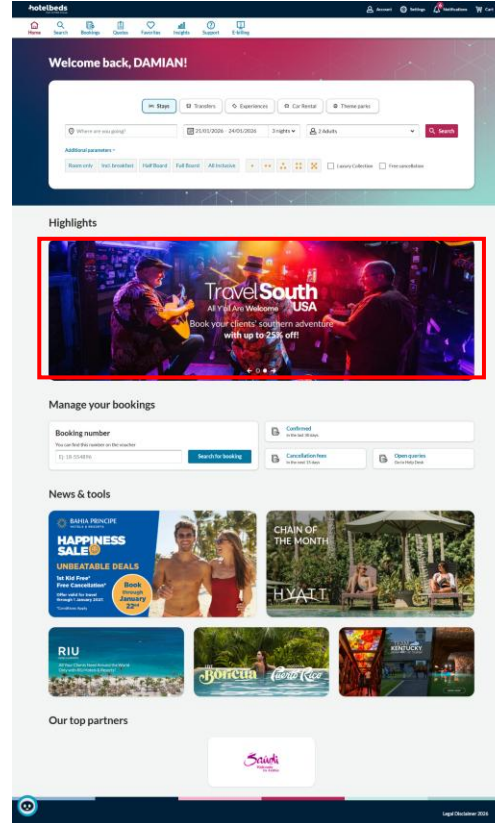
LATAM



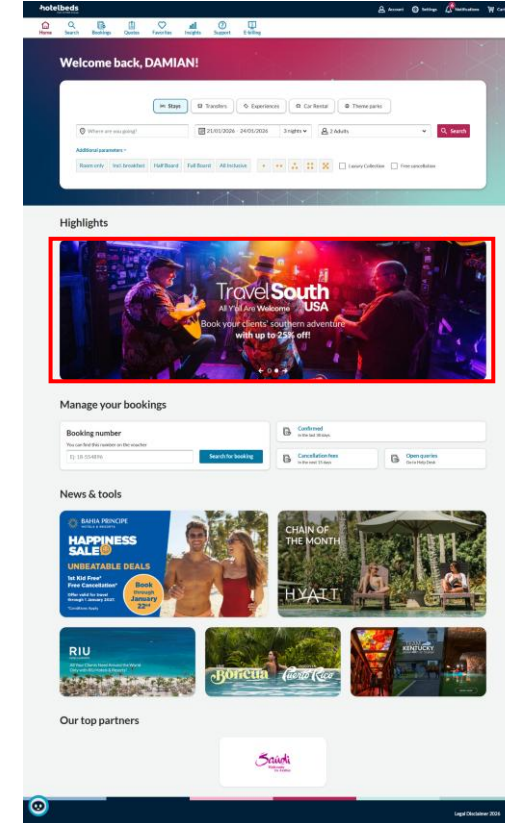
Booking Engine Featured Placement: Top Highlights – January 2026



North
America

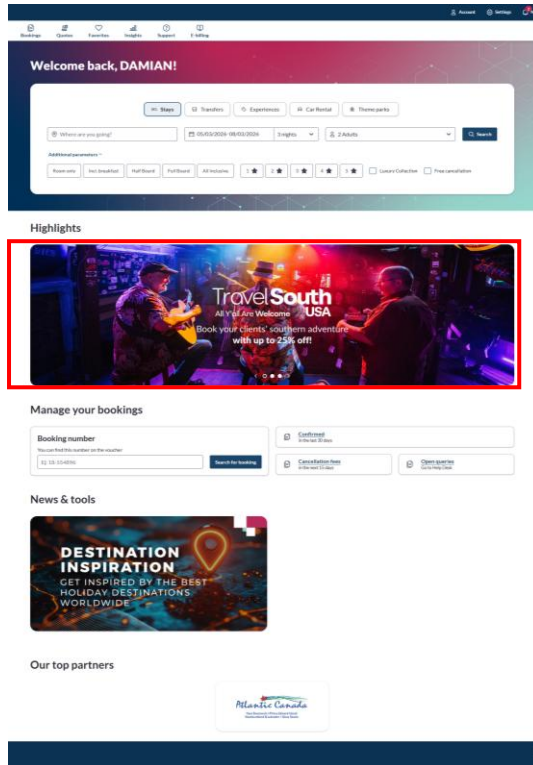


Europe

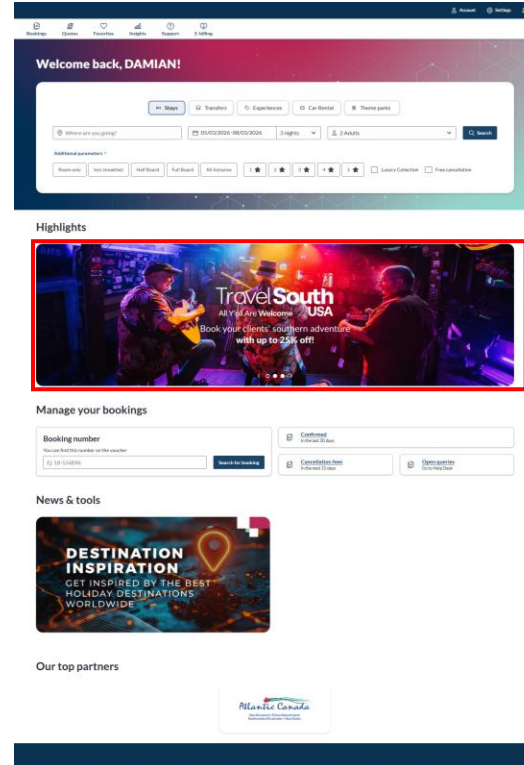


LATAM

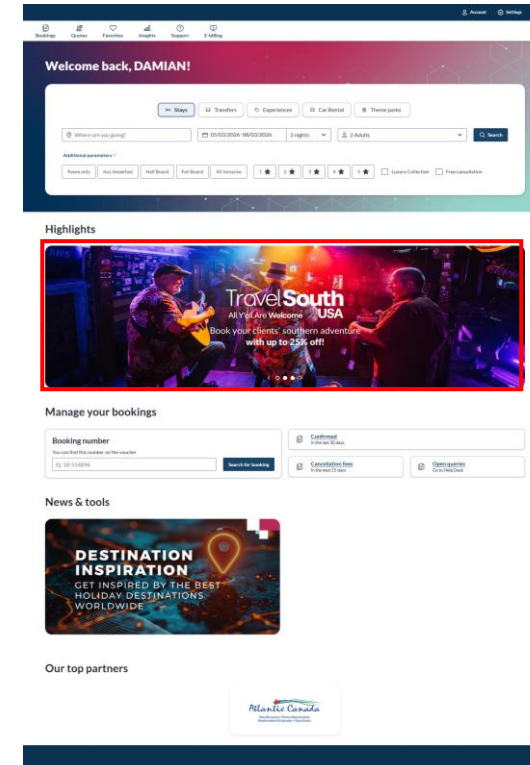
Booking Engine Featured Placement: Top Highlights – March 2026



North
America



Europe



LATAM



Bespoke Newsletter #1








100+ destinations
 for your southern adventure
 with up to 25% off

Ready to Discover the Authentic South?

What do your clients crave—hidden coastal escapes, mountain adventures, or flavors that tell a story? The American South delivers all that and more.

Our [latest campaign](#) gives you exclusive offers across curated destinations to help you design itineraries that go beyond the ordinary. From soulful music to timeless traditions, every mile is a chance to surprise and delight.

Are you ready to craft journeys they'll never forget? Dive in and explore our [top hand-picked destinations](#)—because in the South, possibilities are truly infinite.

All Y'all Are Welcome.



Explore More.
 Save More.

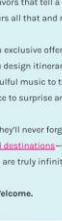
Discover the American South like never before! Browse our interactive maps to discover what makes each destination unforgettable.

Plus, enjoy exclusive savings of up to 25% on hotels when you book through our campaign.

[Start exploring today.](#)



100+ destinations
 for your southern adventure
 with up to 25% off



Your Ultimate
 Planning Tool

Looking for a resource that makes planning effortless? The Travel South Marketing Kit is the go-to favorite for travel planners.

And the best part? It's available to download in just one click.

[Get your kit now.](#)

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North America



HBX GROUP

hotelbeds

The TravelSouth USA
All Year Alike Welcome
Book your clients' southern adventure with up to 25% off!

Ready to Discover the Authentic South?

What do your clients crave—hidden coastal escapes, mountain adventures, or flavors that tell a story? The American South delivers all that and more.

Our [latest campaign](#) gives you exclusive offers across curated destinations to help you design itineraries that go beyond the ordinary. From soulful music to timeless traditions, every mile is a chance to surprise and delight.

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Your Ultimate Planning Tool

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[Get your kit now.](#)

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Fargos, 3300 - 01007 Palma de Mallorca

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Europe






¿Preparado para descubrir el auténtico Sur?

¿Tus clientes sueñan con playas escondidas, aventuras en la montaña o sabores con historia? El Sur de Estados Unidos lo tiene todo... y mucho más.

Nuestra **nueva campaña** te ofrece ofertas exclusivas en destinos seleccionados para que diseñes itinerarios que marquen la diferencia. Desde música con alma hasta tradiciones que perduran, cada kilómetro es una oportunidad para sorprender.

¿Listo para crear viajes que se queden en la memoria? Explora **nuestras propuestas** y descubre por qué en el Sur las posibilidades son infinitas.

¡Aquí todos son bienvenidos!




Explora más. Ahorra más.

Descubre el Sur como nunca antes. Recorre nuestros mapas interactivos y conoce qué hace único a cada destino.

Además, disfruta de descuentos exclusivos de hasta un 25% en hoteles reservando a través de la campaña.

[Empezar a planificar hoy mismo](#)

Tu herramienta imprescindible.

¿Quieres simplificar la planificación? El Travel South Marketing Kit es el recurso favorito de los profesionales del sector.

¿Lo mejor? Está disponible para descargar con un solo clic.

[Descárgalo ahora](#)

HOTELBEDS, PART OF
HXB GROUP

Hai recibido este porque te has suscrito a nuestro boletín. Haz click aquí para darte de baja.

HOTELBEDS SPAIN, S.L.U. (B-28934765) Consuelo Muiñel Barrio - Torre A, 2ª planta, 6 - 7A Carrer de Sant Fargues, 100 - 05037 Palma de Mallorca

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LATAM



Bespoke Newsletter #2



North America

Europe

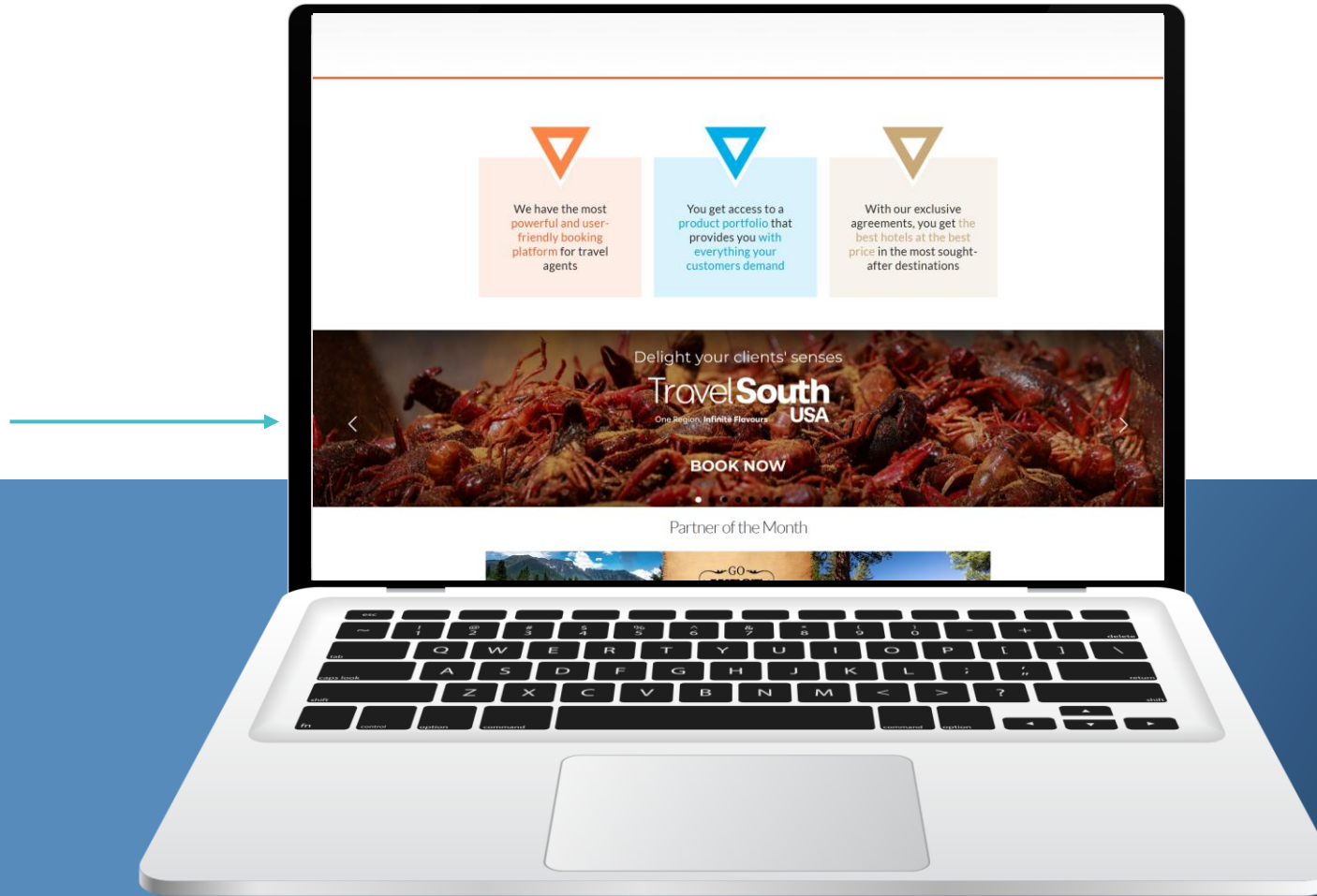
LATAM



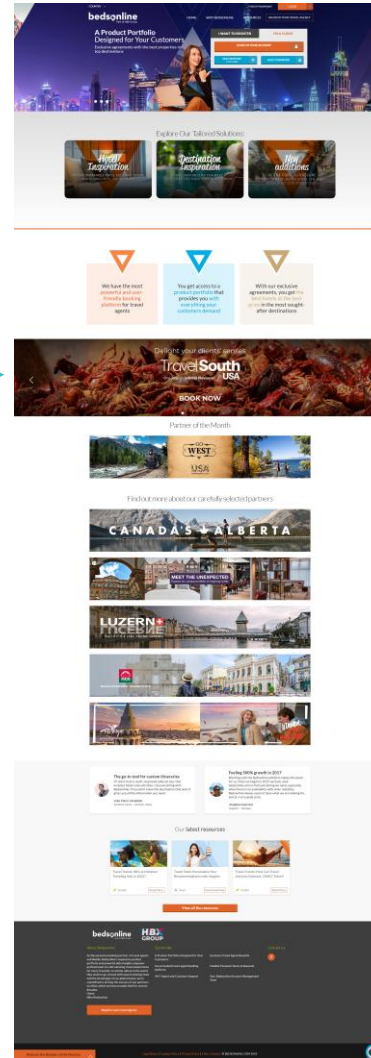
bedsonline
Part of HBX Group

ADDITIONAL MARKETING

Belt Banner



Belt Banner



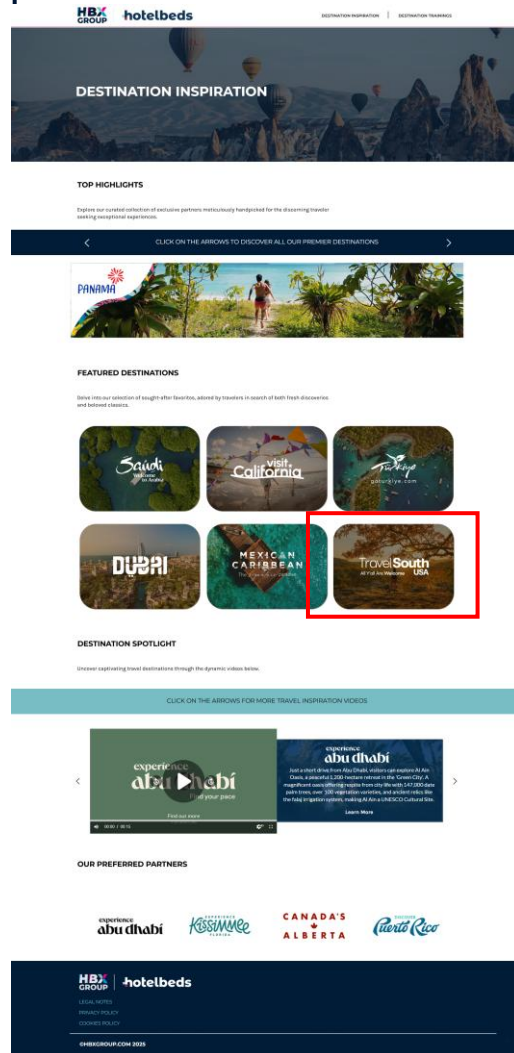
UK



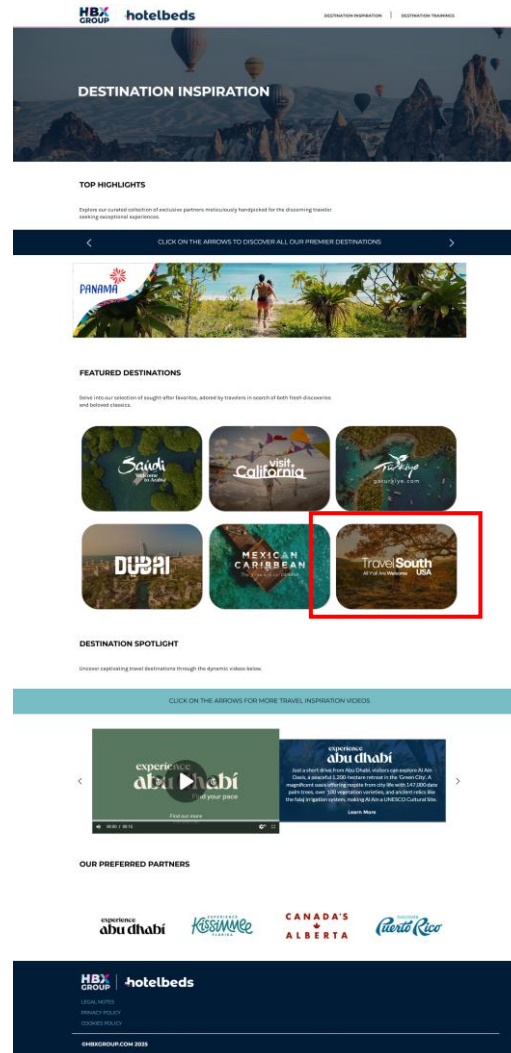
Part of HBX Group

ADDITIONAL MARKETING

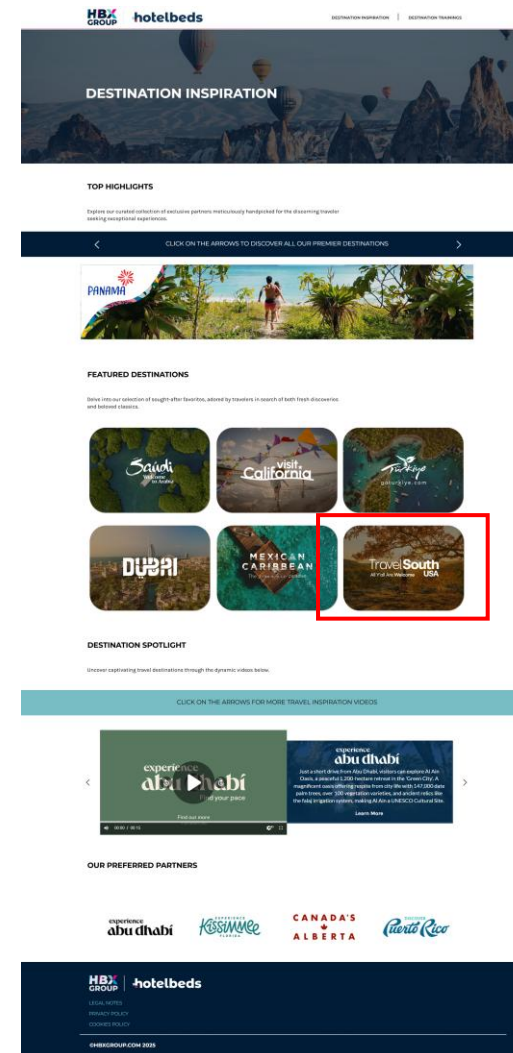
Destination HUB Feature



North America



Europe



LATAM

PRODUCTION DATA



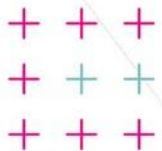
CAMPAIGN ROOM NIGHT PRODUCTION REPORT

24/25 Oct - Apr							25/26 Oct - Apr				
Destination Name	CANADA	MEXICO	UK	USA	Total		CANADA	MEXICO	UK	USA	Total
Alexander City - AL	40	0	0	193	233		62	0	0	176	238
Anniston-Oxford - AL	148	3	0	695	846		176	3	19	922	1,120
Atmore - AL	10	0	0	161	171		28	0	0	206	234
Auburn - AL	219	36	4	1,185	1,444		116	133	4	1,492	1,745
Birmingham - AL	1,696	144	51	6,421	8,312		1,966	173	112	11,025	13,276
Brewton - AL	1	0	0	68	69		0	0	0	156	156
Clanton - AL	17	0	0	102	119		2	0	0	63	65
Columbus - AL	20	0	0	194	214		73	0	1	311	385
Cullman - AL	154	0	0	427	581		68	0	1	391	460
Daphne - AL	100	0	1	376	477		41	0	1	454	496
Decatur - AL	270	2	2	1,042	1,316		212	10	35	1,759	2,016
Demopolis - AL	53	0	0	109	162		19	0	2	314	335
Dothan - AL	799	10	0	907	1,716		820	0	4	1,706	2,530
Enterprise - AL	152	0	0	341	493		89	0	0	442	531
Florence - AL	122	0	3	410	535		151	2	10	989	1,152
Foley - AL	135	0	0	427	562		160	0	22	829	1,011
Gadsden - AL	190	0	1	539	730		303	0	3	990	1,296
Gardendale - AL	43	0	0	57	100		28	0	0	121	149
Greenville - AL	55	15	0	124	194		20	10	3	245	278
Gulf Shores - AL	197	9	6	1,842	2,054		276	8	12	3,204	3,500
Huntsville - AL	729	75	18	2,631	3,453		632	53	21	3,917	4,623
Jackson - AL	6	0	0	246	252		19	0	0	301	320
Jasper - AL	190	0	0	735	925		95	0	0	776	871
Leeds - AL	16	0	0	131	147		5	3	0	158	166
Mobile - AL	693	13	8	3,256	3,970		966	17	35	3,870	4,888
Monroeville - AL	1	0	0	101	102		34	0	0	118	152
Montgomery - AL	580	8	55	2,037	2,680		261	43	59	3,120	3,483
Opelika - AL	63	0	0	223	286		71	132	0	365	568
Opp - AL	6	0	2	31	39		2	0	0	57	59
Ozark - AL	18	0	0	231	249		6	21	0	151	178
Prattville - AL	78	0	0	621	699		105	1	1	574	681
Rainsville - AL	42	0	0	229	271		17	0	0	215	232
Russellville - AL	31	0	0	53	84		292	0	7	292	591
Saraland - AL	264	0	3	412	679		424	0	4	712	1,140
Scottsboro - AL	30	14	0	156	200		48	23	0	317	388
Selma - AL	64	0	0	200	264		18	0	2	359	379
Troy - AL	171	1	0	543	715		72	6	2	686	766
Tuscaloosa - AL	408	33	6	1,550	1,997		668	124	15	2,138	2,945
Winfield - AL	21	12	0	133	166		14	16	0	233	263
Total	7,832	375	160	29,139	37,506		8,359	778	375	44,154	53,666

43%



MARKETING DATA



INSIGHTS

The Bedsonline campaign delivered solid and consistent performance across all activated markets during the period.

Display Ads generated strong traffic volumes across markets, more than 42M pageviews. Engagement remained healthy, with average time on page consistently above six minutes. CTR performance was stable, ranging between 1.15% and 1.30%, reflecting steady interaction with display formats across the campaign.

Email communications further strengthened campaign performance across markets. Both bespoke email activations delivered strong reach and healthy open rates, consistently exceeding industry benchmarks and demonstrating strong engagement with the messaging.

Overall, the combined performance of display and email channels highlights an effective multi-channel activation, driving consistent reach, engagement, and sustained interest throughout the campaign period.

DISPLAY ADS	bedsonline TIMELINE : OCTOBER 2025 - APRIL 2026			
	US	Canada	UK	Mexico
Pageviews	16,065,663	5,239,816	5,559,307	15,543,434
CTR	1.30%	1.15%	1.20%	1.20%
Average time on page	0:08:43	0:10:20	0:06:47	0:08:57
EMAIL COMMUNICATIONS				
Bespoke email #1				
Reach	88,536	11,327	12,059	14,571
Open rate	35.14%	47.02%	45.71%	37.09%
Bespoke email #2				
Reach	88,536	11,327	12,059	14,571
Open rate	33.84%	38.58%	43.76%	34.15%
DOWNLOADABLE RESOURCES				
Reach	1,249	274	553	1,238



INSIGHTS

The Hotelbeds campaign delivered consistent and reliable performance across all the period.

Display Ads supported strong visibility throughout the campaign, generating solid traffic volumes across regions, +27.7M pageviews. User engagement remained stable, with average time on page indicating sustained interaction with the content and CTR levels holding steady reflecting reliable performance.

Bespoke emails activations delivered healthy open rates across regions, demonstrating continued interest in the messaging and strong engagement with email content.

Overall, the combined performance across display and email channels highlights a well-balanced and effective multi-channel strategy, driving consistent reach, engagement, and visibility throughout the campaign timeline

DISPLAY ADS	hotelbeds Part of HBX Group TIMELINE: OCTOBER 2025 - APRIL 2026		
	North America	LATAM	Europe
Pageviews	2,946,865	12,458,714	12,383,725
CTR	1.20%	1.15%	1.15%
Average time on page	0:05:14	0:07:46	0:03:05
EMAIL COMMUNICATIONS			
Bespoke email #1			
Reach	6,855	15,808	15,731
Open rate	35.51%	33,80%	32.67%
Bespoke email #2			
Reach	6,855	15,808	15,731
Open rate	35.26%	29.70%	26.81%
DOWNLOADABLE RESOURCES			
Reach	255	1,156	1,229



LINKS



Links

[Alabama \(Travel South\) Bedsonline USA Microsite](#)

[Alabama \(Travel South\) Bedsonline Canada Microsite](#)

[Alabama \(Travel South\) Bedsonline Mexico Microsite](#)

[Alabama \(Travel South\) Bedsonline UK Microsite](#)

[Alabama \(Travel South\) Hotelbeds North America Microsite](#)

[Alabama \(Travel South\) Hotelbeds Europe Microsite](#)

[Alabama \(Travel South\) Hotelbeds LATAM Microsite](#)



THANK YOU!

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