



# CAMPAIGN REPORT

TravelSouth  
All Y'all Are Welcome USA

Campaign Timeline

October 1st, 2025 – April 30th, 2026

Campaign Source Markets

|                                                                                                                       |                              |
|-----------------------------------------------------------------------------------------------------------------------|------------------------------|
| <br><small>Part of HBX Group</small> | USA, Canada, UK, Mexico      |
| <br><small>Part of HBX Group</small> | 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:

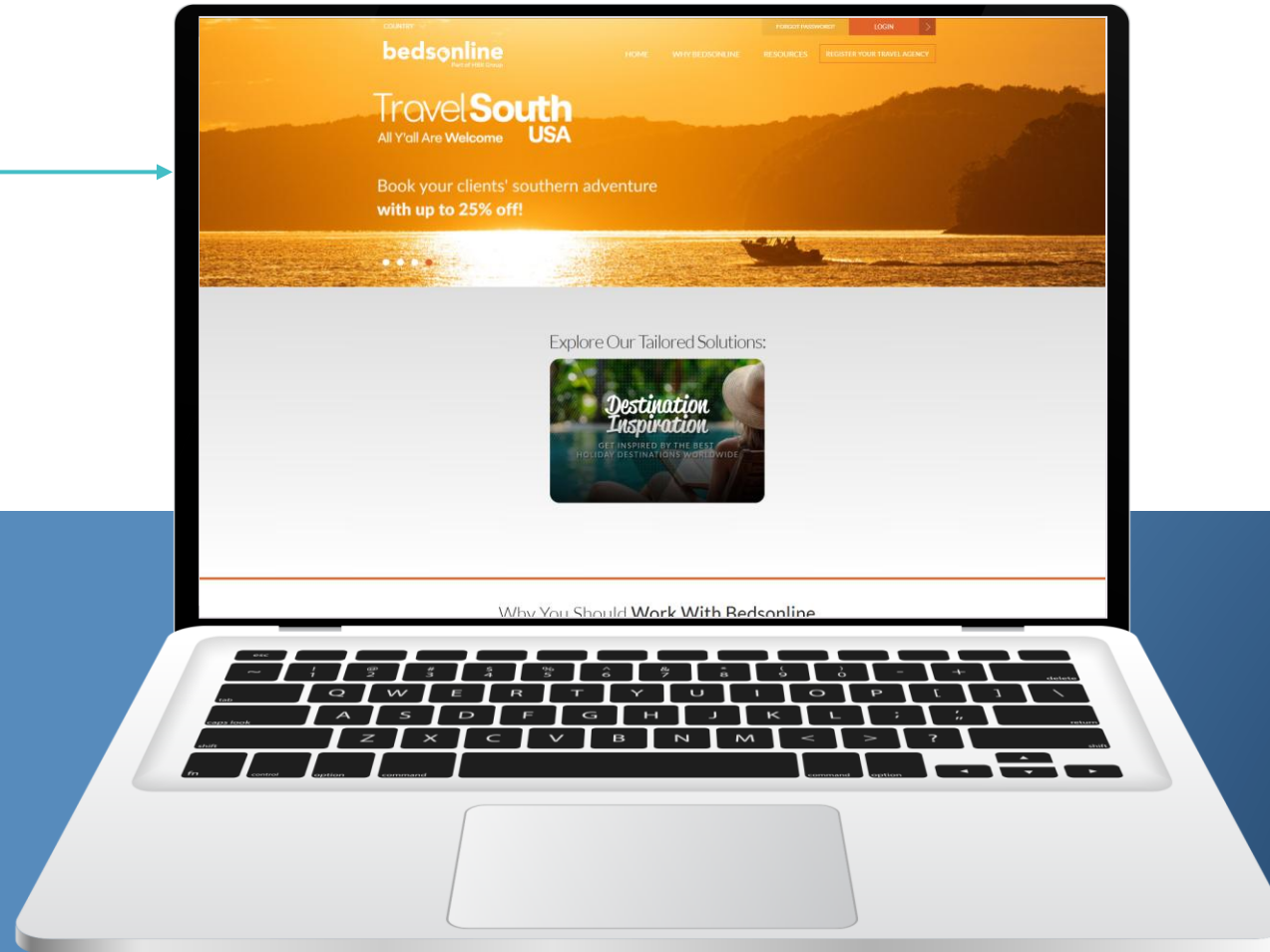
- ▶ Destination HUB Feature

# CAMPAIGN DELIVERABLES

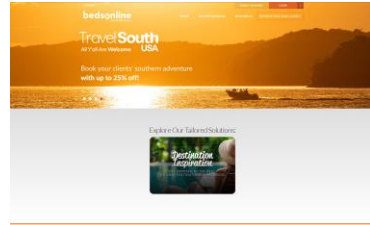
**bedsonline**  
Part of HBX Group



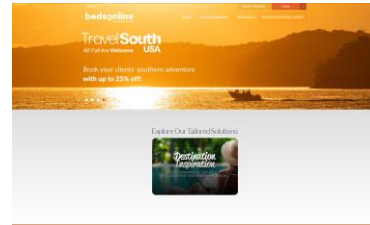
# Premium Banner



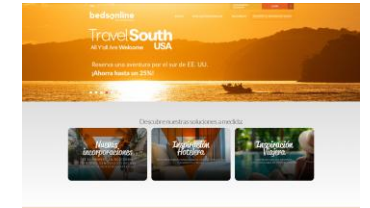
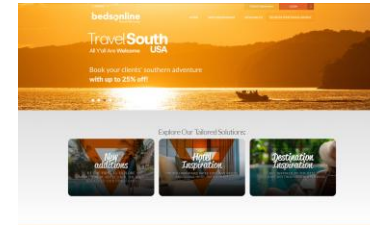
# bedsonline | Premium Banner



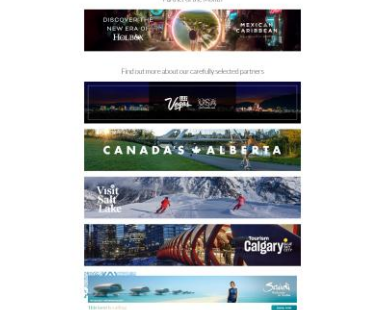
## Why You Should Work With Bedsonline



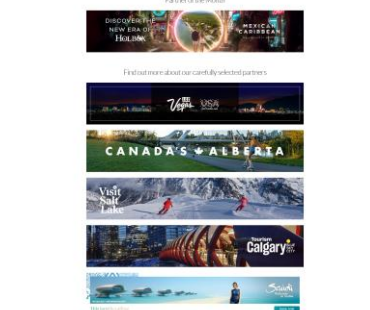
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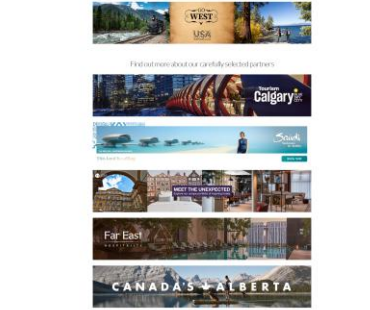
## Why You Should Work With Bedsonline



USA



Canada

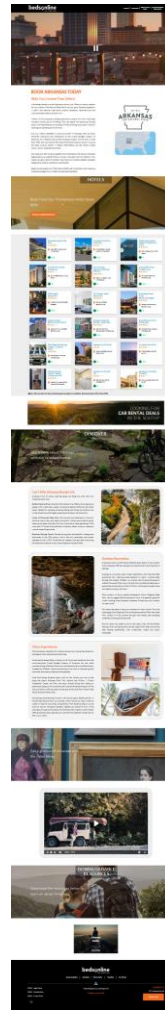
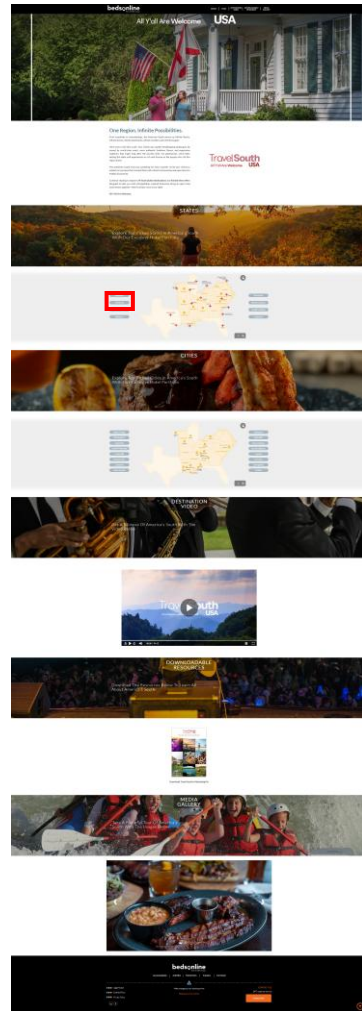


UK



Mexico

# Custom Microsite



## BOOK ARKANSAS TODAY

### With Our Limited-Time Offers!

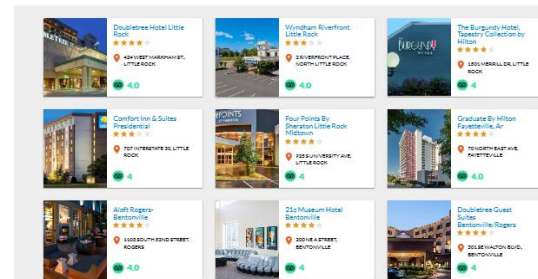
In Arkansas, there's no such thing as an ordinary trip. When you book a vacation for your clients in The Natural State, they'll not only enjoy Southern hospitality — they'll also discover year-round outdoor recreation, renowned arts and culture and scenic beauty at every turn.

Visitors will find practically endless options for outdoor fun, from world-class mountain biking trails to fly-fishing. They can spend time exploring 32 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, Mississippi and the Historic Dress Collection in Little Rock.

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!



## 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 Diamonds 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 Cavern:** 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. Lighted walkways lead to stunning formations and massive rooms, one as large as six football fields.

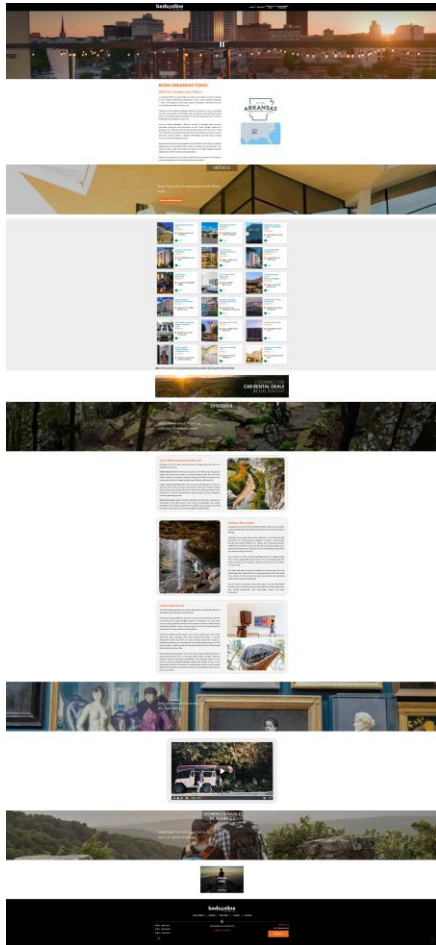


Arkansas  
Guides

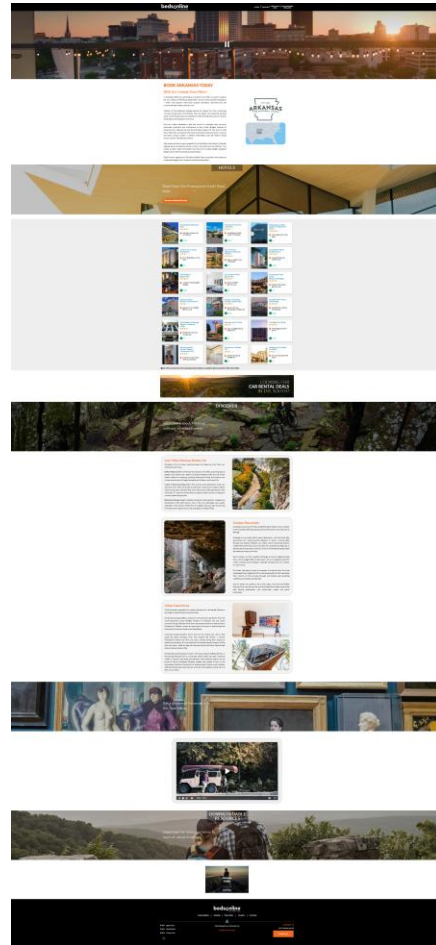
Download

# bedsonline | Custom Microsite

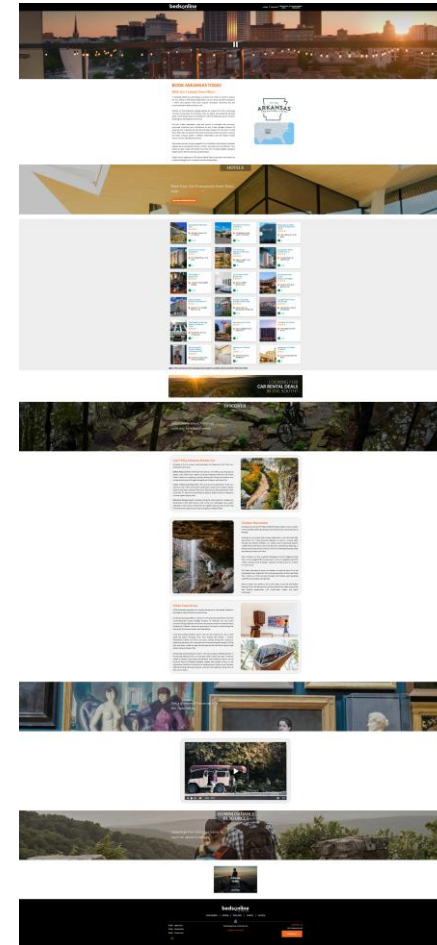
Part of HBX Group



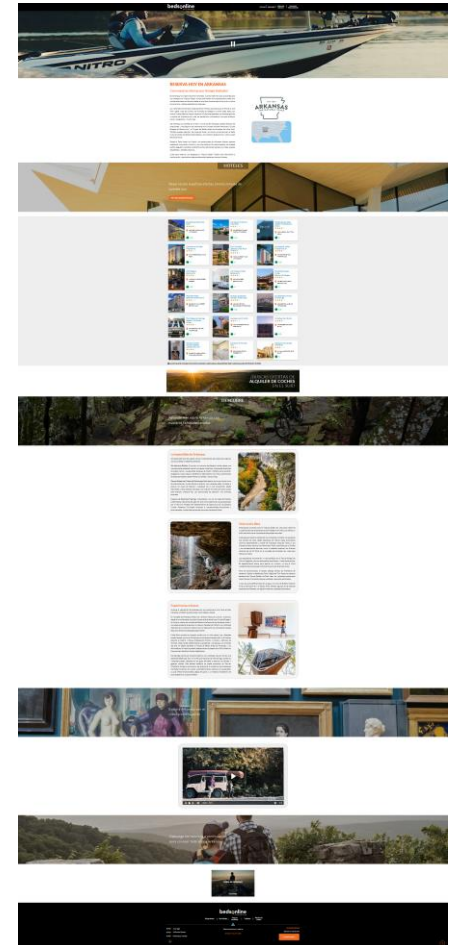
USA



Canada



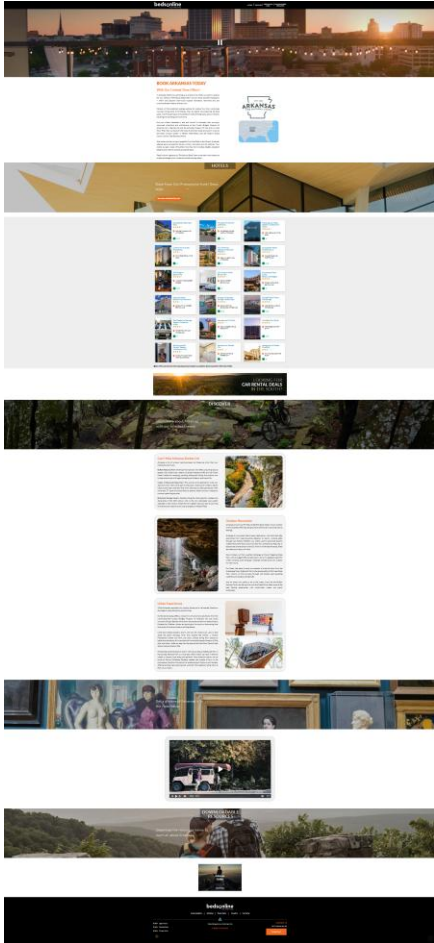
UK



Mexico



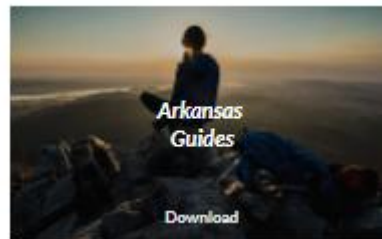
## Downloadable Resources



USA



Canada

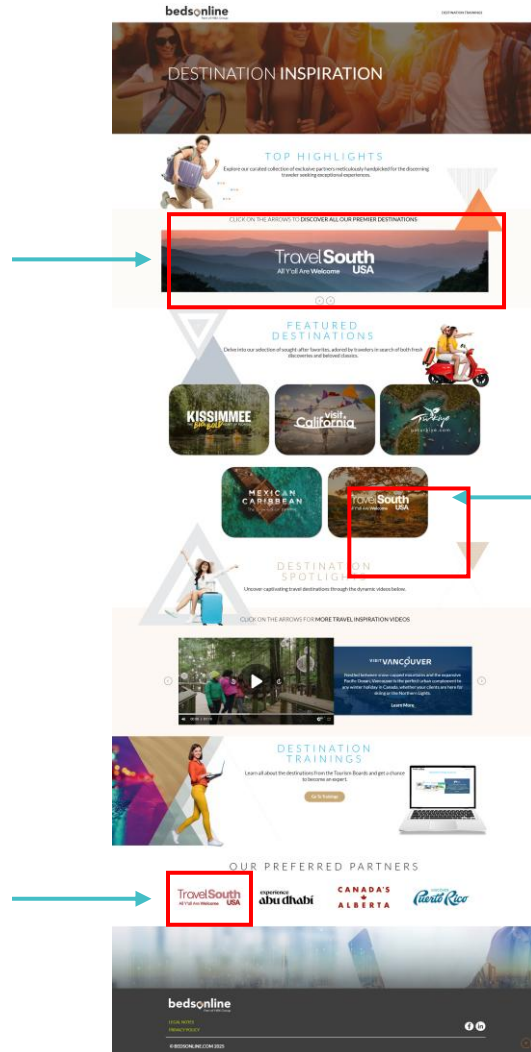


UK

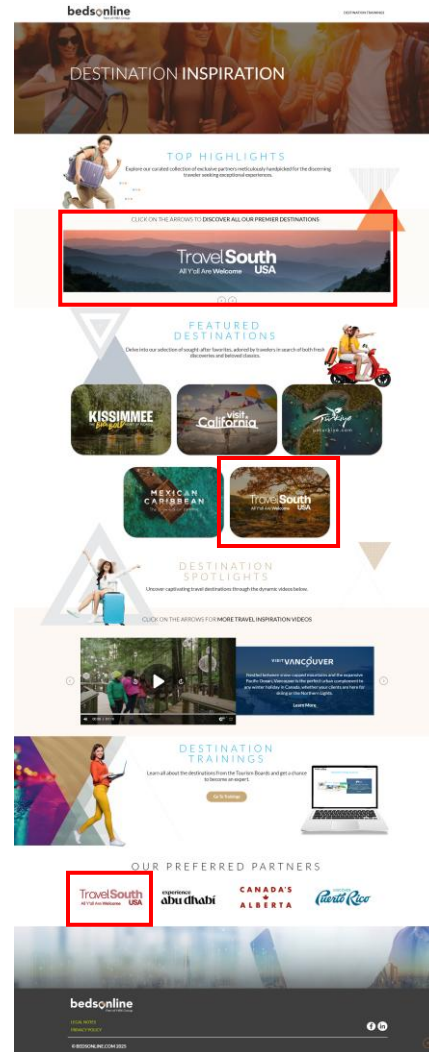


Mexico

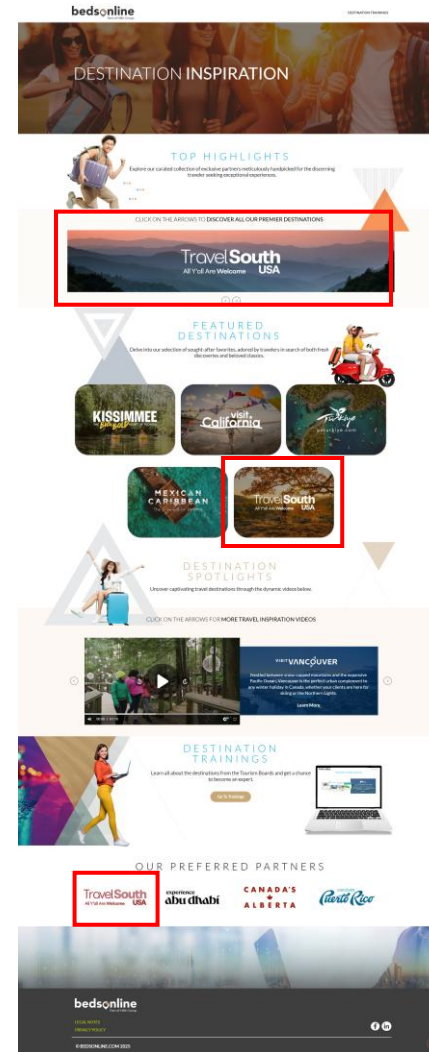
# Destination HUB Feature



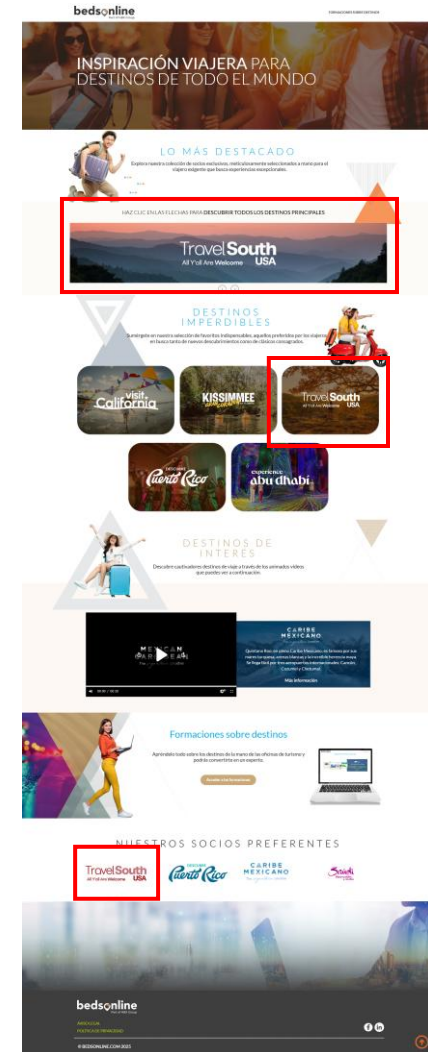
USA



Canada



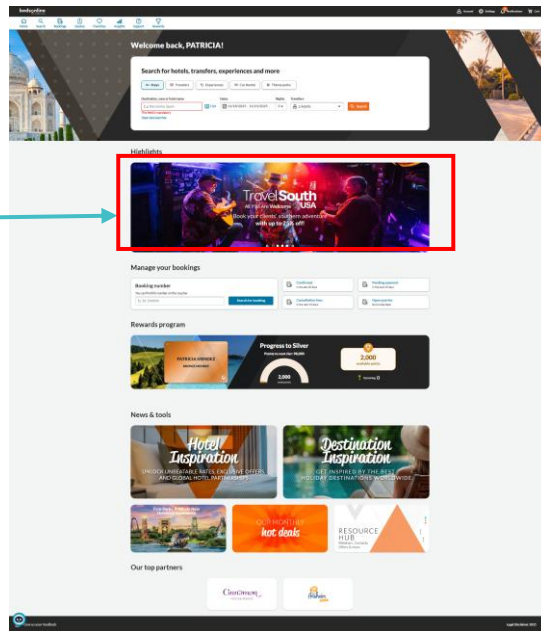
UK



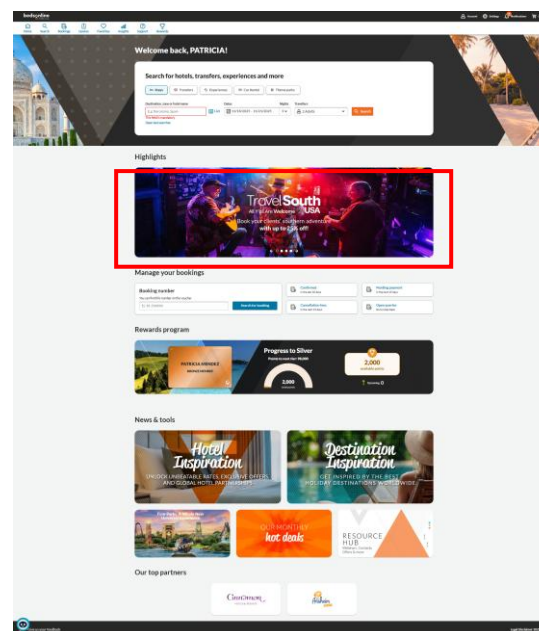
Mexico

# Booking Engine Featured Placement: Top Highlights

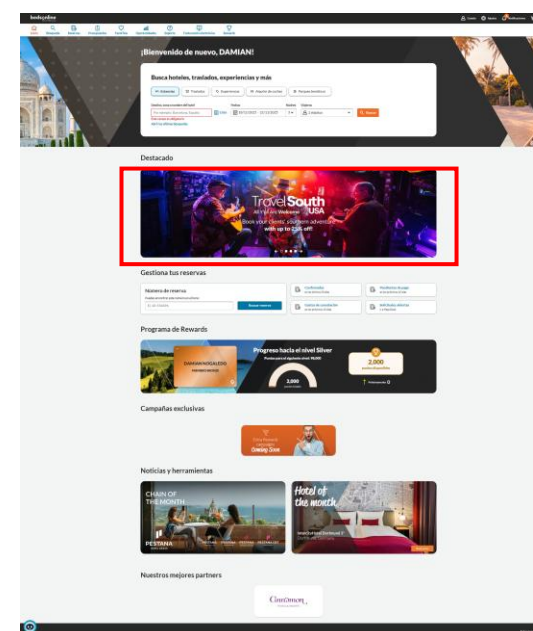
## - November 2025



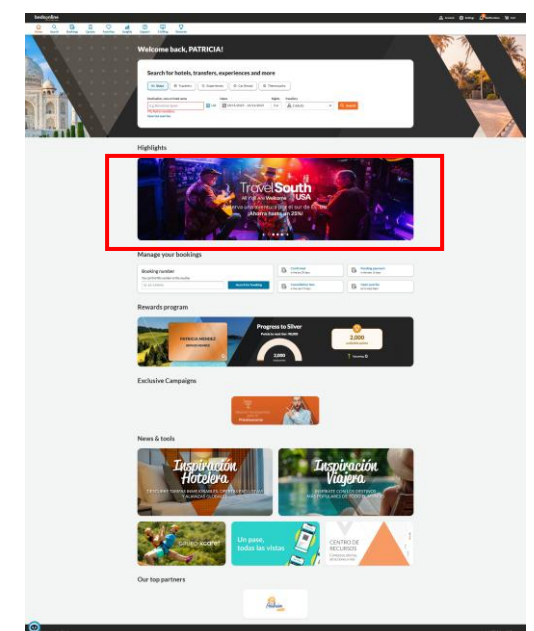
USA



Canada



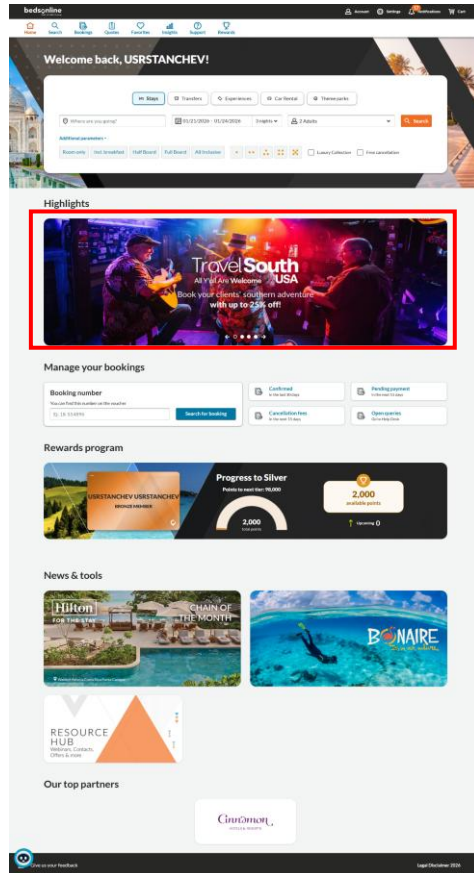
UK



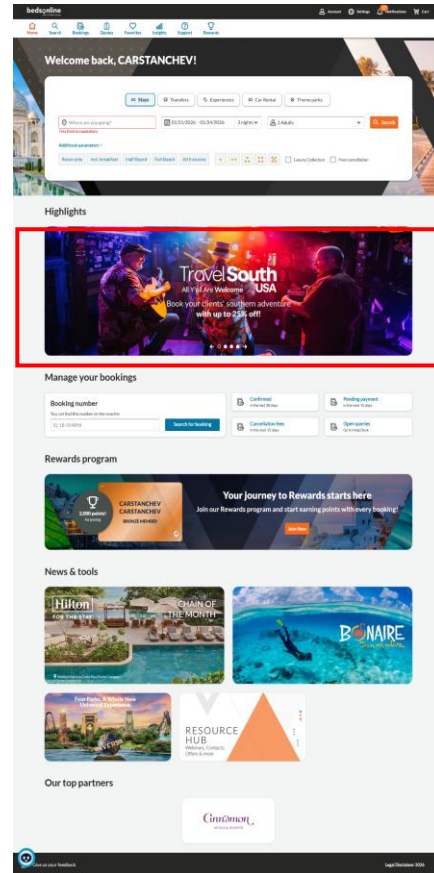
Mexico

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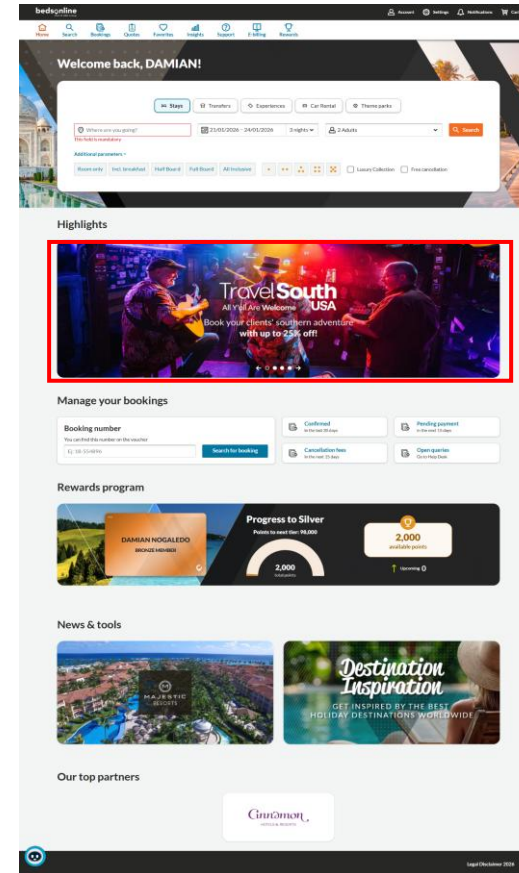
## - January 2026



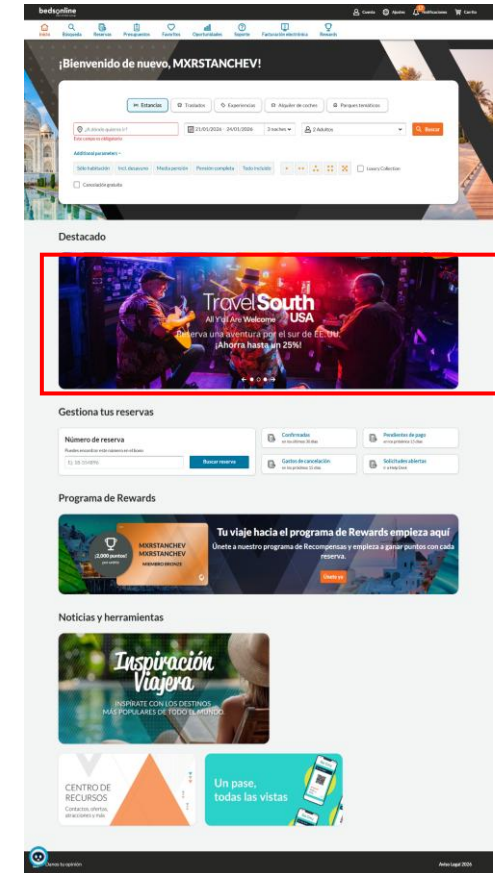
USA



Canada



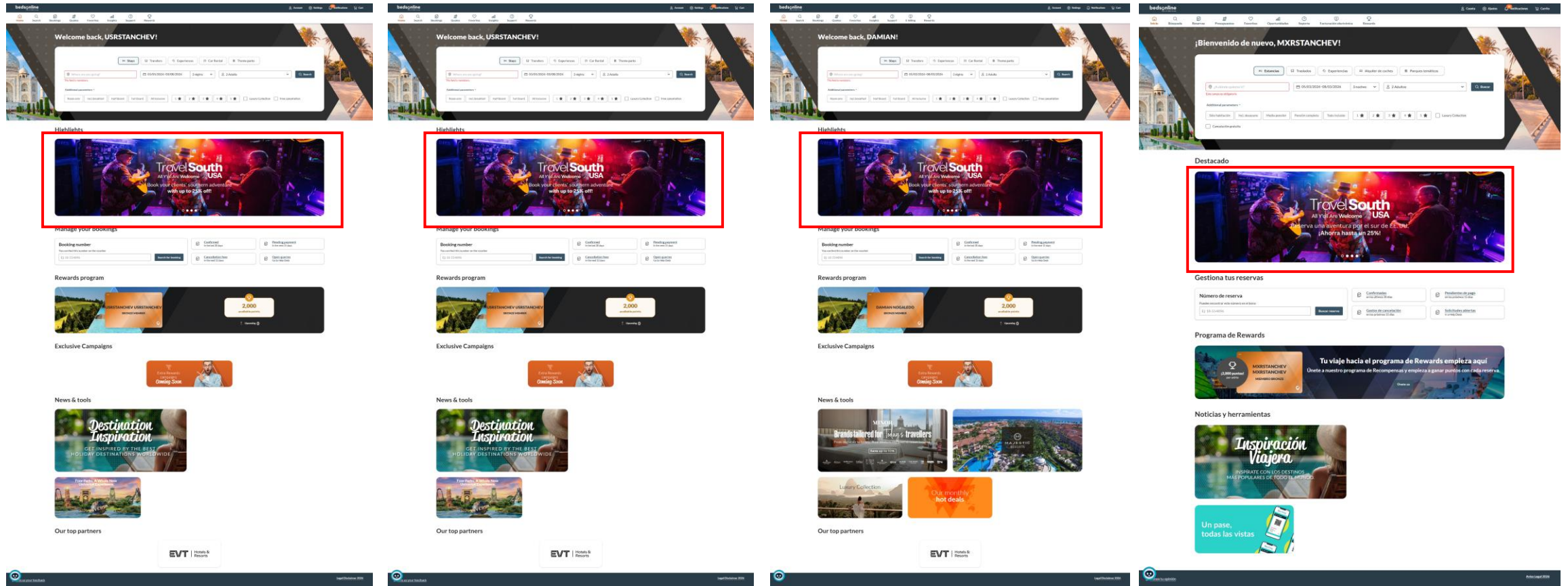
UK



Mexico

# Booking Engine Featured Placement: Top Highlights

## - March 2026



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.](#)



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UK

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**¿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)



Bedsonline UK & Ireland

19 December at 10:00 · 🌐

From coastlines to mountaintops, the American South offers more than just destinations, it offers stories, flavors, and experiences that stay with your clients long after the journey ends.

Whether it's the rhythm of world-class music, the warmth of Southern hospitality, or the richness of local traditions, this region is made for travelers who crave authenticity.

 Explore 25 hand-picked destinations

 Access limited-time hotel deals

 Download ready-to-use resources

 Build themed itineraries tailored to your clients' interests

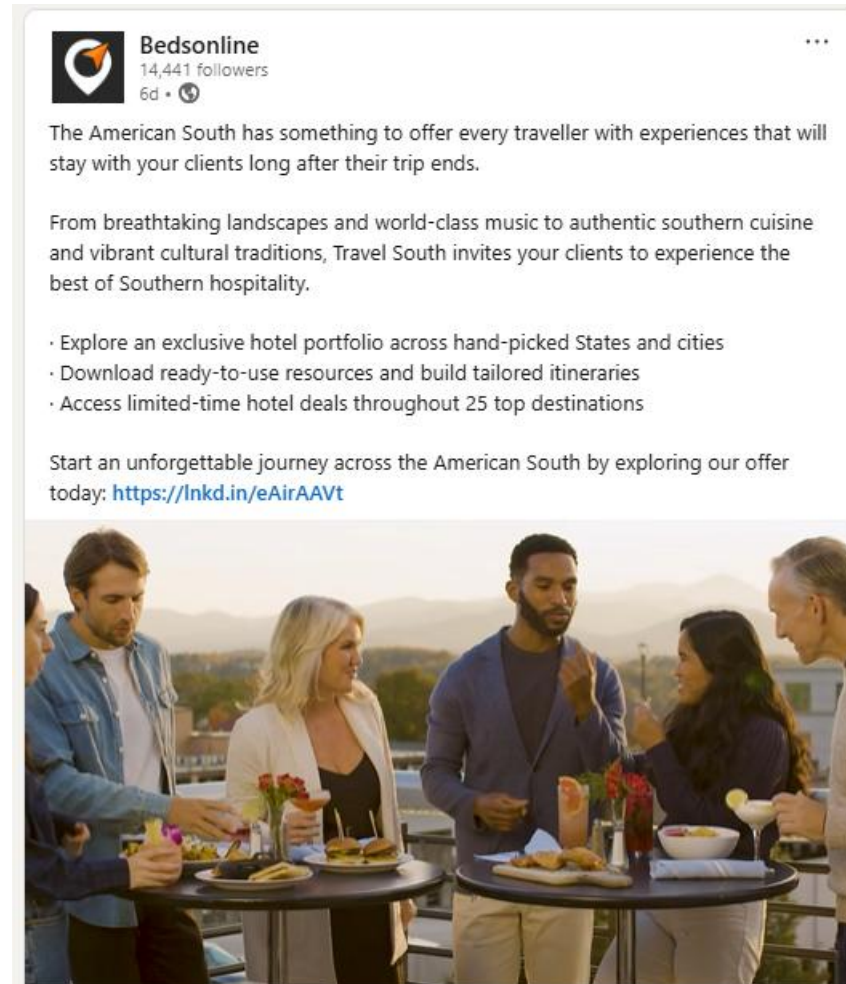
This is your gateway to crafting unforgettable journeys across the Authentic South. 👉 Explore the campaign and start planning: <https://tinyurl.com/4jbmkpva>



Travel South  
One Region, Infinite Flavours  
travelsouthusa.com  
savor.

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>

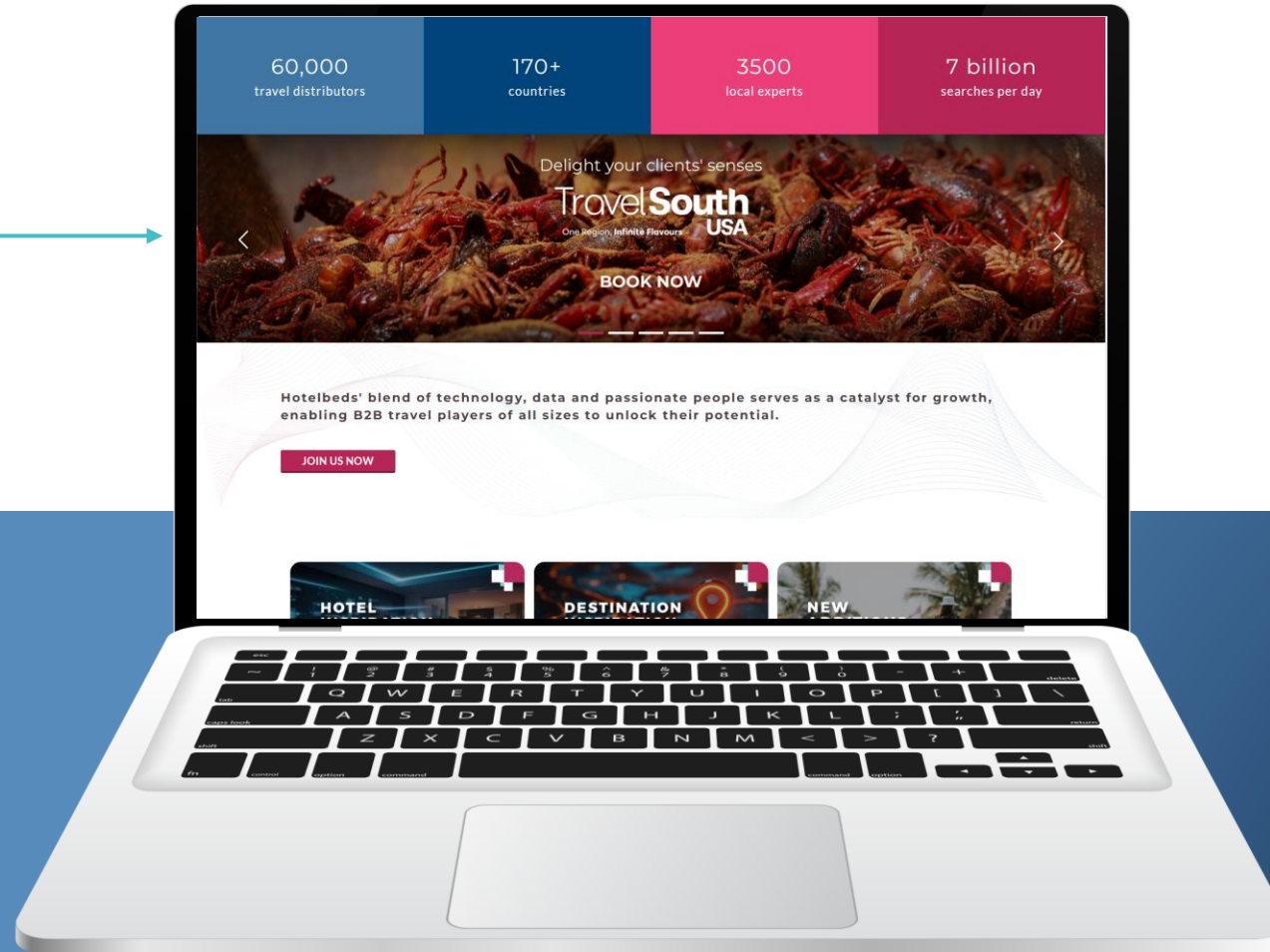


Travel South USA  
All Y'all Are Welcome  
Mississippi Delta, Mississippi

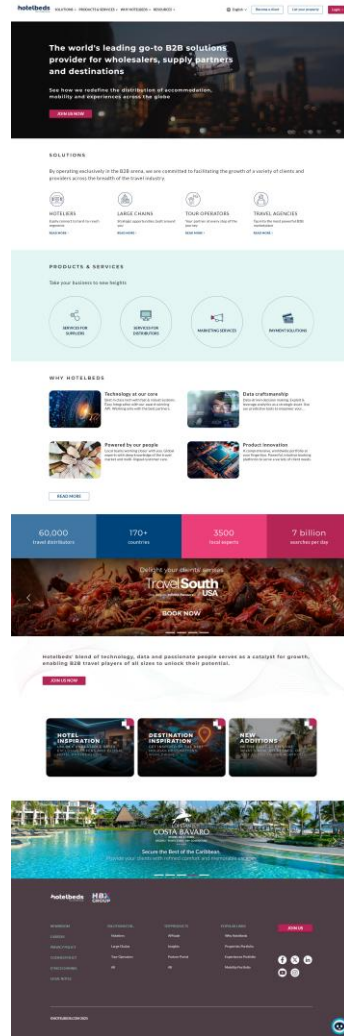


Part of HBX Group

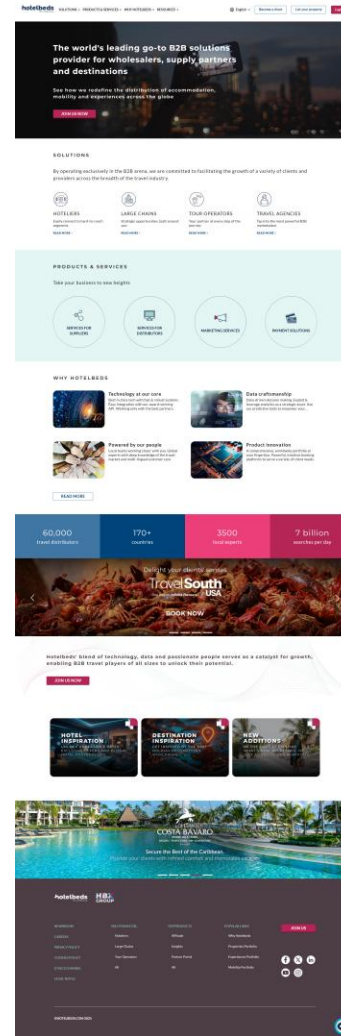
# Premium Banner



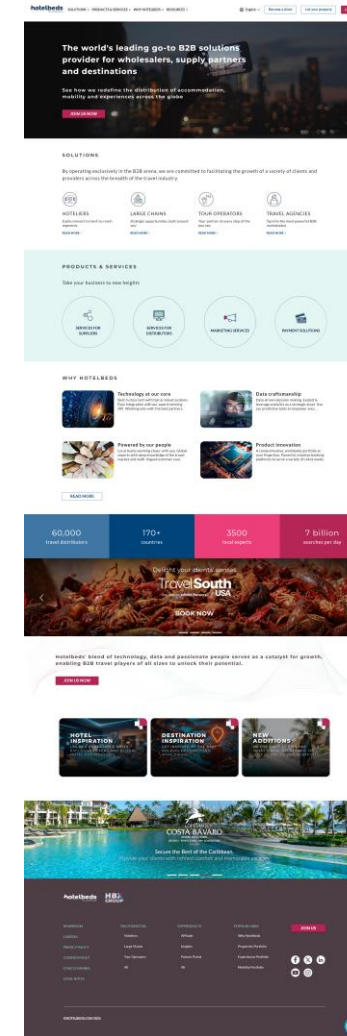
# Premium Banner



North America

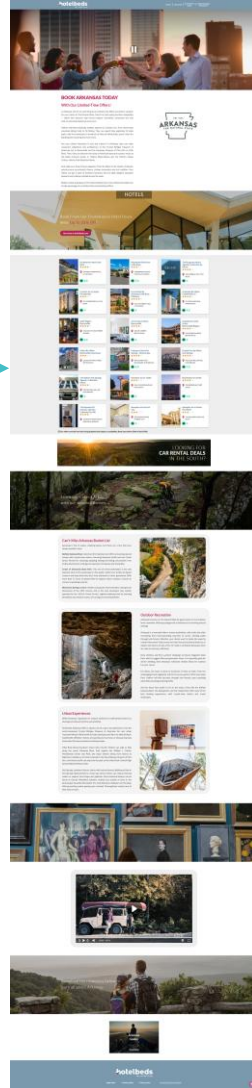
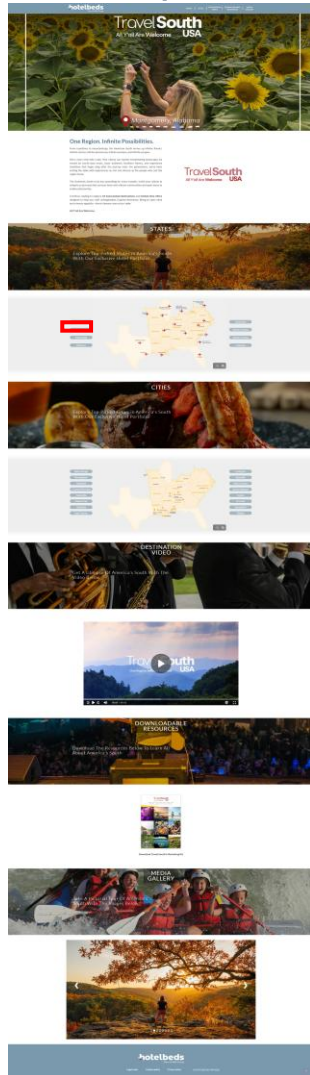


Europe



LATAM

# Custom Microsite



## BOOK ARKANSAS TODAY

With Our Limited-Time Offers!

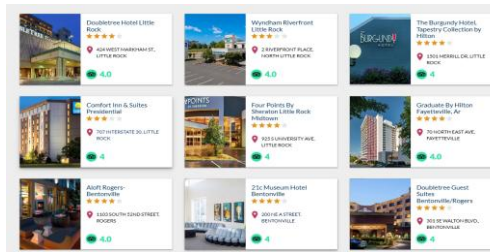
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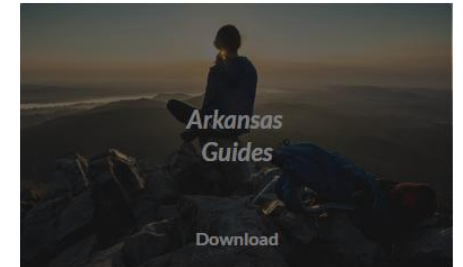
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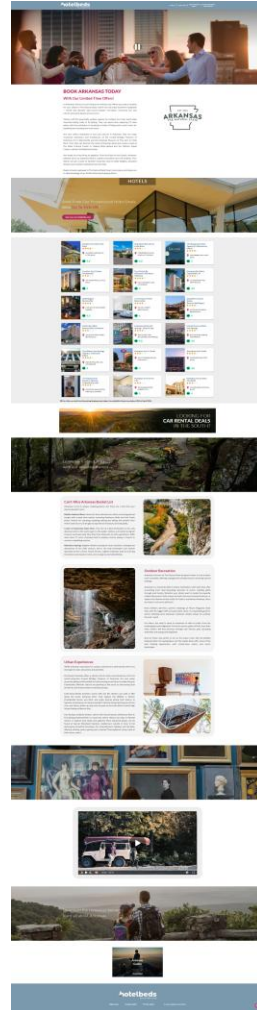
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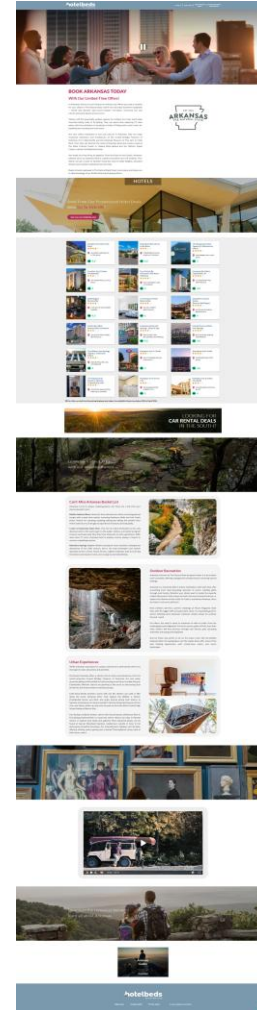
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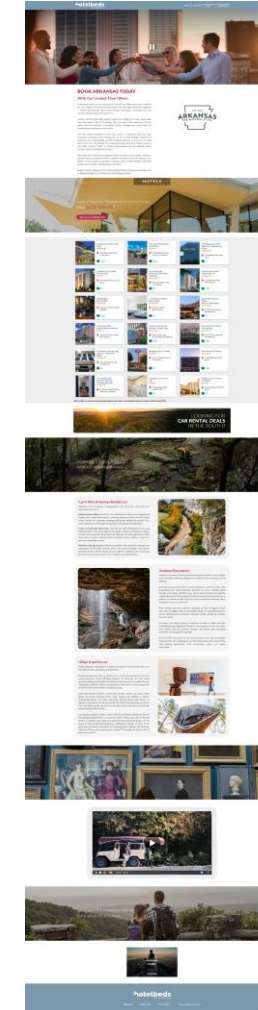
# Custom Microsite



North America

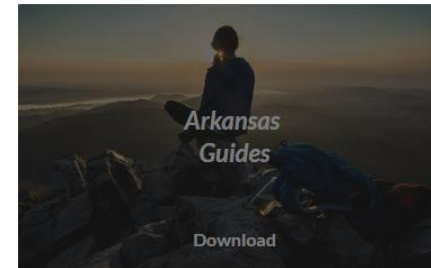
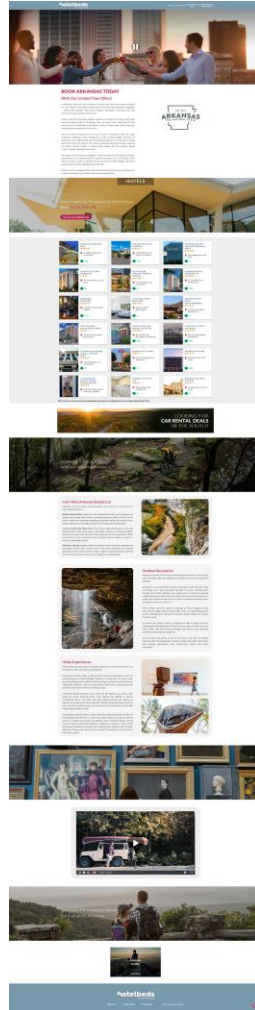


Europe

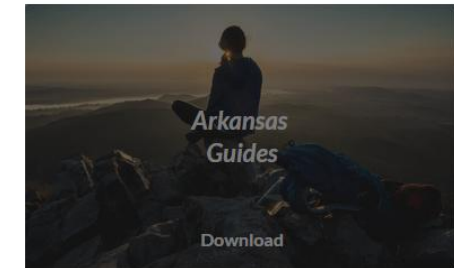


LATAM

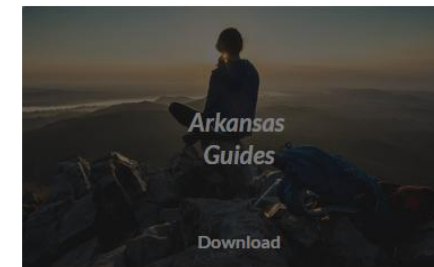
# Downloadable Resources



North America

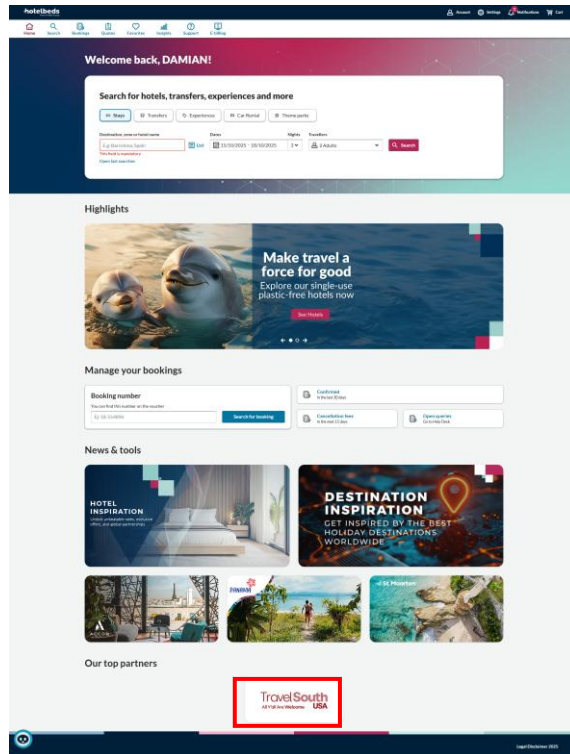


Europe

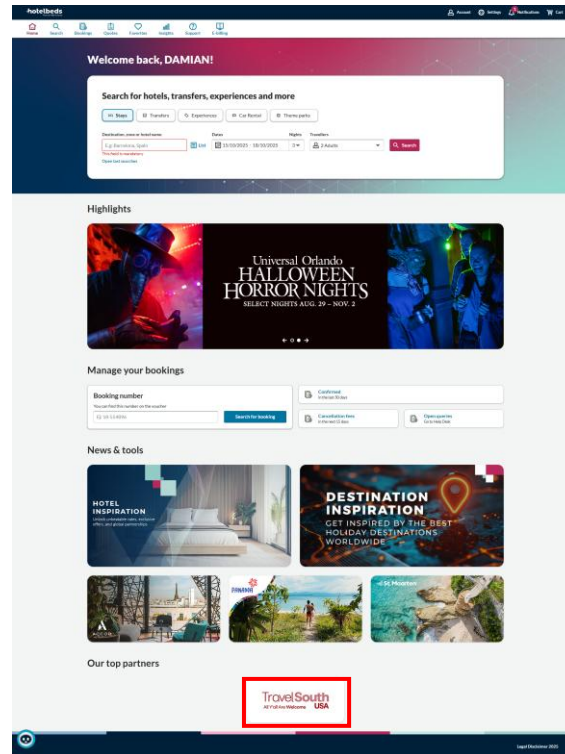


LATAM

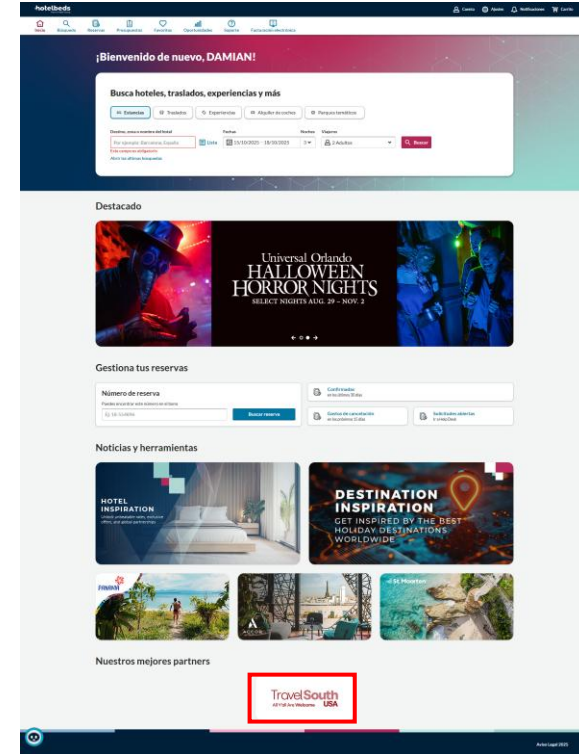
# Preferred Partner Logo Feature – October 2025



North  
America

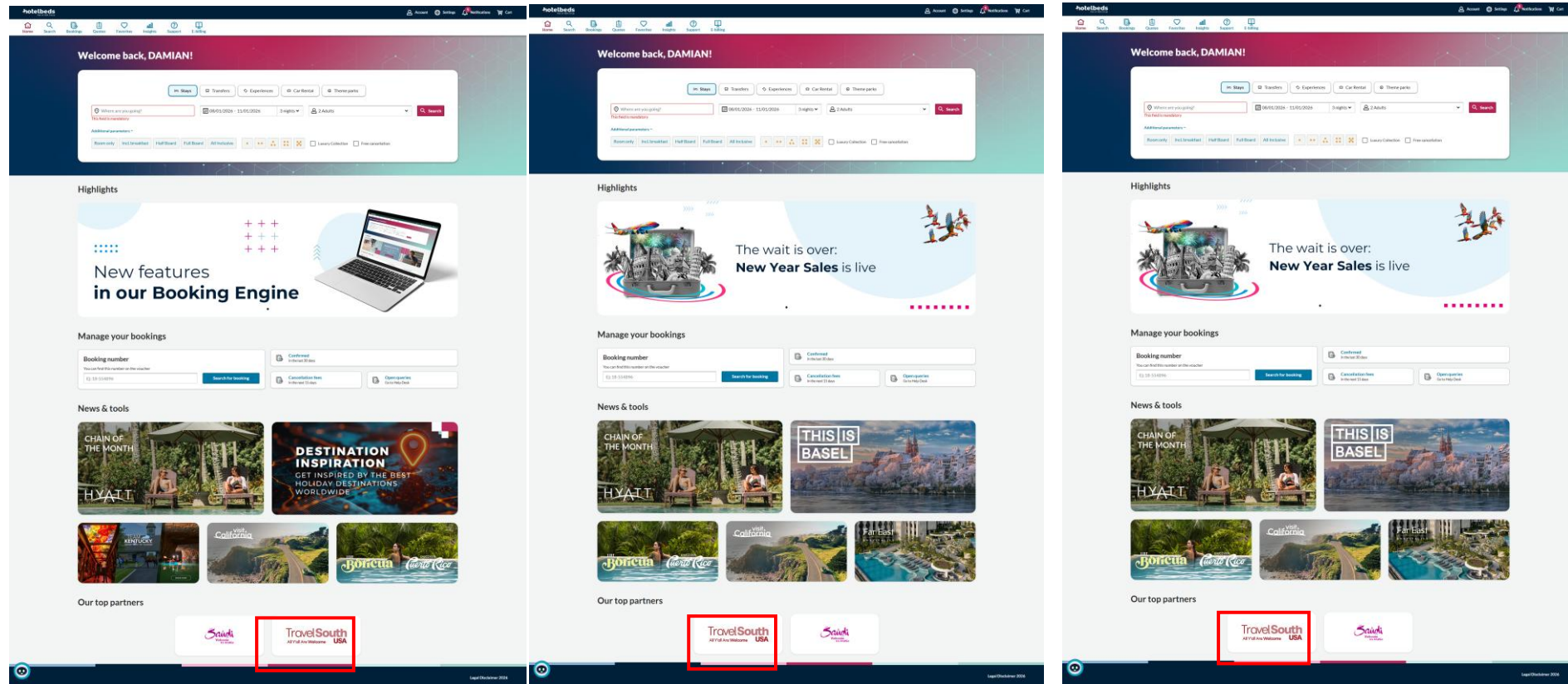


Europe



LATAM

# Preferred Partner Logo Feature – January 2026

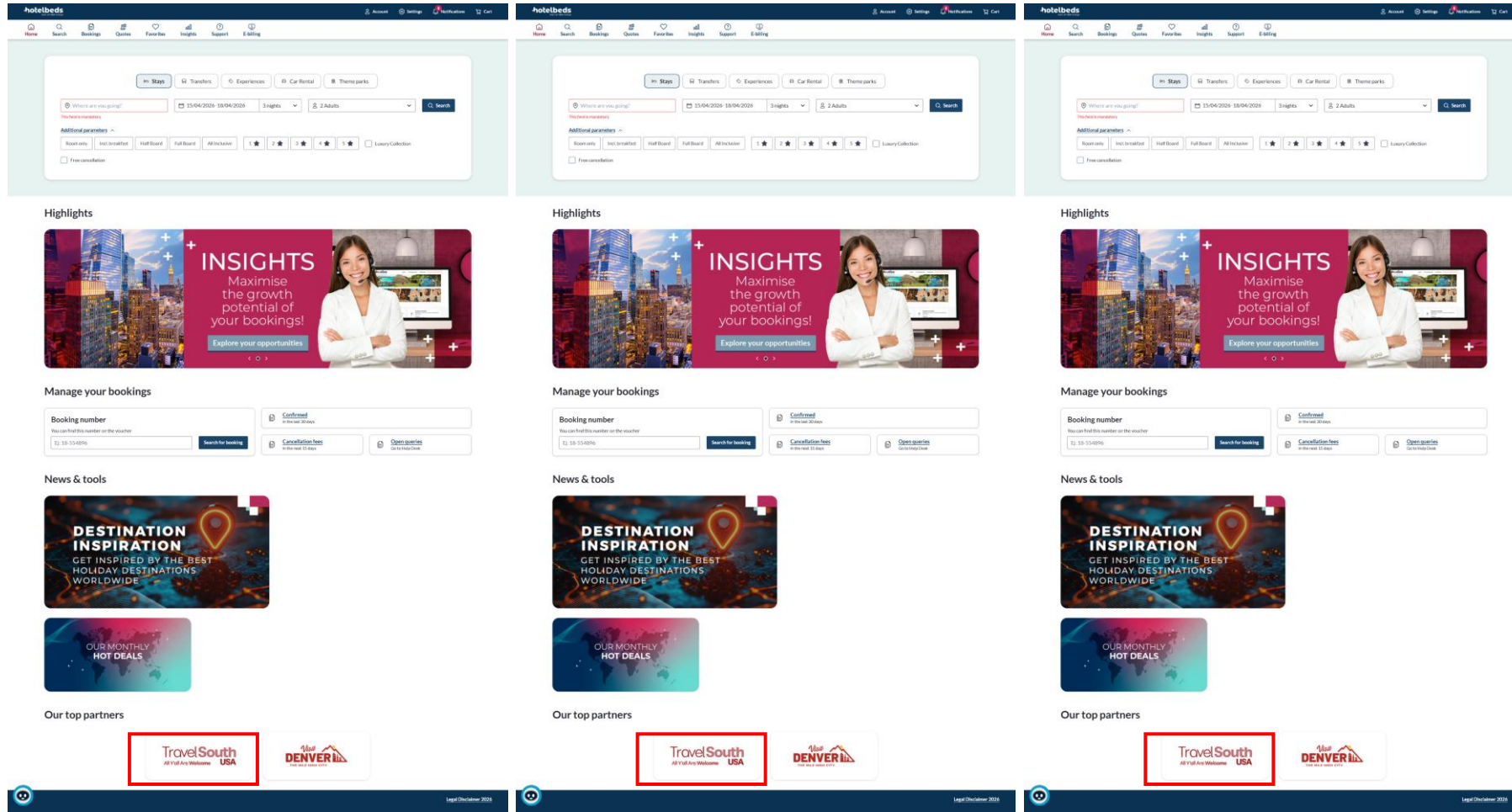


North  
America

Europe

LATAM

# Preferred Partner Logo Feature – April 2026



North America

Europe

LATAM

# Global Sales Campaign Sponsorship #1




BOOK NOW

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 standouts 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







Travel **South**  
USA

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

HOTELBEDS, PART OF  
**HBX GROUP**

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## North America

BOOK NOW

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**Book now**

**BLACK FRIDAY**

**Booking Window:** 4th 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!

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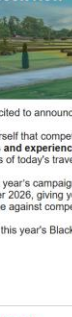
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Europe




Turn  
colourful  
dreams to  
**Black Friday**  
steals

**Book Now**



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**Web filter:** Black Friday





**TravelSouth  
USA**  
 All road to Hibernia

Book your clients' southern adventure  
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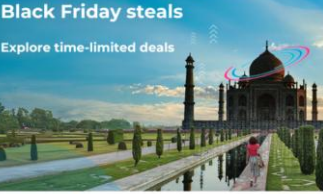
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## Global Sales Campaign Sponsorship #2




**LAST CHANCE:**  
 Turn colourful dreams into  
**Black Friday steals**  
 Explore time-limited deals



This year's **Black Friday** campaign is nearly over!

With only a few days remaining to take advantage of these **exceptional prices**, now is the time to **maximise your offerings** with incentivising deals across thousands of global hotels and experiences and catch the eye of travellers waiting for last-minute Black Friday deals.

Regardless of travel preferences, interests, or timing, our **Black Friday deals provide flexibility and value for all**, and the travel window is open through to December 2026.

Transform your clients' travel aspirations into Black Friday realities - and **book now before the campaign ends**.

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

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## North America




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**Black Friday steals**

Explore time-limited deals



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



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Europe




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

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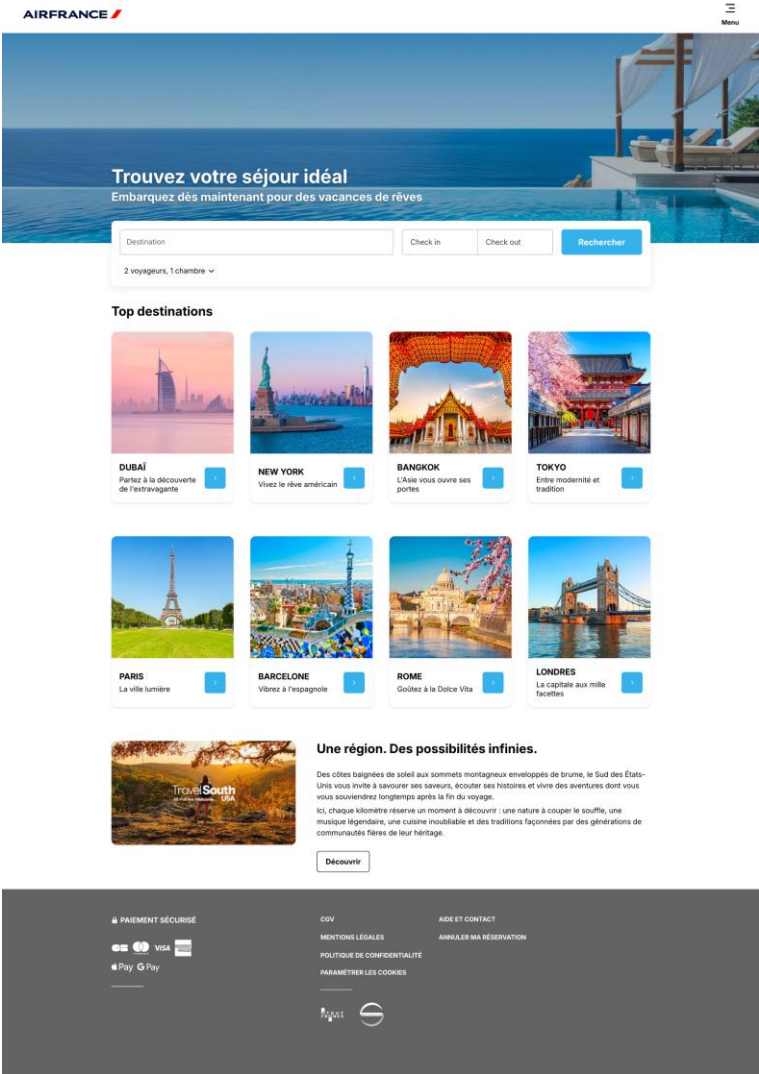


## White Label Features: WTM London



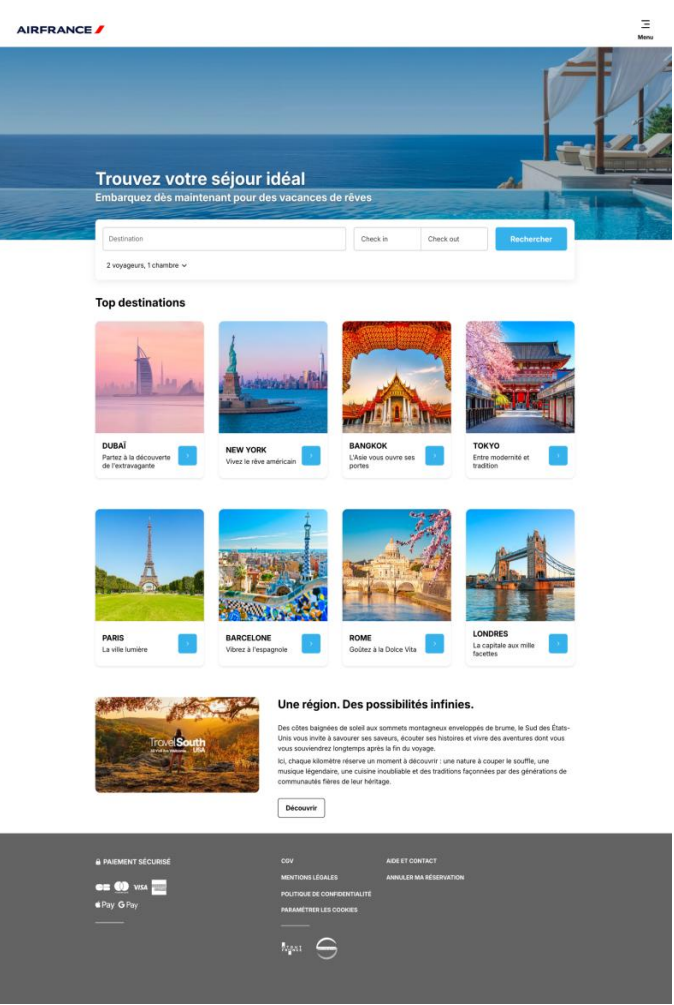


# White Label Features: Air France



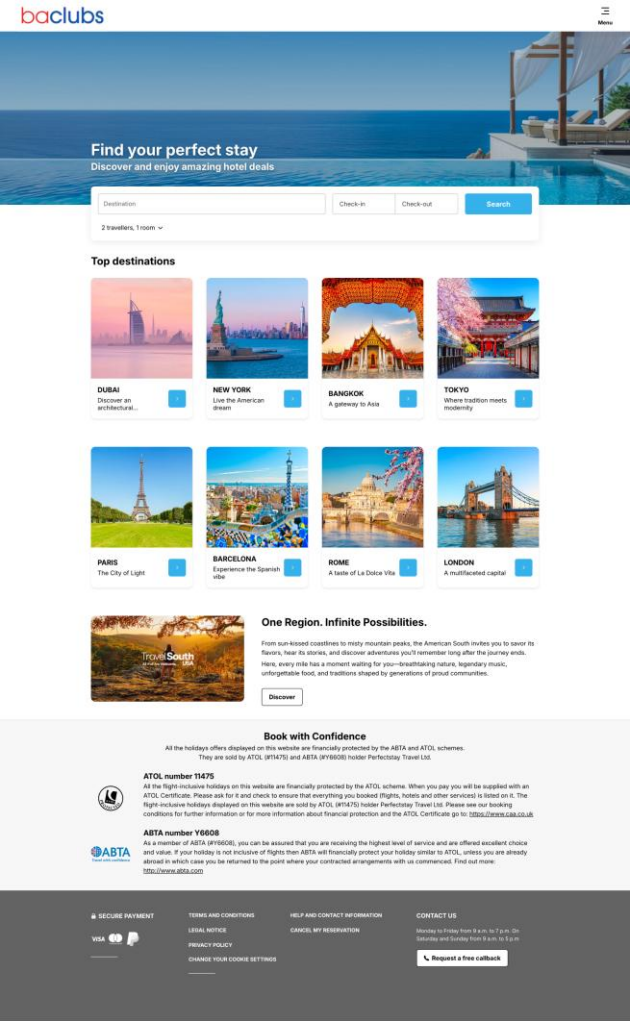
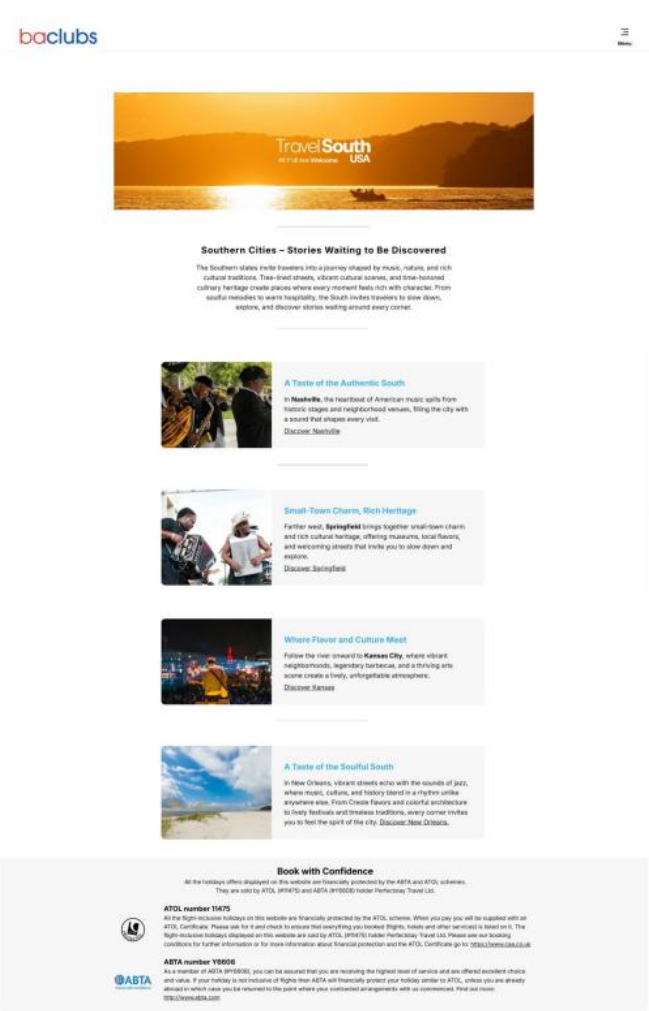


# White Label Features: Air France





# 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

HILFE UND KONTAKT  
MEINE BUCHUNG STORNIEREN  
PRÄFERENZEN FÜR COOKIES

KONTAKTIEREN SIE UNS  
Montag bis Freitag von 10 Uhr bis 18 Uhr und Samstag und Sonntag von 10 Uhr bis 18 Uhr  
**Kostenfreier Anruf**

corporate benefits



## Finden Sie Ihr perfektes Urlaubsangebot!

Toile Hotelangebote und vieles mehr ...

Reiseziel  Check in  Check out

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.

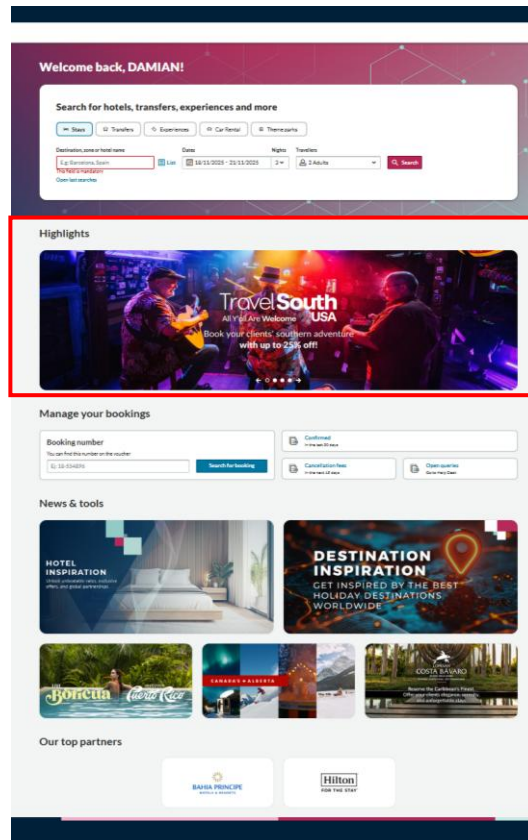
Hier wartet auf jeder Meile ein besonderer Moment: atemberaubende Natur, legendäre Musik, unvergessliches Essen und Traditionen, geprägt von Generationen stolzer Gemeinschaften.

SICHERES BEZAHLEN  
VISA

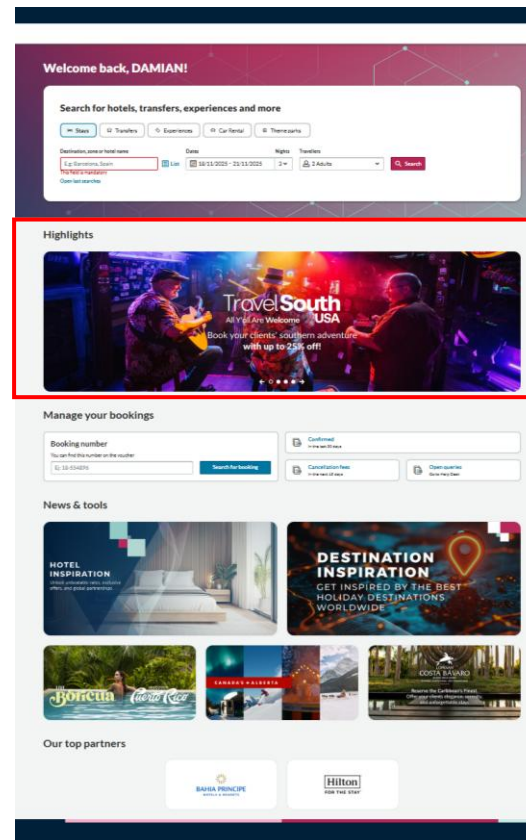
HILFE UND KONTAKT  
MEINE BUCHUNG STORNIEREN  
PRÄFERENZEN FÜR COOKIES

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**Kostenfreier Anruf**

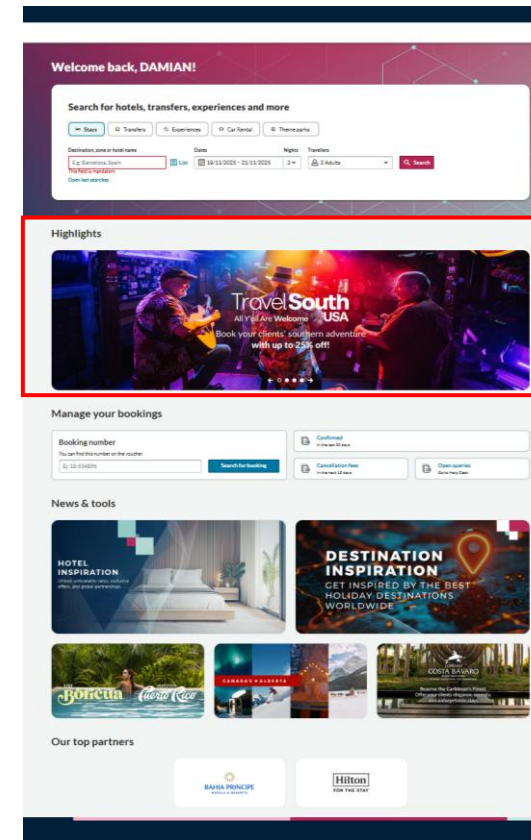
# Booking Engine Featured Placement: Top Highlights - November 2025



North America



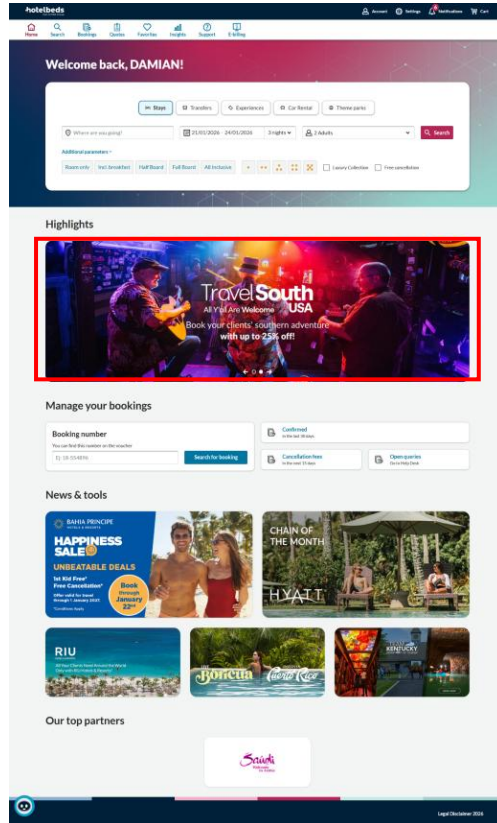
Europe



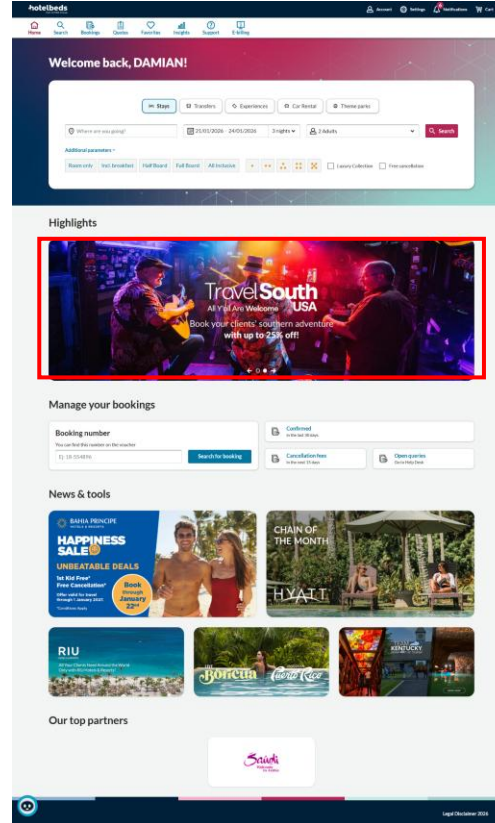
LATAM



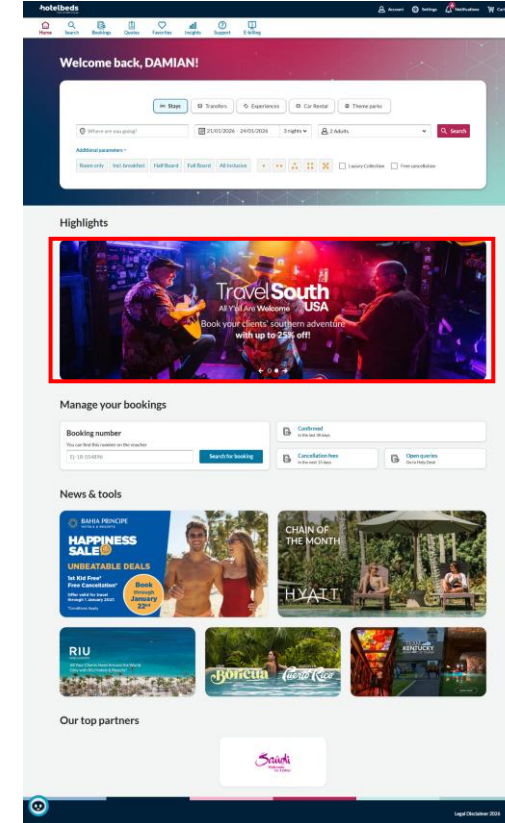
## Booking Engine Featured Placement: Top Highlights – January 2026



North  
America

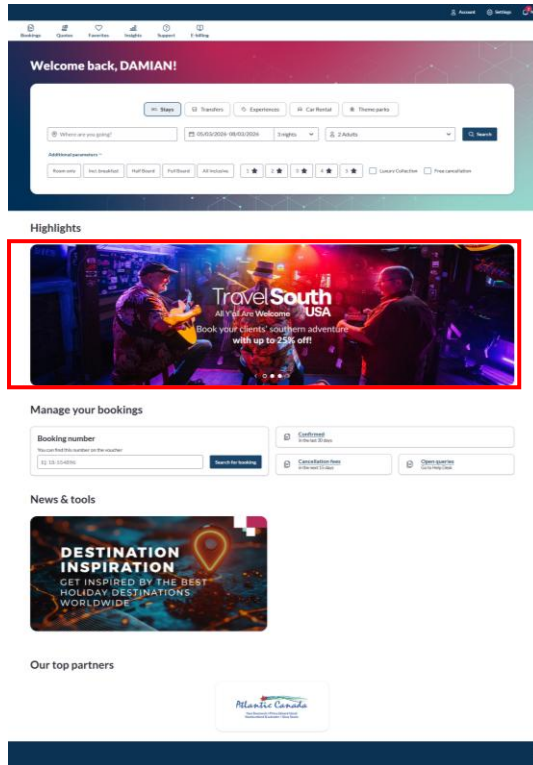


Europe

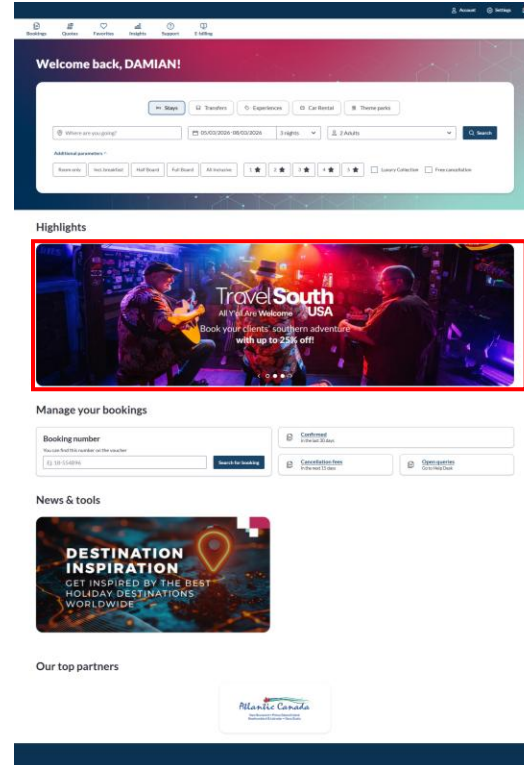


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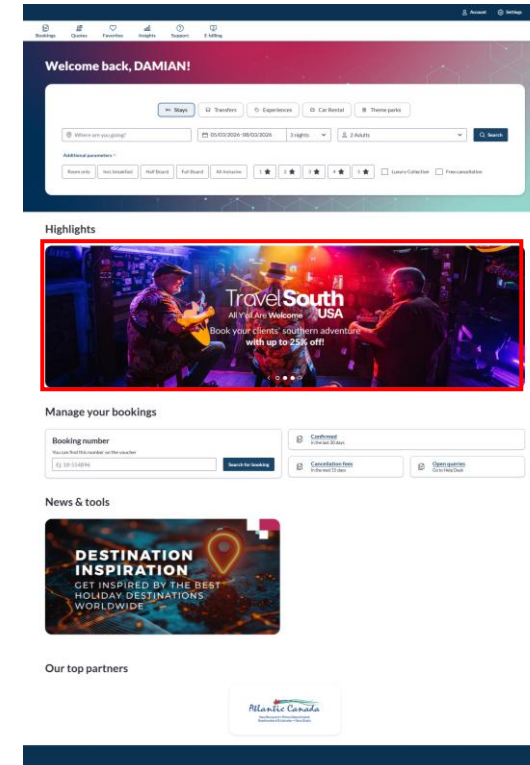
# Booking Engine Featured Placement: Top Highlights – March 2026



North  
America



Europe



LATAM

# Bespoke Newsletter #1








100+ destinations  
 100+ 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.

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.](#)



Ready to plan your trip?
   
 Discover the South.
   
 Travel South.
   
 Save More.

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

**TravelSouth**  
USA  
All Fall Are Welcome  
Book your clients' southern adventure  
with up to 25% off!

---

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Save More.**

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Plus, enjoy exclusive savings  
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campaign.

[Start exploring today.](#)

**Your Ultimate  
Planning Tool**

Looking for a resource that  
makes planning effortless?  
The TravelSouth 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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Europe







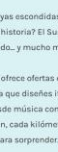

## ¿Preparado para descubrir el auténtico Sur?

¿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 mística 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 exposiciones](#) y descubre por qué en el Sur las posibilidades son infinitas.

¡Aquí todos son bienvenidos!

Explora más. Ahora más.

Descubre el Sur como nunca antes. Recorre nuestros mapas interactivos y conoce qué hay 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.](#)

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# Bespoke Newsletter #2



## North America

Europe

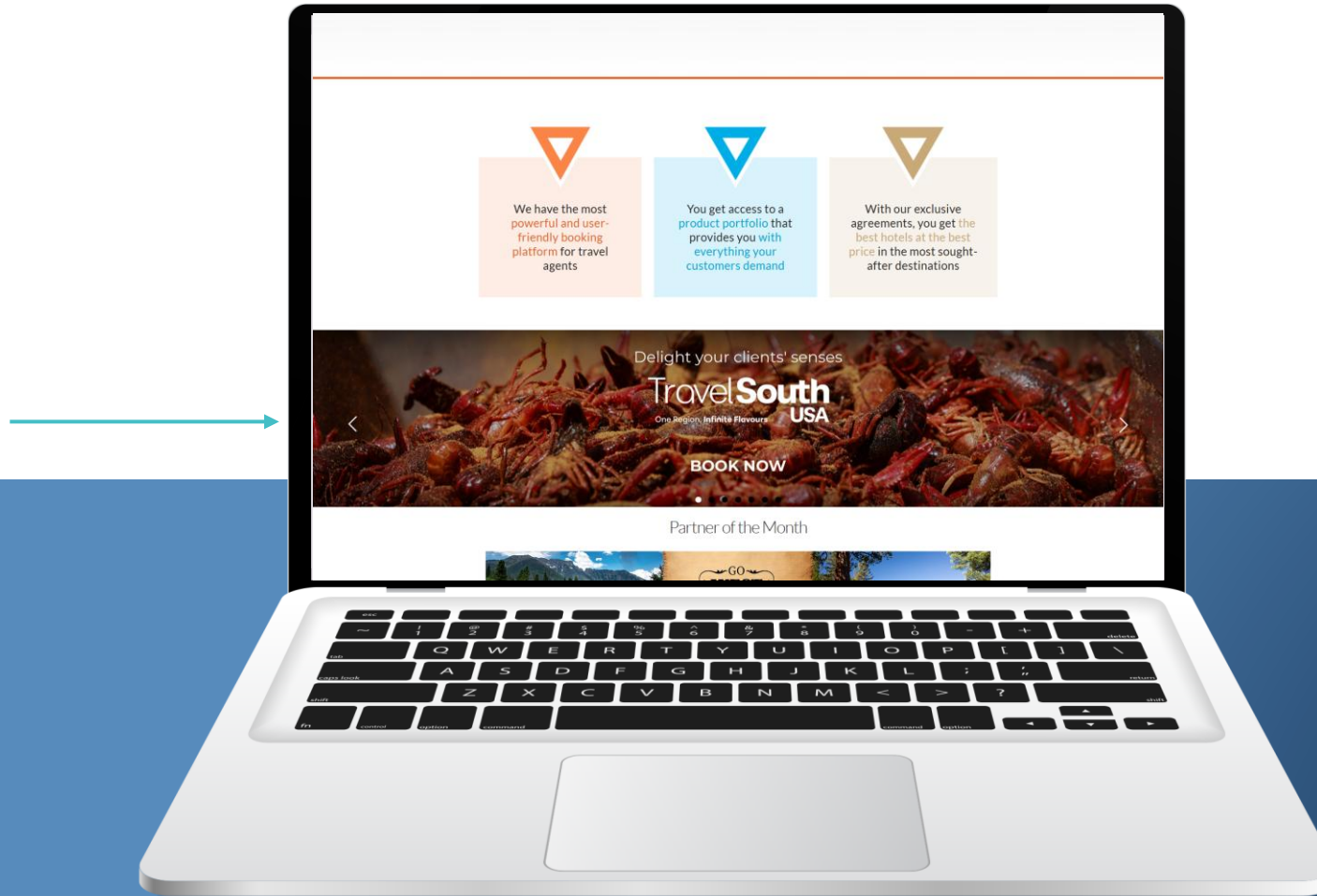
LATAM



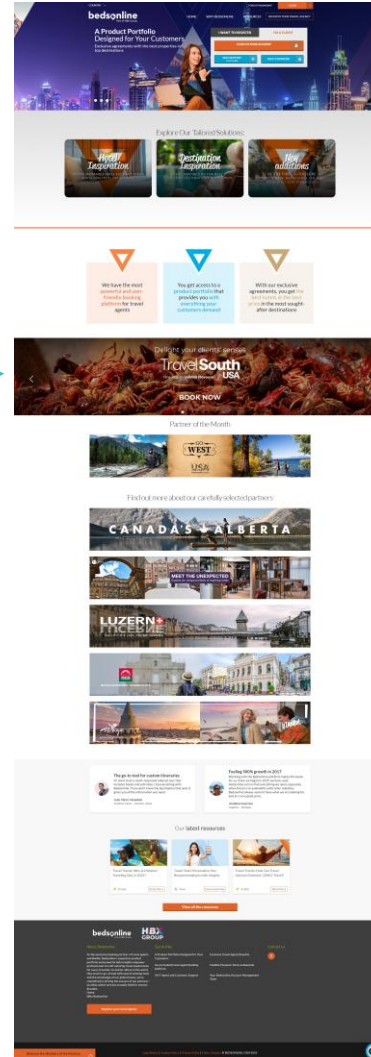
**bedsonline**  
Part of HBX Group

# ADDITIONAL MARKETING

# Belt Banner



# Belt Banner



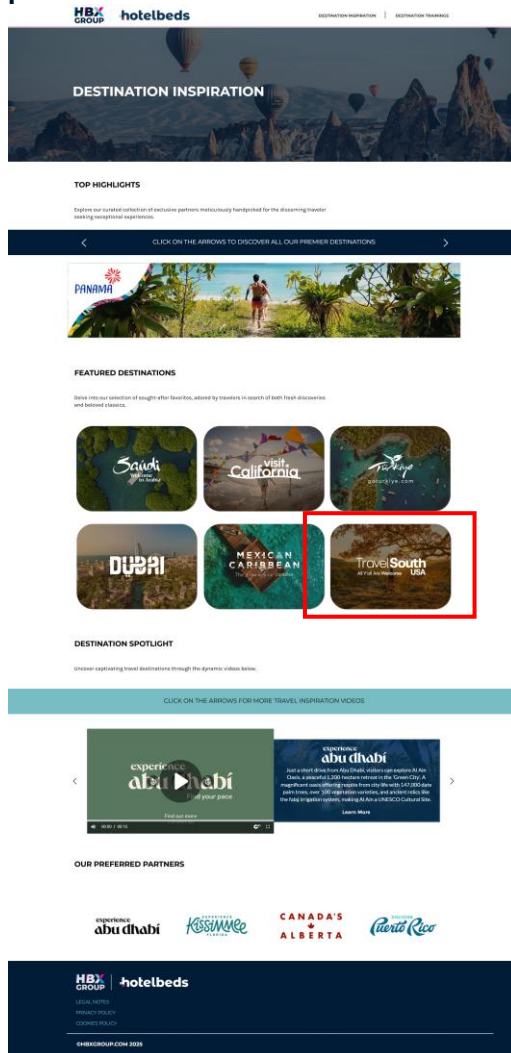
UK



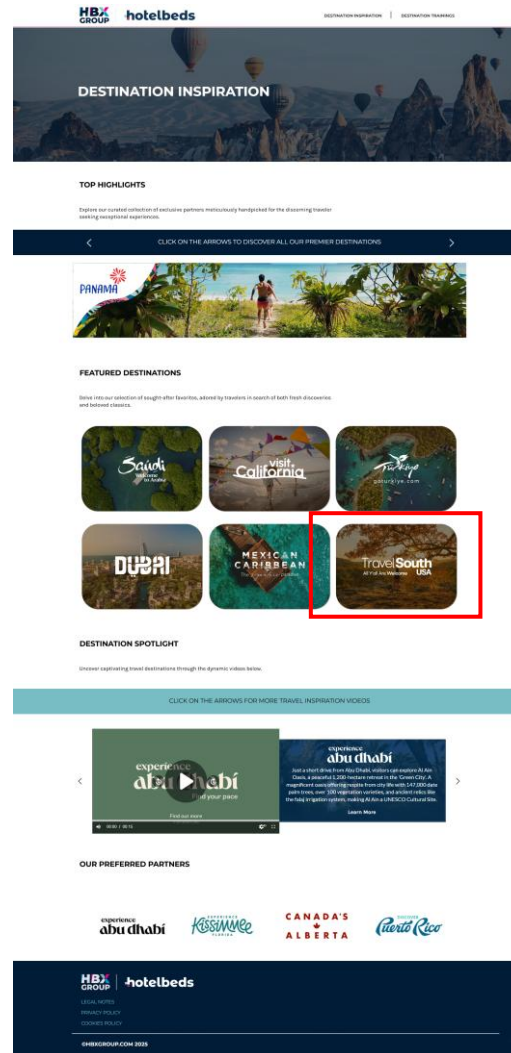
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# ADDITIONAL MARKETING

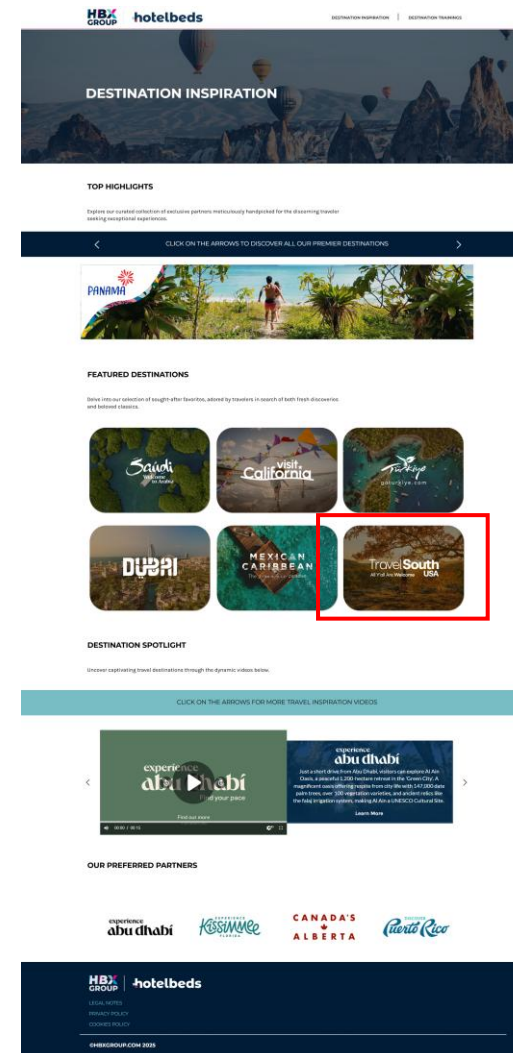
# Destination HUB Feature



North America



Europe



LATAM

# PRODUCTION DATA

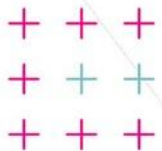


CAMPAIGN ROOM NIGHT PRODUCTION REPORT

| 24/25 Oct - Apr     |        |        |    |        |        |     | 25/26 Oct - Apr |        |       |        |        |
|---------------------|--------|--------|----|--------|--------|-----|-----------------|--------|-------|--------|--------|
| Destination Name    | CANADA | MEXICO | UK | USA    | Total  |     | CANADA          | MEXICO | UK    | USA    | Total  |
| Ashley - AR         | 2      | 0      | 0  | 41     | 43     |     | 0               | 0      | 11    | 57     | 68     |
| Blytheville - AR    | 48     | 0      | 2  | 400    | 450    |     | 36              | 0      | 0     | 349    | 385    |
| East Camden - AR    | 7      | 0      | 0  | 26     | 33     |     | 33              | 0      | 0     | 111    | 144    |
| El Dorado - AR      | 194    | 0      | 0  | 420    | 614    |     | 101             | 0      | 2     | 569    | 672    |
| Fayetteville - AR   | 466    | 65     | 11 | 3,056  | 3,598  |     | 566             | 26     | 47    | 4,848  | 5,487  |
| Forrest City - AR   | 145    | 0      | 1  | 294    | 440    |     | 93              | 0      | 1     | 592    | 686    |
| Fort Smith - AR     | 139    | 0      | 4  | 535    | 678    |     | 116             | 16     | 5     | 1,014  | 1,151  |
| Grant - AR          | 25     | 0      | 0  | 153    | 178    |     | 40              | 25     | 0     | 296    | 361    |
| Harrison - AR       | 60     | 0      | 0  | 157    | 217    |     | 12              | 4      | 0     | 216    | 232    |
| Hot Springs - AR    | 279    | 0      | 13 | 1,561  | 1,853  |     | 300             | 0      | 12    | 3,154  | 3,466  |
| Howard - AR         | 15     | 0      | 0  | 17     | 32     |     | 36              | 0      | 2     | 119    | 157    |
| Jonesboro - AR      | 196    | 4      | 0  | 864    | 1,064  |     | 284             | 0      | 5     | 1,608  | 1,897  |
| Little Rock - AR    | 1,385  | 12     | 24 | 4,972  | 6,393  |     | 1,838           | 11     | 95    | 9,414  | 11,358 |
| Magnolia - AR       | 2      | 0      | 0  | 85     | 87     |     | 9               | 0      | 0     | 215    | 224    |
| Mcgehee - AR        | 18     | 0      | 0  | 64     | 82     |     | 20              | 0      | 0     | 131    | 151    |
| Monticello - AR     | 23     | 0      | 0  | 76     | 99     |     | 87              | 0      | 0     | 316    | 403    |
| Mountain Home - AR  | 50     | 0      | 0  | 170    | 220    |     | 59              | 0      | 1     | 391    | 451    |
| Pine Bluff - AR     | 210    | 0      | 0  | 191    | 401    |     | 109             | 1      | 2     | 253    | 365    |
| Russellville - AR   | 97     | 0      | 2  | 346    | 445    |     | 44              | 0      | 5     | 722    | 771    |
| Searcy - AR         | 168    | 0      | 0  | 196    | 364    |     | 84              | 4      | 2     | 464    | 554    |
| Siloam Springs - AR | 13     | 0      | 0  | 55     | 68     | 15  | 0               | 0      | 56    | 71     |        |
| West Memphis - AR   | 137    | 0      | 9  | 468    | 614    | 722 | 0               | 9      | 1,026 | 1,757  |        |
| Total               | 3,679  | 81     | 66 | 14,147 | 17,973 |     | 4,604           | 87     | 199   | 25,921 | 30,811 |
|                     |        |        |    |        |        |     |                 |        |       |        | 71%    |



# 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            | <div>bedsonline</div> <div>TIMELINE : OCTOBER 2025 - APRIL 2026</div> |           |           |            |
|------------------------|-----------------------------------------------------------------------|-----------|-----------|------------|
|                        | 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            | <div>hotelbeds</div> <div>Part of HBX Group</div> <div>TIMELINE: OCTOBER 2025 - APRIL 2026</div> |            |            |
|------------------------|--------------------------------------------------------------------------------------------------|------------|------------|
|                        | 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

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

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

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

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

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

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

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



THANK YOU!

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