



LOUISIANA
Feed Your Soul.

CAMPAIGN REPORT

TravelSouth
All Y'all Are Welcome USA

Campaign Timeline

October 1st, 2025 – April 30th 2026

Campaign Source Markets

	USA, Canada, UK, Mexico, Australia and France
	North America, Europe, LATAM and APAC



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

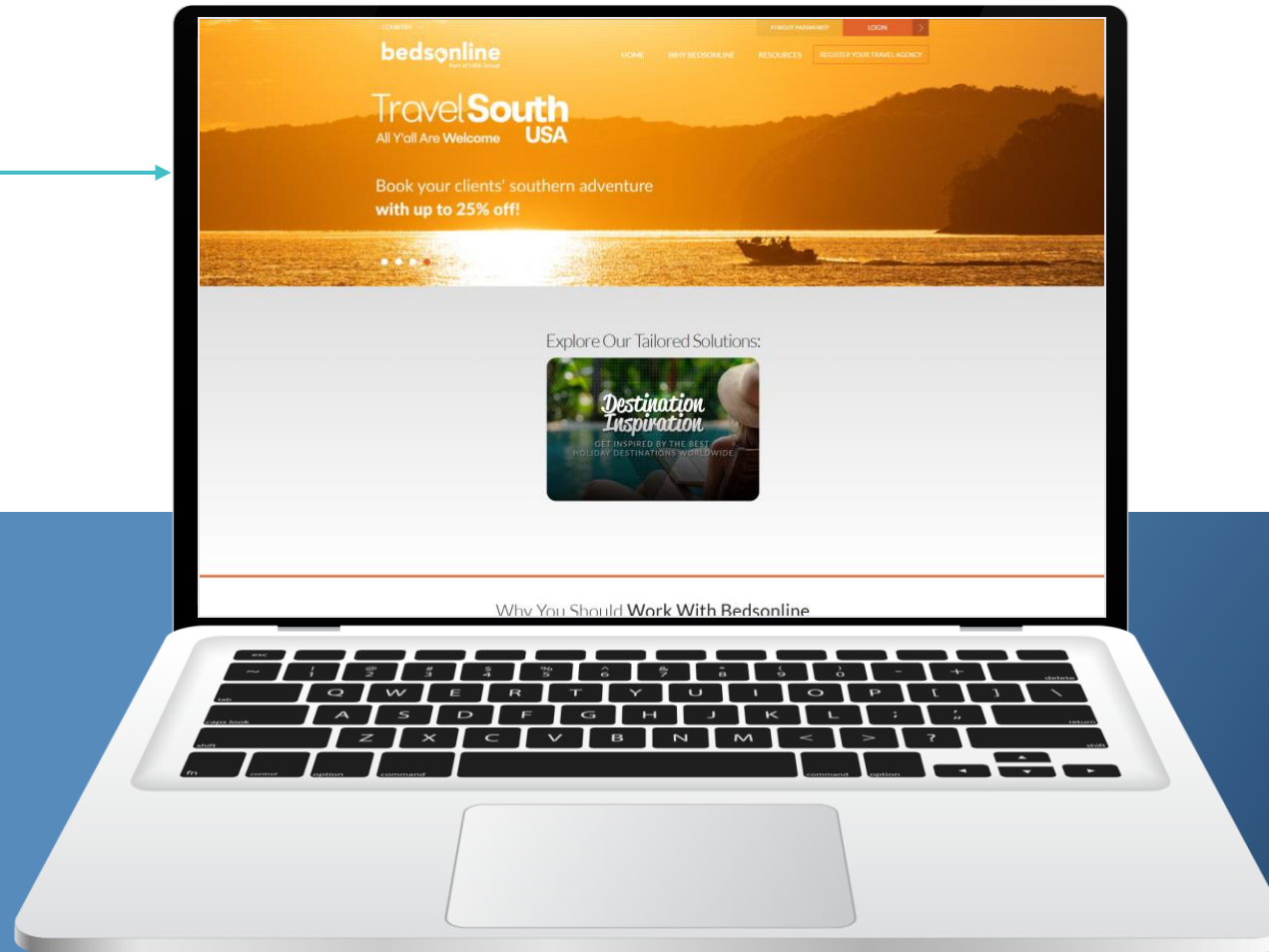
Hotelbeds:

- ▶ Destination HUB Feature

CAMPAIGN DELIVERABLES

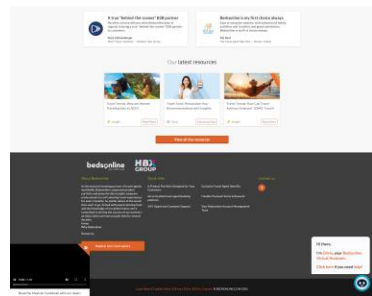
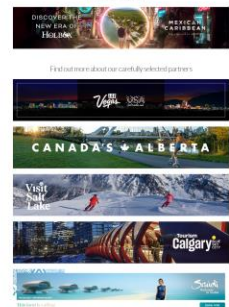
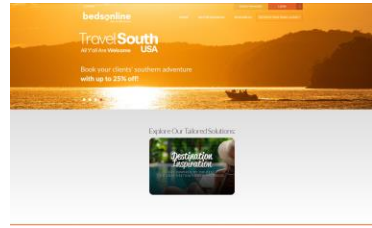
bedsonline
Part of HBX Group

Premium Banner

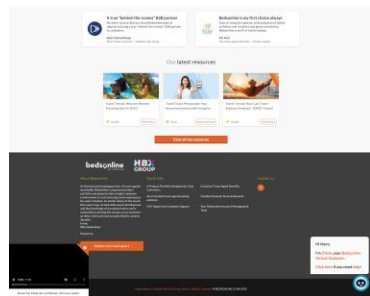
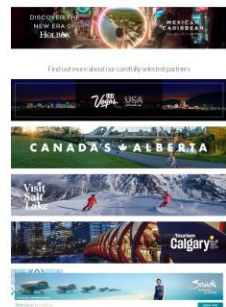
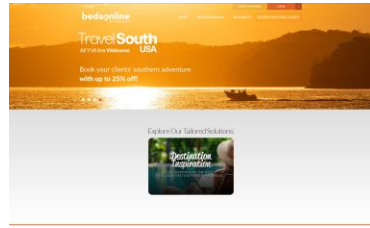




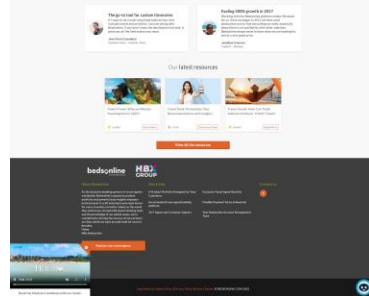
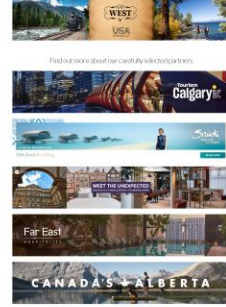
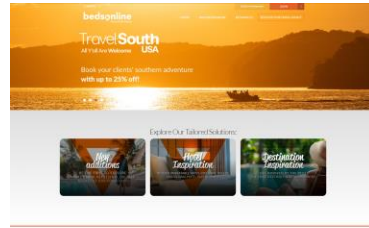
Premium Banner



USA



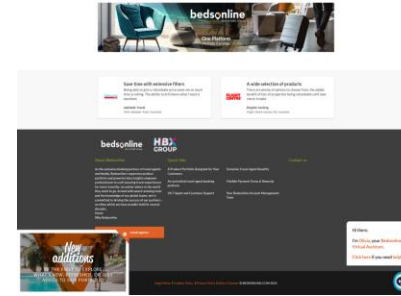
Canada



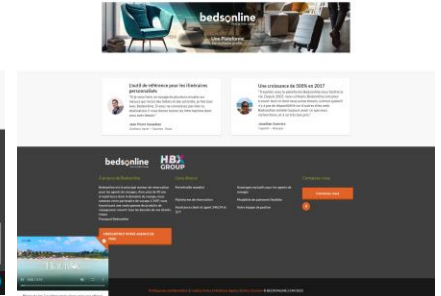
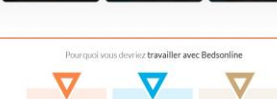
UK



Mexico

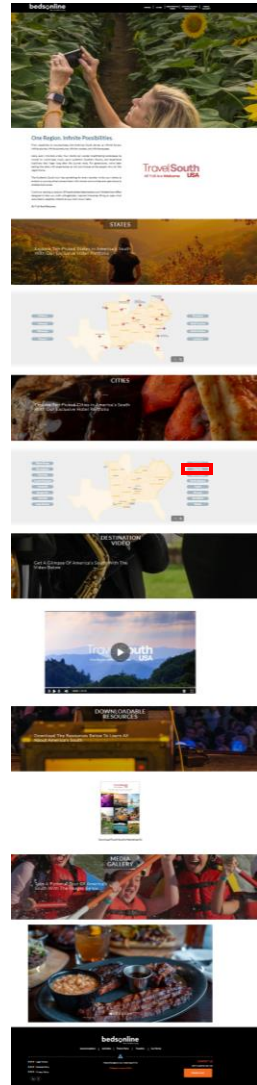


Australia



France

bedsonline | Custom Microsite

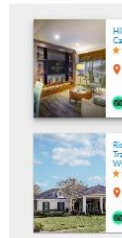


FIND YOUR LOUISIANA

For Your Clients' Next Unforgettable Adventure

Visiting Louisiana is different for everyone. No matter what you love, you'll find what you need to Feed Your Soul. With a variety of live music, natural beauty, a rich culture and delicious food, Louisiana has something for everyone.

Let the endless beauty of Louisiana inspire your clients with our 25% off deals!



Outdoors in Lou

With year-round opportunity, why Louisiana's nickname.

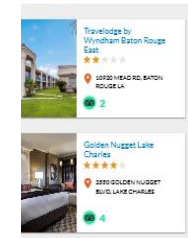
Visit the beautiful state j paddling, hiking and biking.

Choose from dozens of National Wildlife Refuges that are perfect for nature viewing, hike through the sprawling Kisatchie National Forest, hop aboard an airboat swamp tour or set sail for charter fishing in the Gulf. Plus, Louisiana's prime location and vast expanse of coastal wetlands make our state a hot spot for spotting rare and endangered bird species. Louisiana is the ultimate playground for all outdoorsmen.



WHAT'S YOUR LOUISIANA?

Download Louisiana's Destination Brochure



Custom Microsite



USA



Canada



UK



Mexico



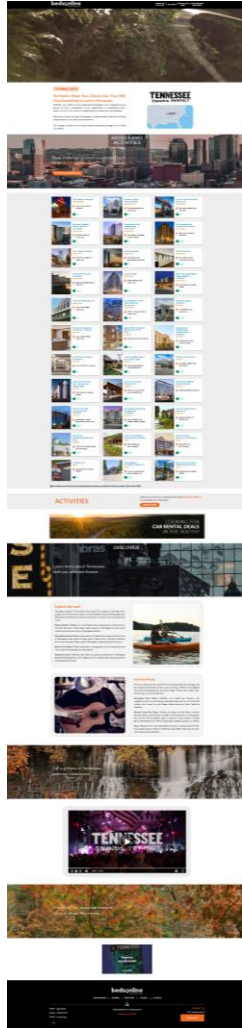
Australia



France



Downloadable Resources



Download Louisiana's
Destination Brochure

USA



Download Louisiana's
Destination Brochure

Canada



Download Louisiana
Destination Brochure

UK



Descargar el folleto
sobre Luisiana

Mexico



Download Louisiana's
Destination Brochure

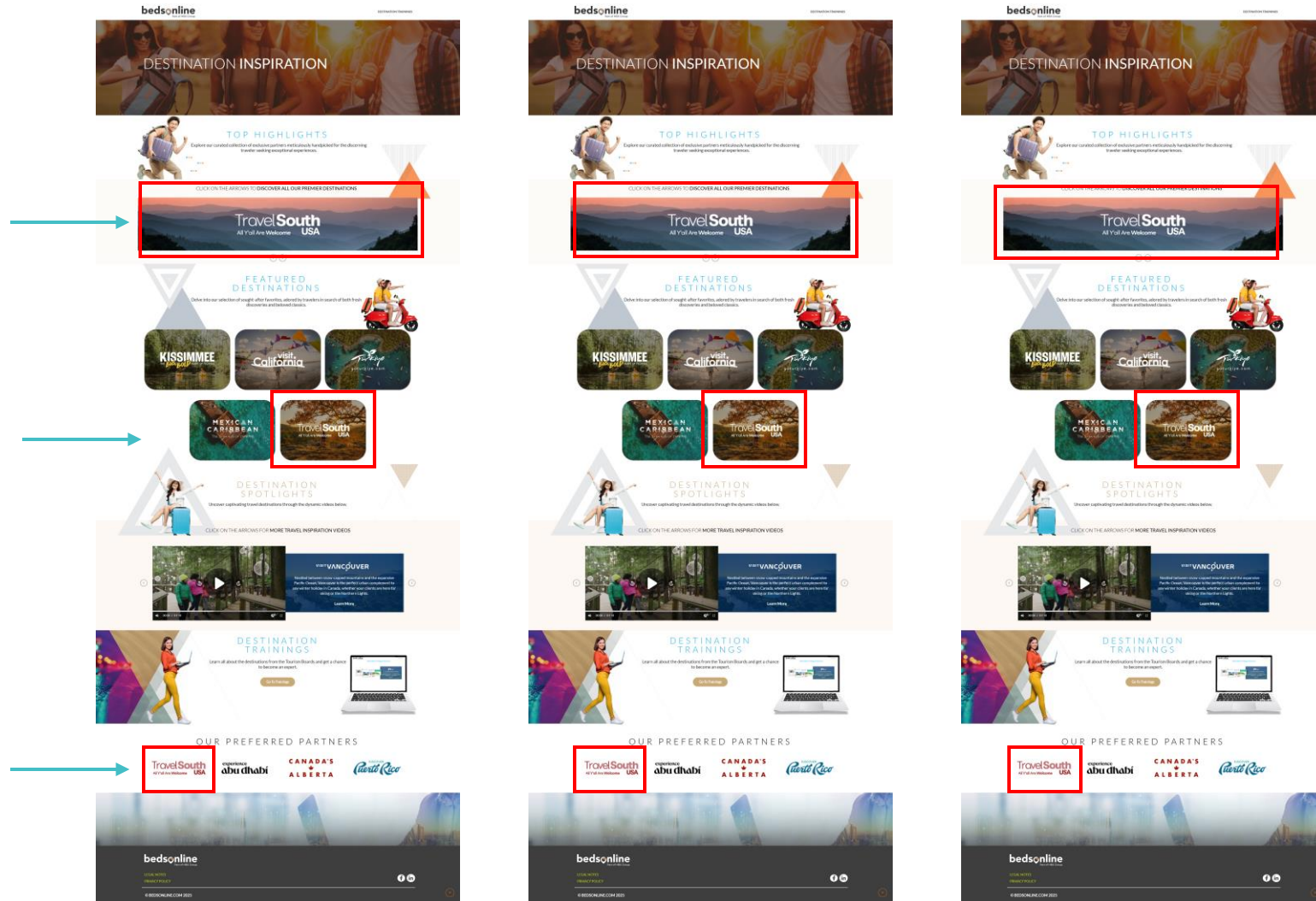
Australia



[Téléchargez la brochure de la destination Louisiana](#)

France

Destination HUB Feature – Top Highlights – November 2025

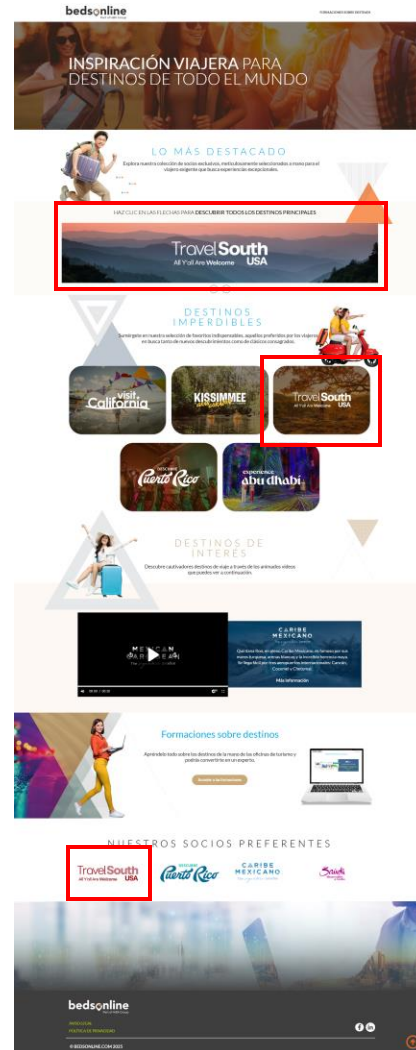


USA

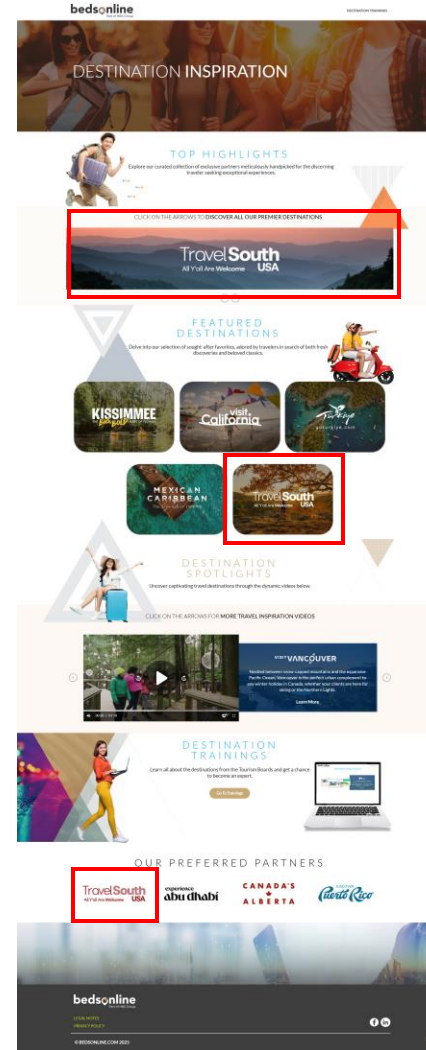
Canada

UK

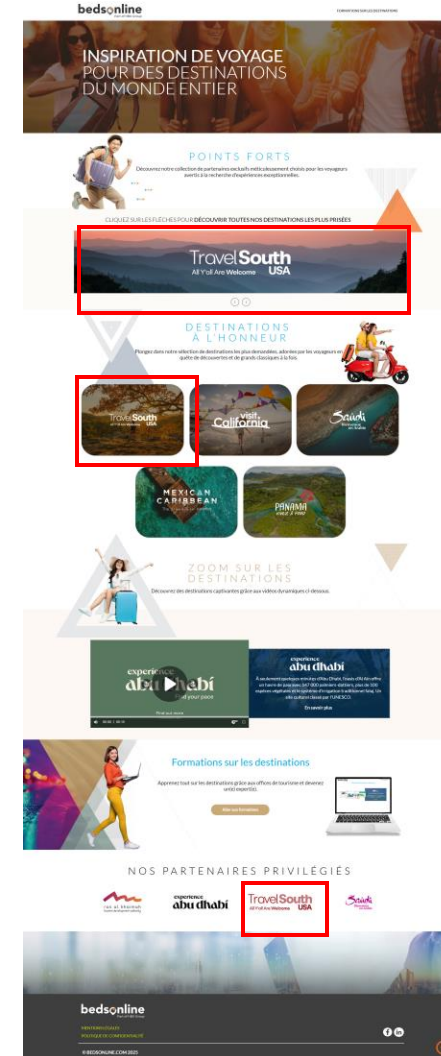
Destination HUB Feature – Top Highlights – November 2025



Mexico

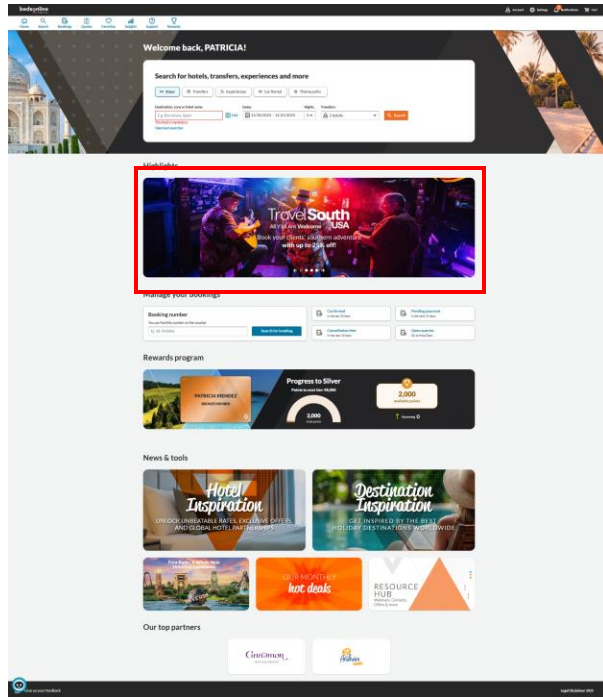


Australia

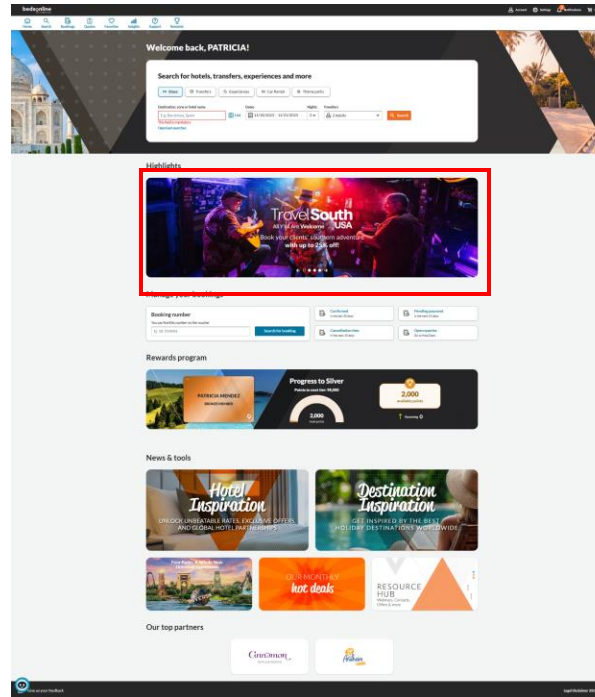


France

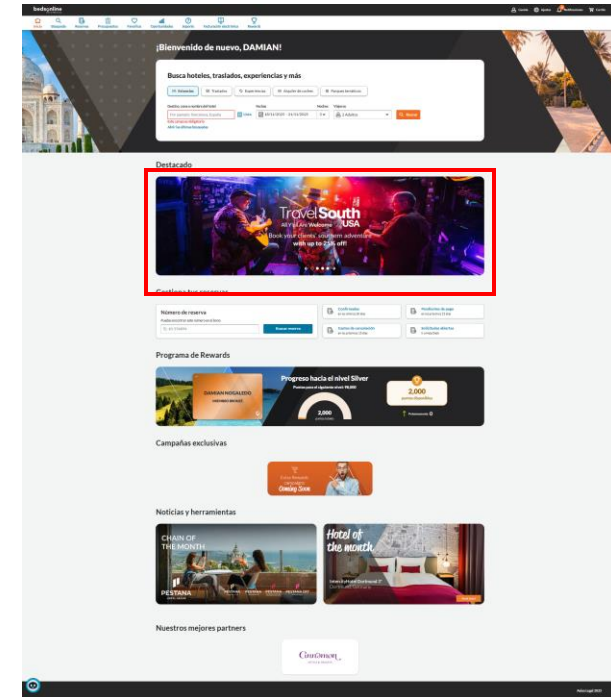
Booking Engine Featured Placement: Top Highlights - November 2025



USA

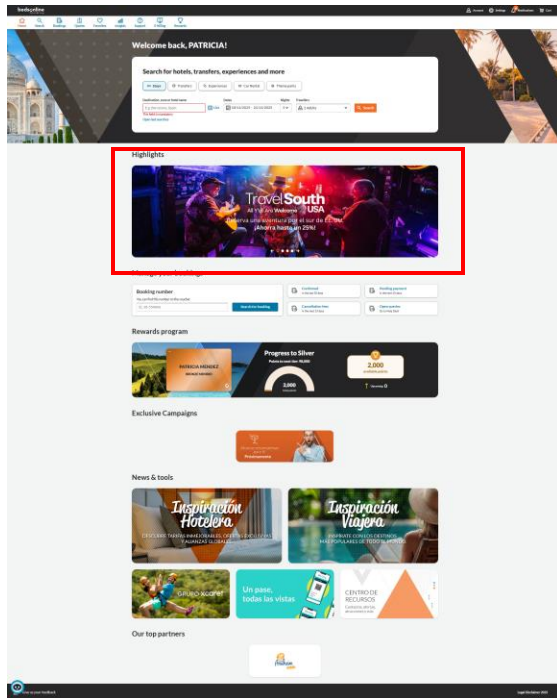


Canada

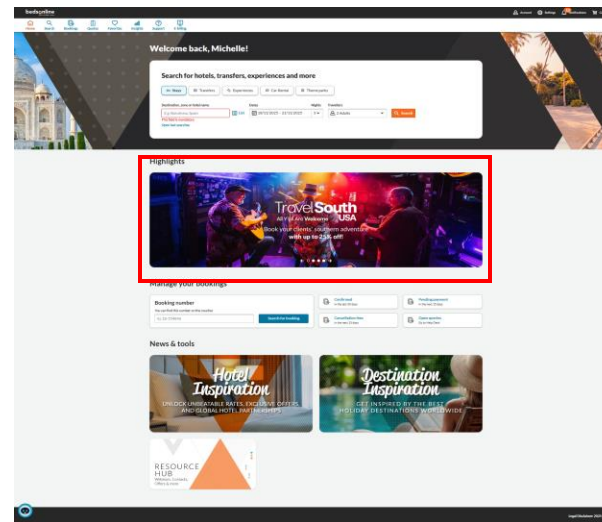


UK

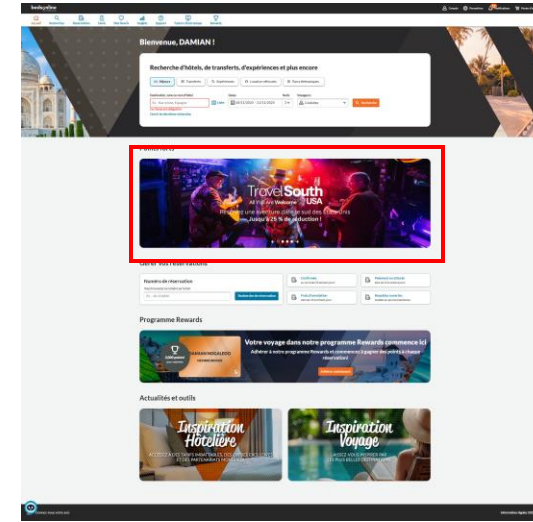
Booking Engine Featured Placement: Top Highlights - November 2025



Mexico



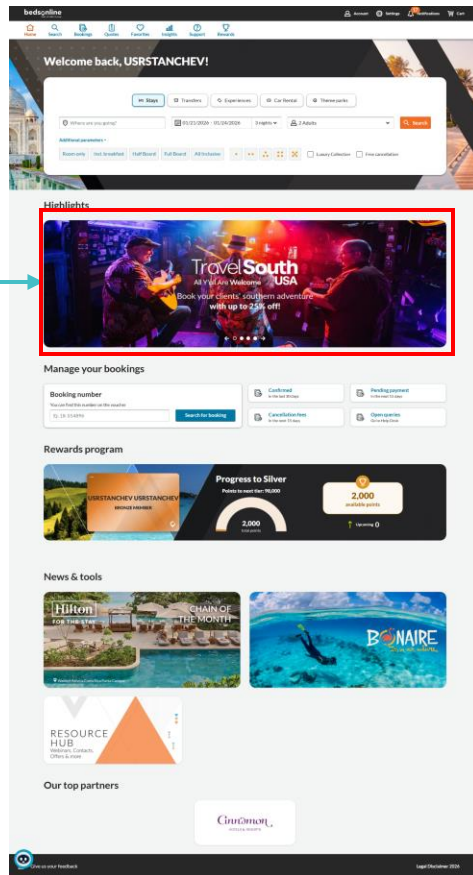
Australia



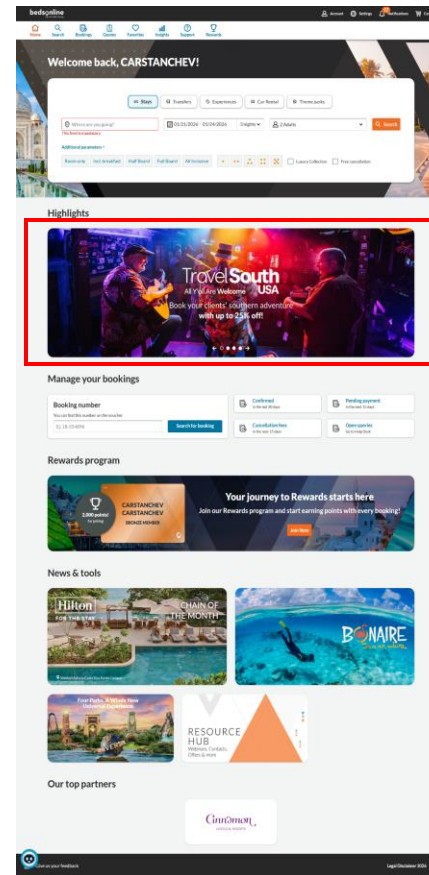
France

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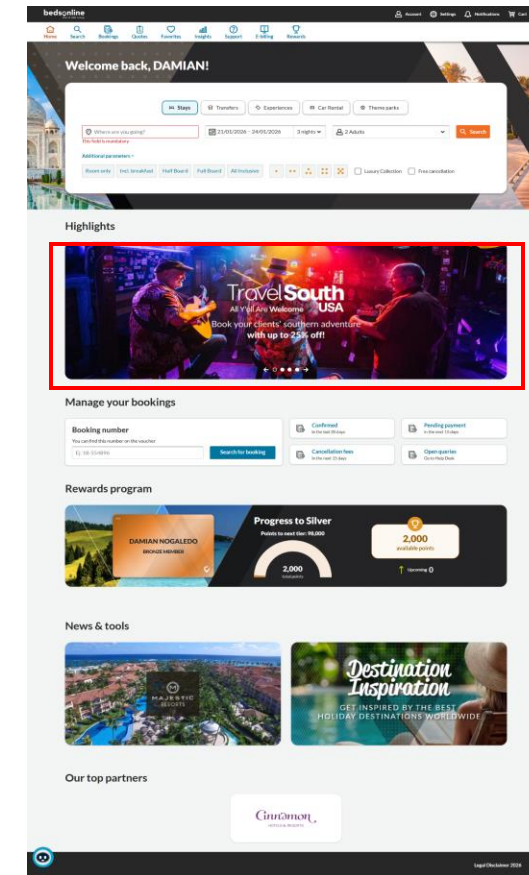
- January 2026



USA



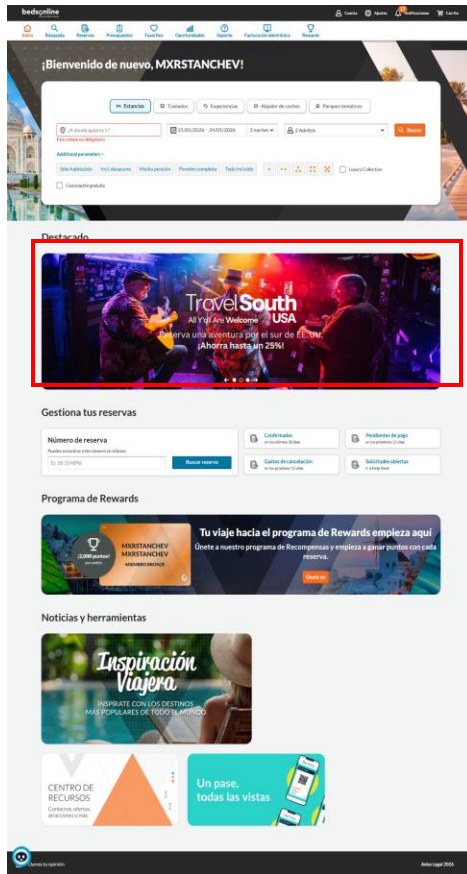
Canada



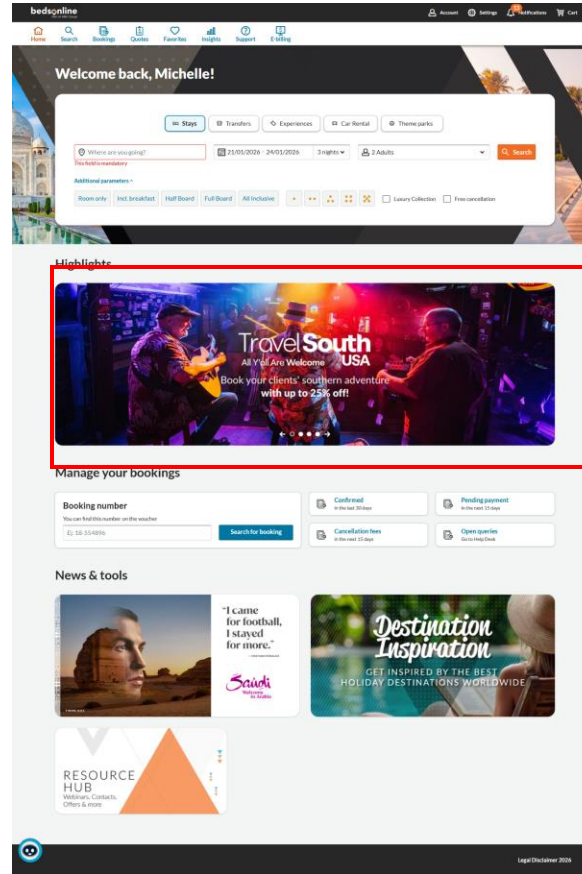
UK

Booking Engine Featured Placement: Top Highlights

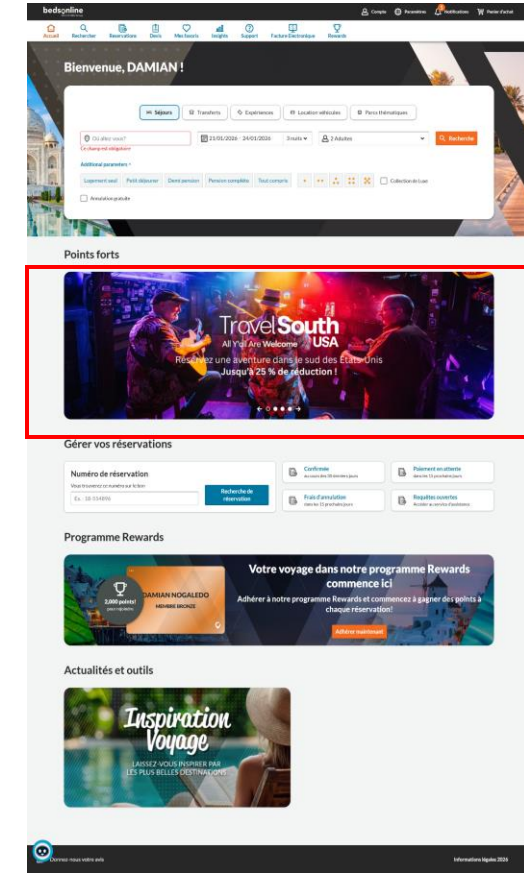
- January 2026



Mexico



Australia

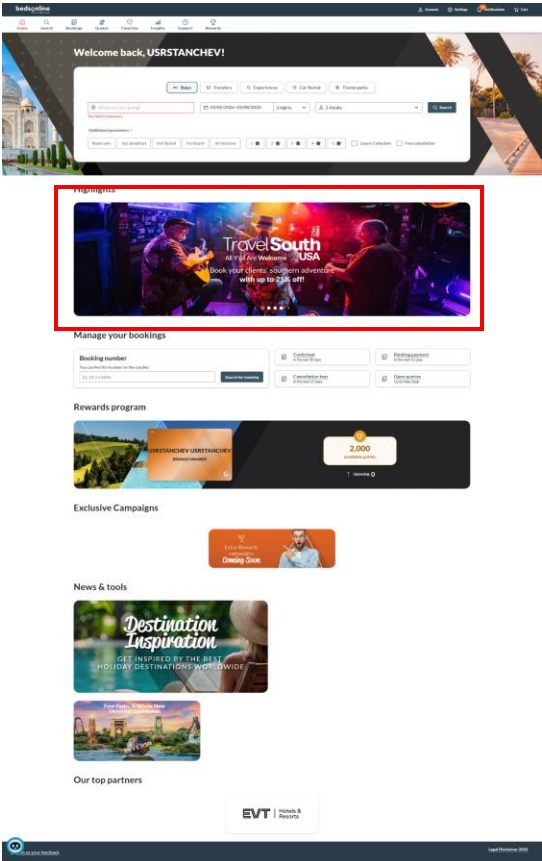


France

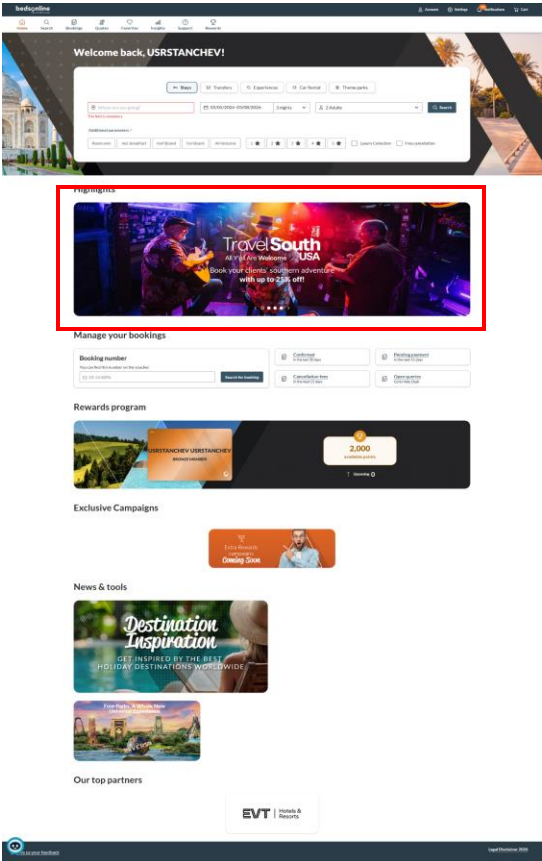


Booking Engine Featured Placement: Top Highlights

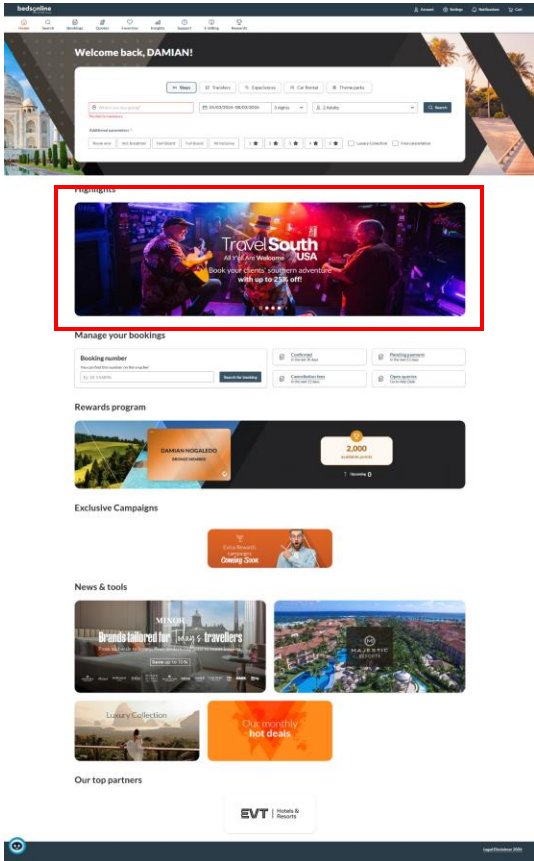
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USA



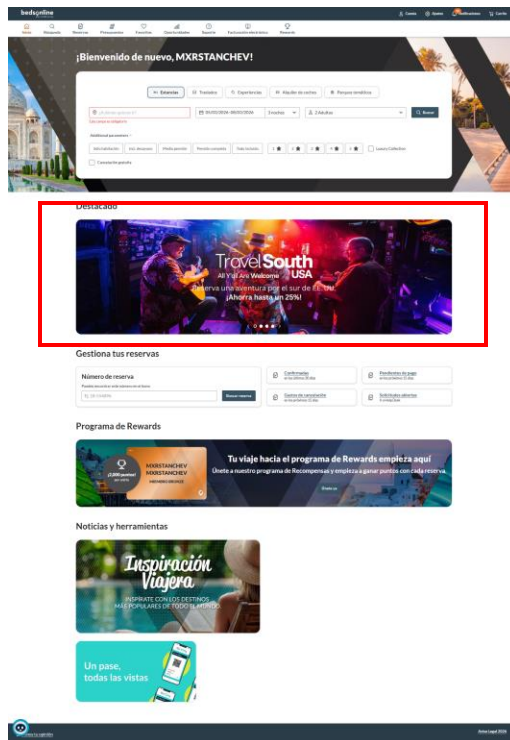
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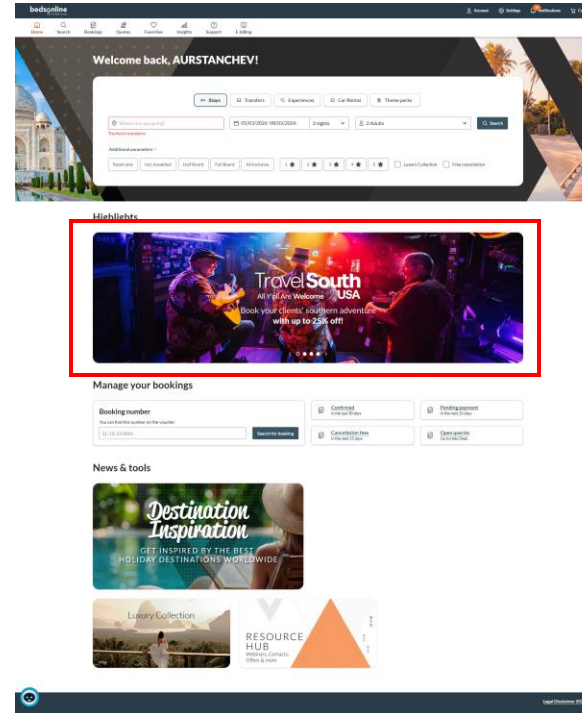
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Booking Engine Featured Placement: Top Highlights

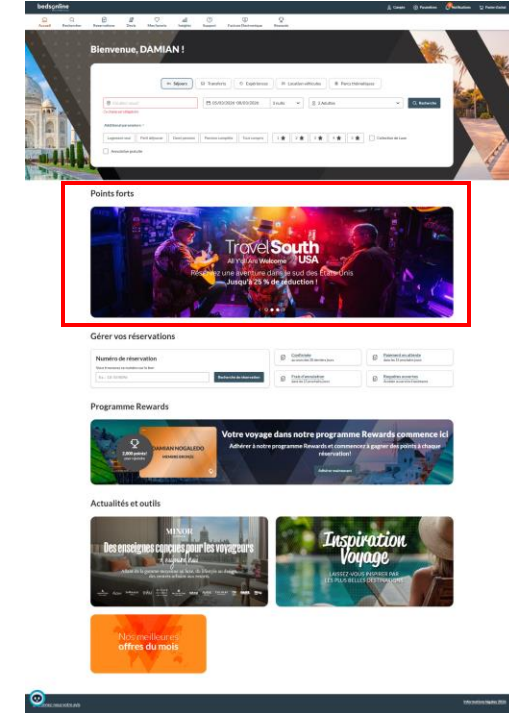
- January 2026



Mexico



Australia



France



Bespoke Newsletter #1



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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¿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.
Ahora 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 descubrir 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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Prêt à découvrir le Sud authentique ?

Vos clients rêvent-ils de plages secrètes, d'aventures en montagne ou de saveurs qui racontent une histoire ? Le Sud des États-Unis, c'est tout cela... et bien plus encore.

Notre [nouvelle campagne](#) vous propose des offres exclusives sur des destinations triées sur le volet pour créer des itinéraires qui sortent du commun. Entre musique vibrante et traditions intemporelles, chaque étape est une occasion de surprendre.

Prêt à concevoir des voyages inoubliables ? Explorez [nos destinations d'élite](#)—car dans le Sud, les possibilités sont infinies.

Tout le monde est le bienvenu !



Explorez plus.
Économisez plus.

Découvrez le Sud des États-Unis comme jamais auparavant ! Parcourez nos cartes interactives pour comprendre ce qui rend chaque destination unique.

Et profitez d'économies exclusives allant jusqu'à 25 % sur vos hôtels en réservant via notre campagne.

[Commencez à explorer dès aujourd'hui.](#)



Votre outil de
planification ultime.

Vous cherchez une ressource pour simplifier vos préparatifs ? Le Travel South Marketing Kit est l'outil préféré des professionnels des voyages.

Et le meilleur ? Il est disponible en téléchargement en un clic.

[Téléchargez le kit maintenant.](#)



USA



Canada



UK



Mexico



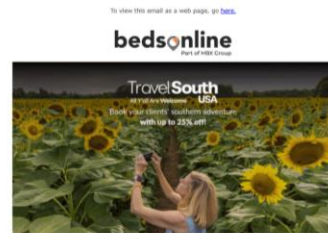
Australia



France



Bespoke Newsletter #2



Looking For New Ways To Inspire Your Clients This Spring?

The American South is blooming with possibilities—sun-kissed coastlines, vibrant festivals, and flavors that awaken the senses.

Our [curated campaign](#) gives you exclusive offers across the hottest destinations designed to make spring travel unforgettable.

Ready to turn spring plans into extraordinary escapes? Let's dive in.



Take Advantage of Spring Hotel Savings

Spring adventures are calling! Explore our interactive maps to uncover the best Southern destinations—and hurry, exclusive hotel savings up to 25% won't last long.

[Plan now before the season ends.](#)



See the South in Motion

Want a better glimpse of what awaits your clients? Watch our destination video and discover the unforgettable memories they can create in the American South.

[Click play to watch and get inspired today.](#)



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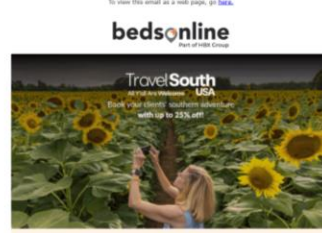
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¿Buscas nuevas formas de inspirar a tus clientes esta primavera?

El Sur de Estados Unidos florece con posibilidades: costas bañadas por el sol, festivales llenos de vida y sabores que despiertan los sentidos.

Nuestra [campana exclusiva](#) te ofrece ofertas exclusivas en los destinos más atractivos, pensadas para que la primavera se convierta en una experiencia inolvidable.

¿Listo para transformar los planes de primavera en escapadas extraordinarias? ¡Vamos allá!



Ahorra esta primavera

¡Las aventuras primaverales te esperan! Explora nuestros mapas interactivos y descubre los mejores destinos del Sur—y date prisa, los descuentos exclusivos de hasta un 25% en hoteles no durarán mucho.

[Planifica ahora antes de que termine la temporada.](#)



Descubre el Sur en movimiento

¿Quieres mostrar a tus clientes lo que les espera? Mira nuestro video de destinos y descubre los recursos inolvidables que pueden crear en el Sur de Estados Unidos.

[Haz clic en "play" y déjate inspirar hoy mismo.](#)

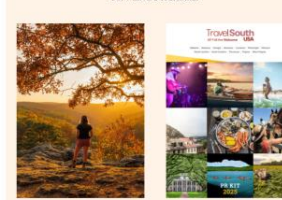


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UK



Mexico

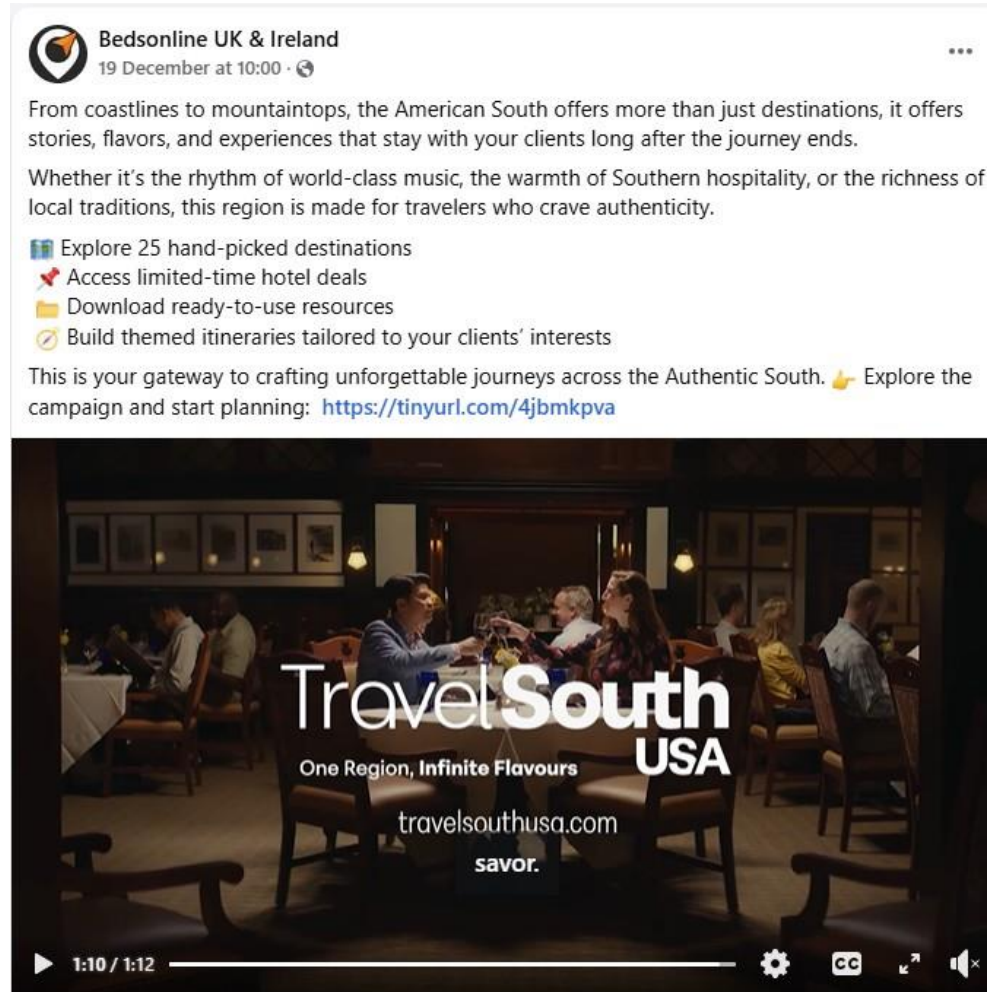


Australia



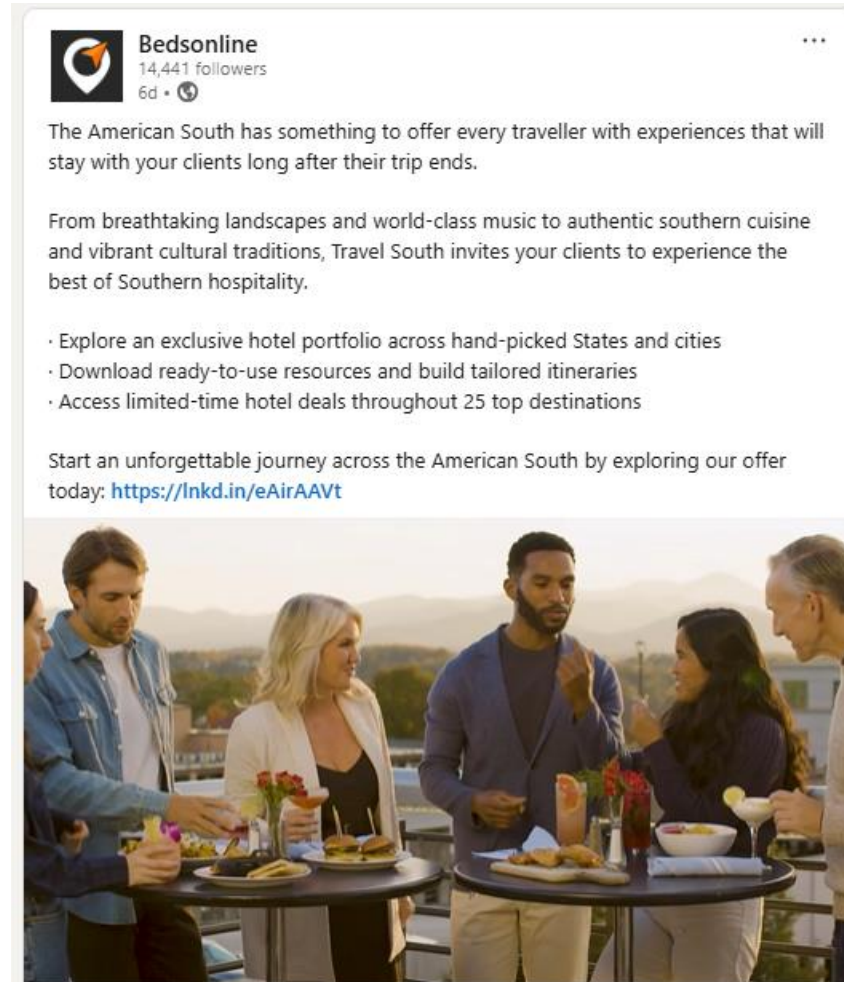
France

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>

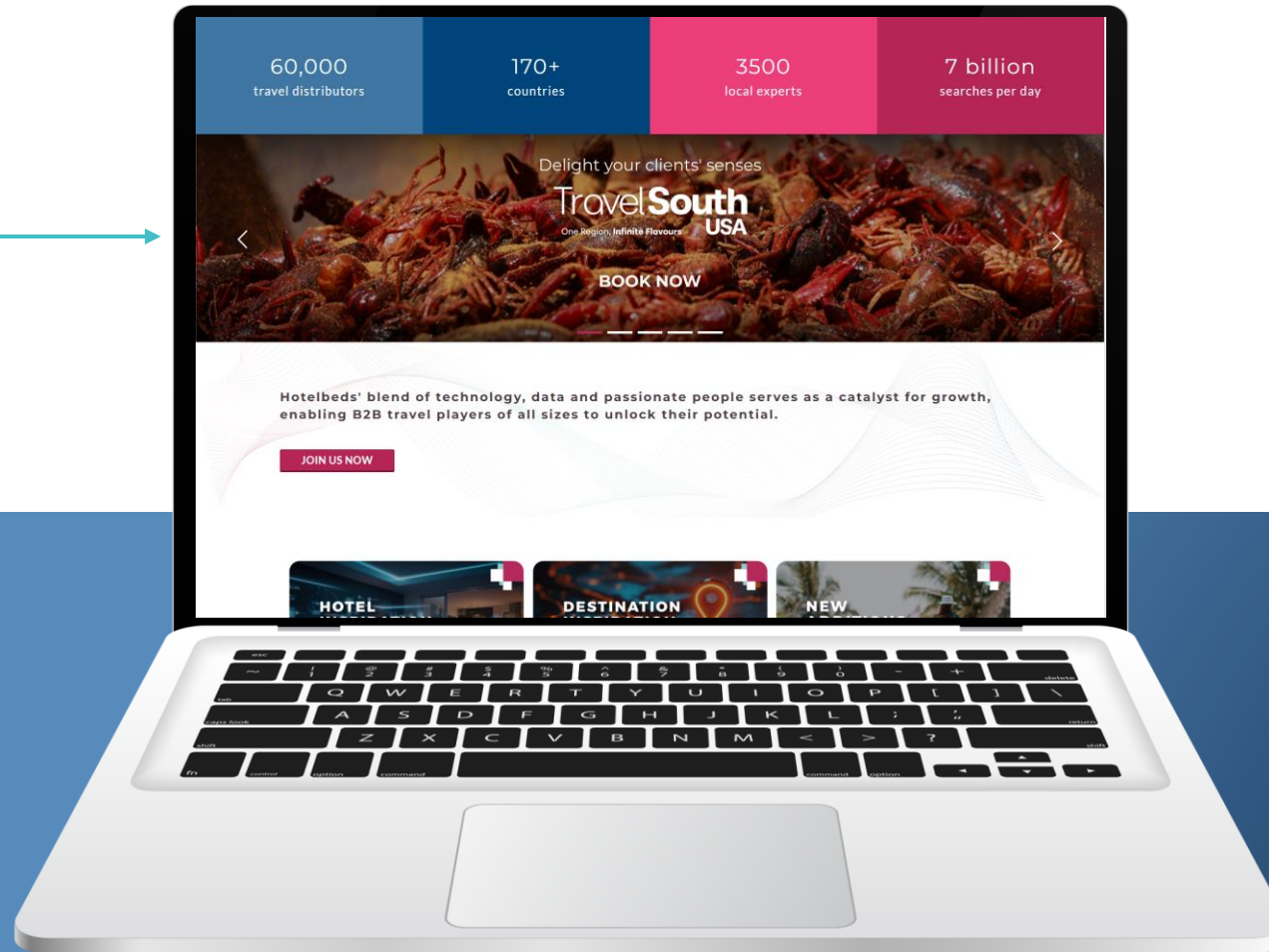


Travel South USA
All Y'all Are Welcome
Mississippi Delta, Mississippi

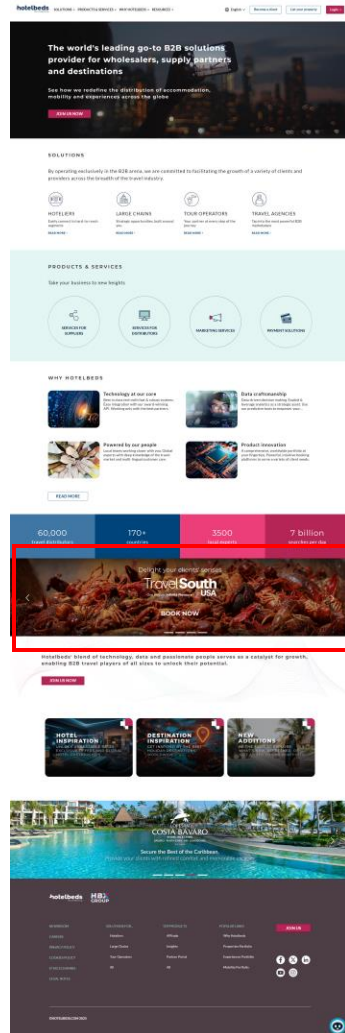


Part of HBX Group

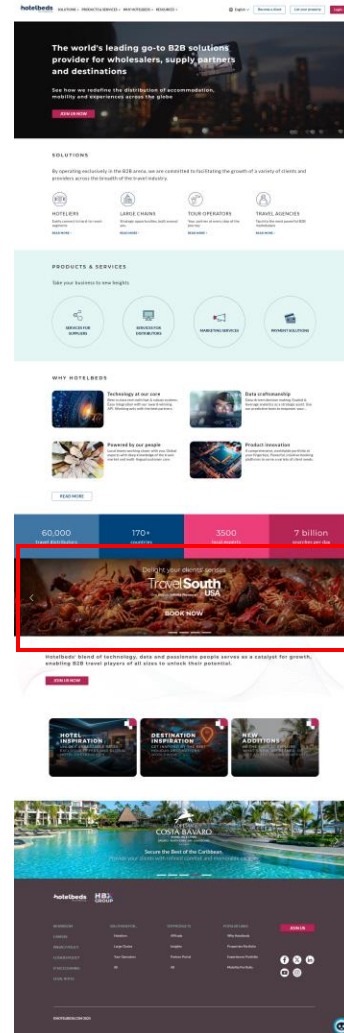
Premium Banner



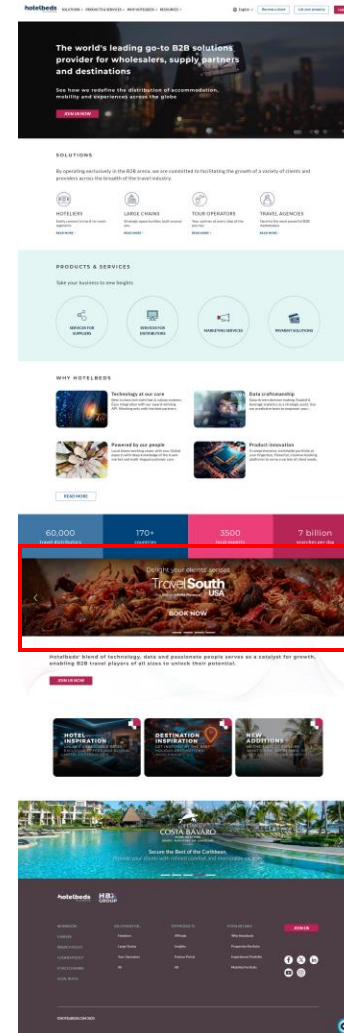
Premium Banner



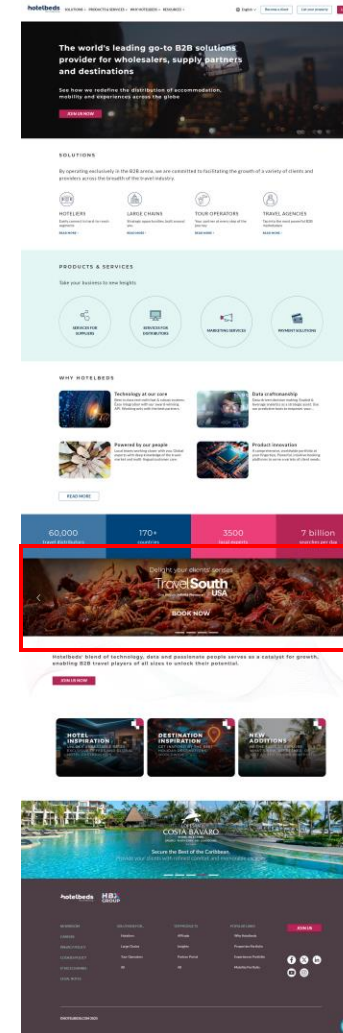
North America



Europe

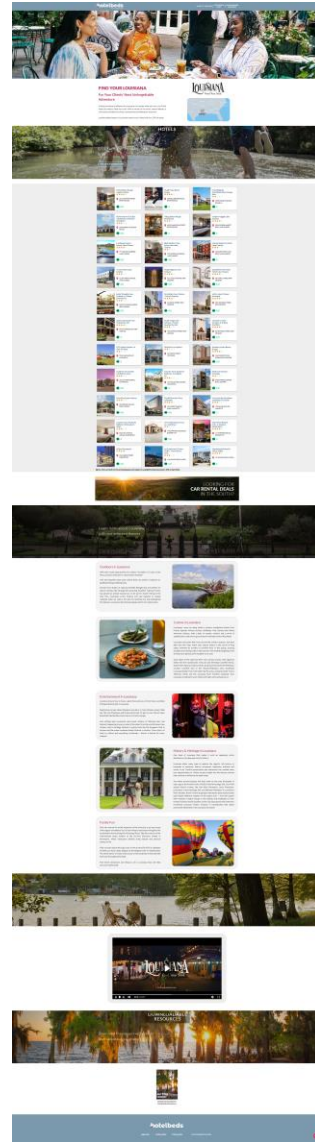
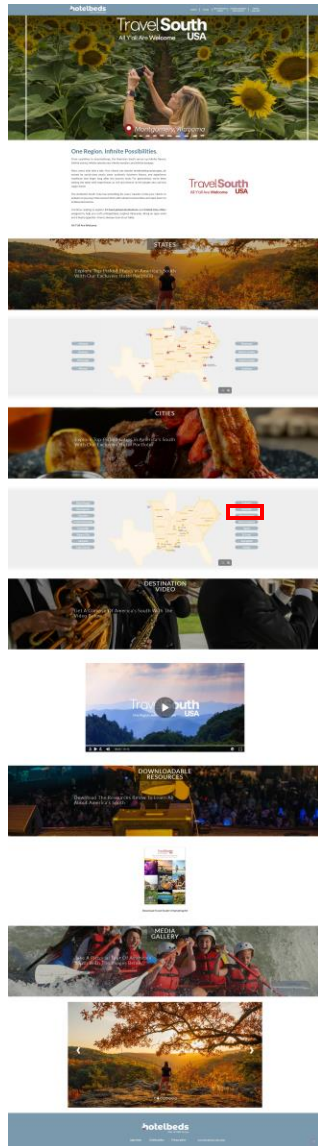


LATAM



APAC

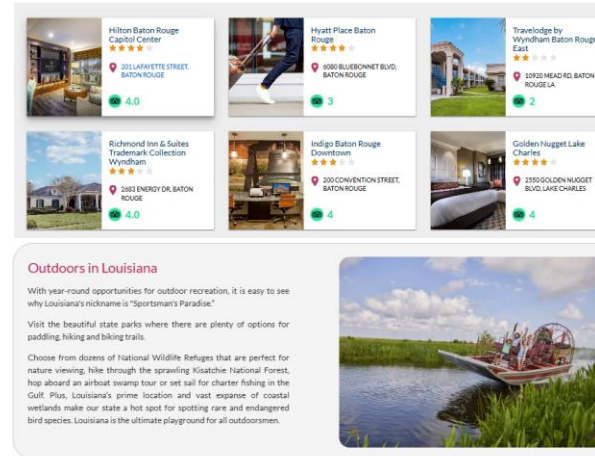
Custom Microsite



FIND YOUR LOUISIANA For Your Clients' Next Unforgettable Adventure

Visiting Louisiana is different for everyone. No matter what you love, you'll find what you need to Feed Your Soul. With a variety of live music, natural beauty, a rich culture and delicious food, Louisiana has something for everyone.

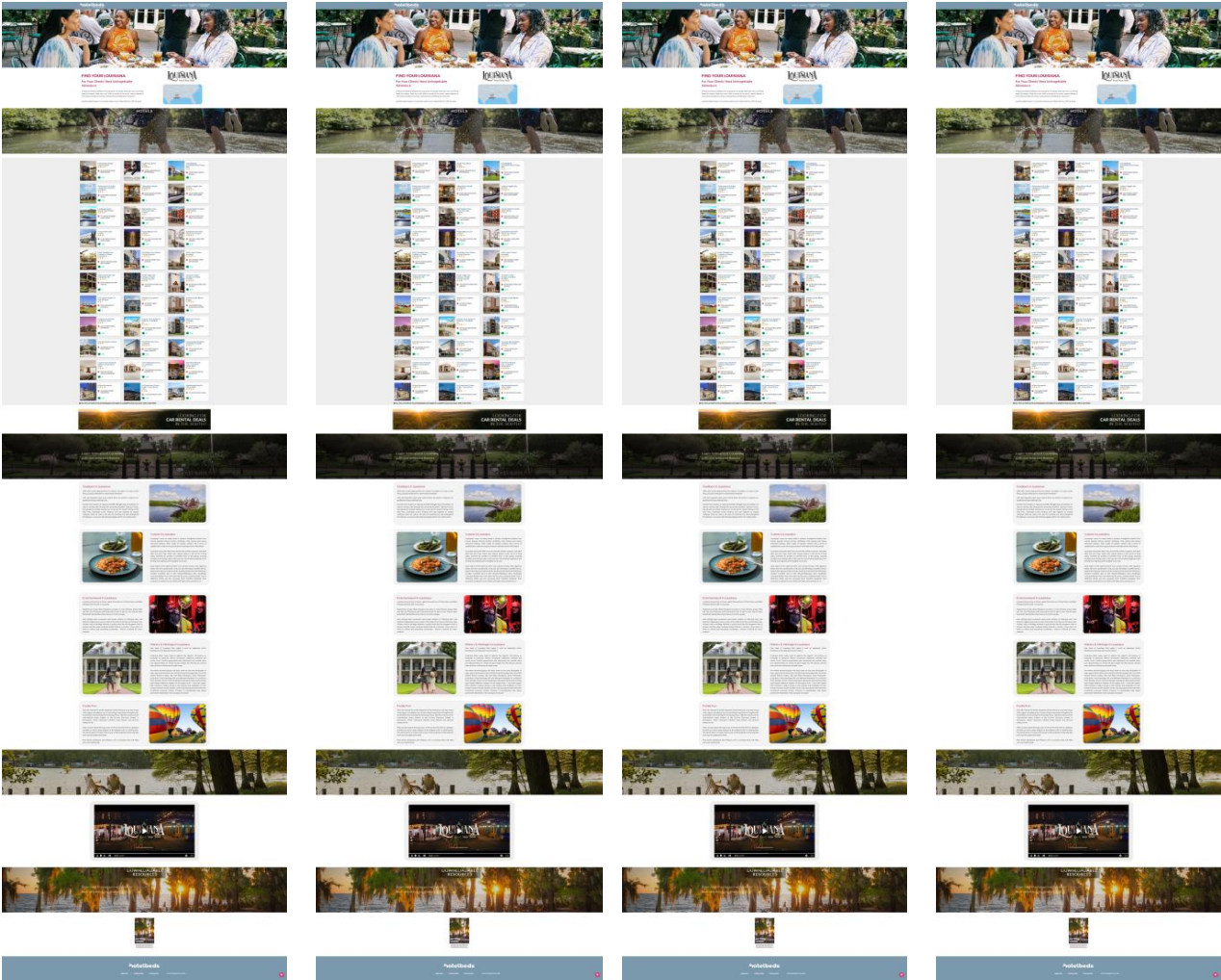
Let the endless beauty of Louisiana inspire your clients with our 25% off deals!



Download Louisiana's
Destination Brochure



Custom Microsite



North America

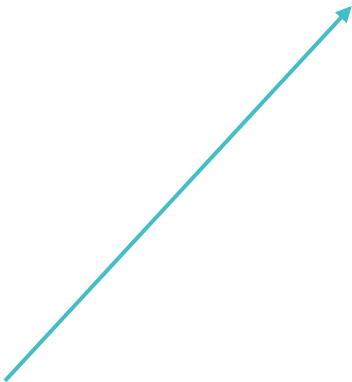
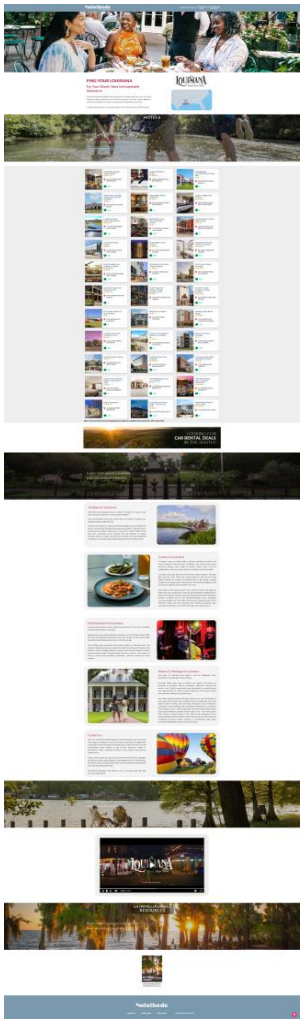
Europe

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Downloadable Resources



Download Louisiana's Destination Brochure

North America



Download Louisiana's Destination Brochure

Europe



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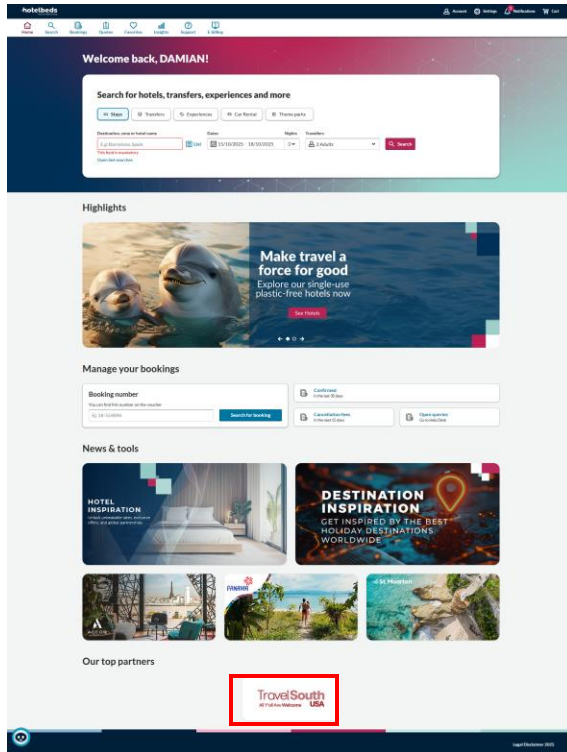
LATAM



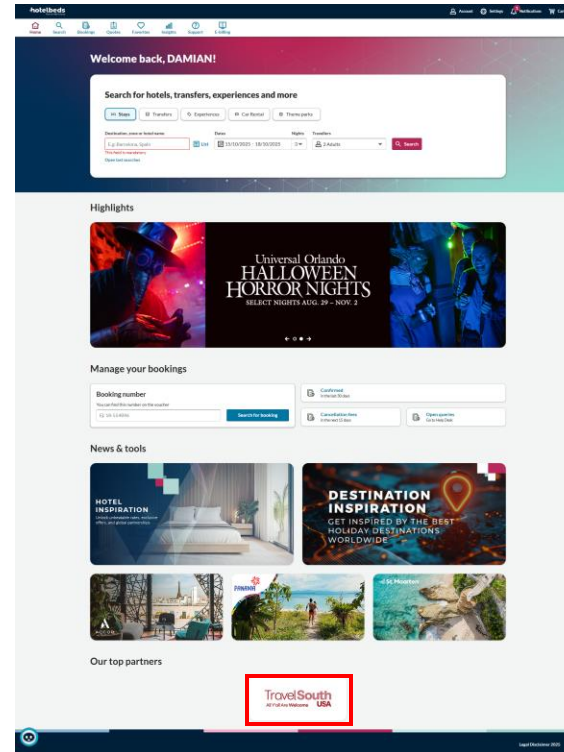
Download Louisiana's Destination Brochure

APAC

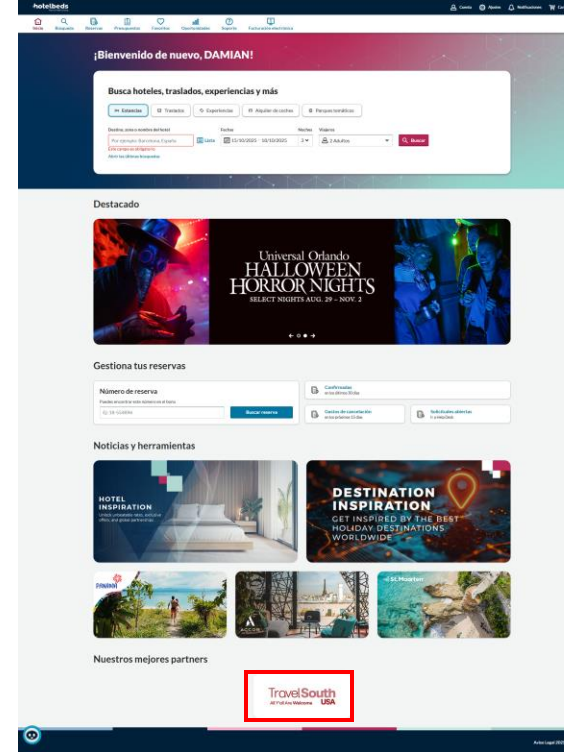
Preferred Partner Logo Feature – October 2025



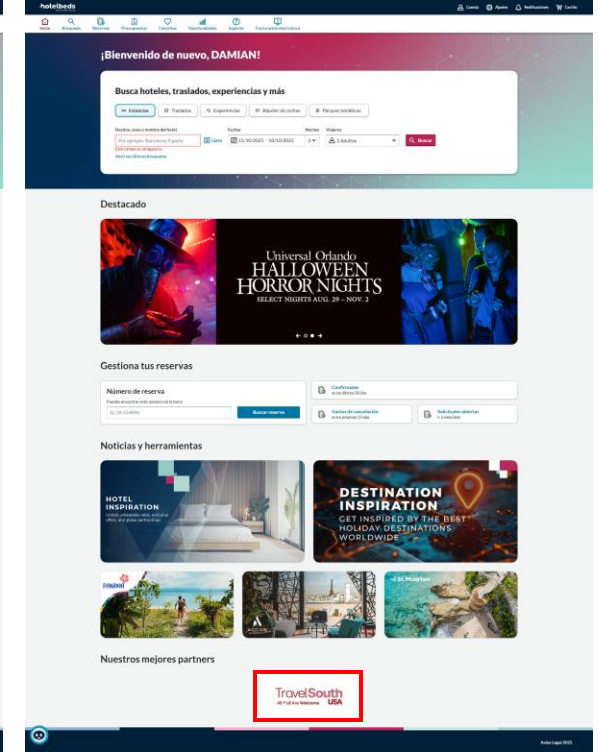
North
America



Europe

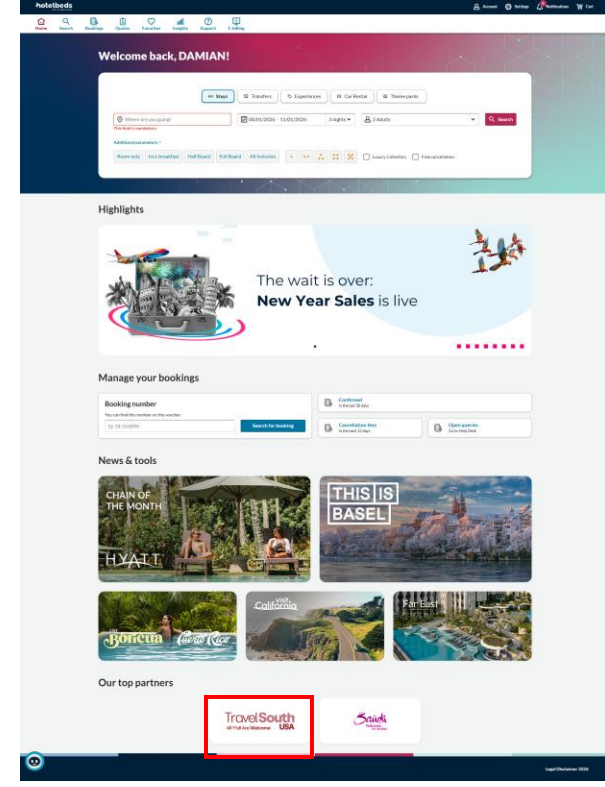
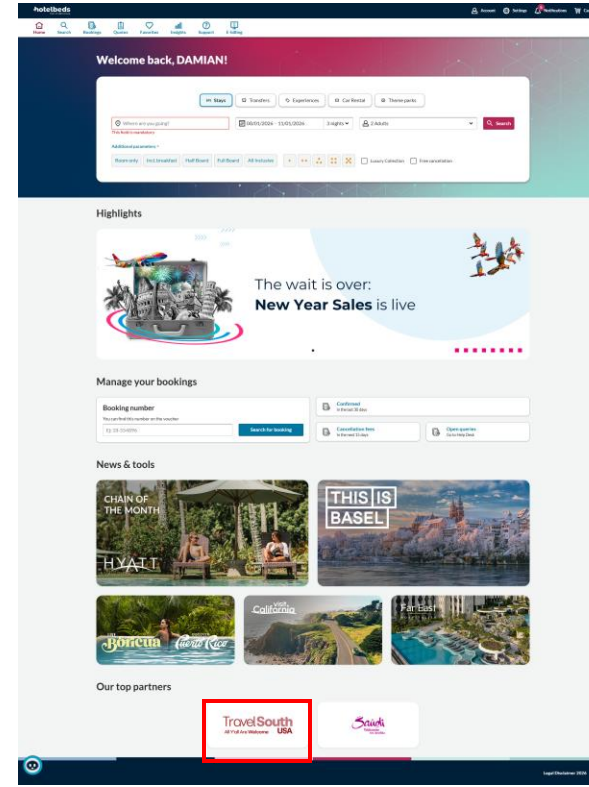
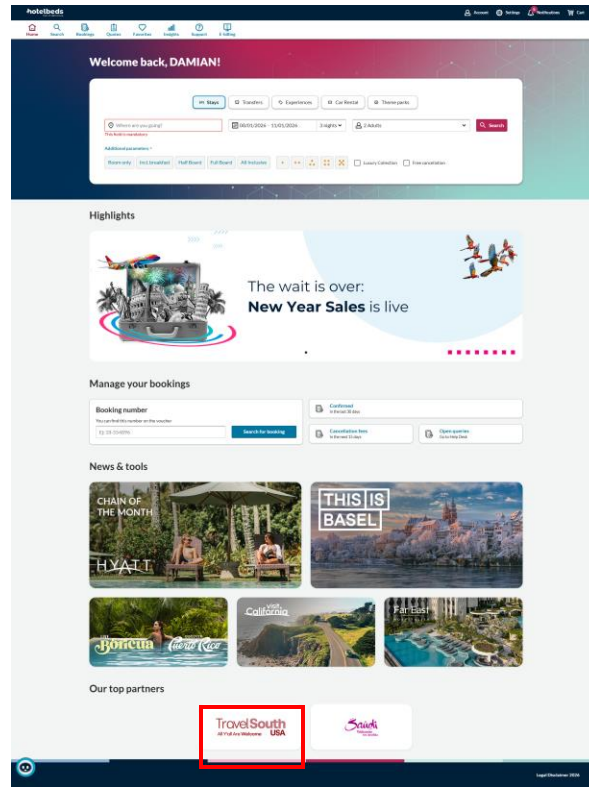
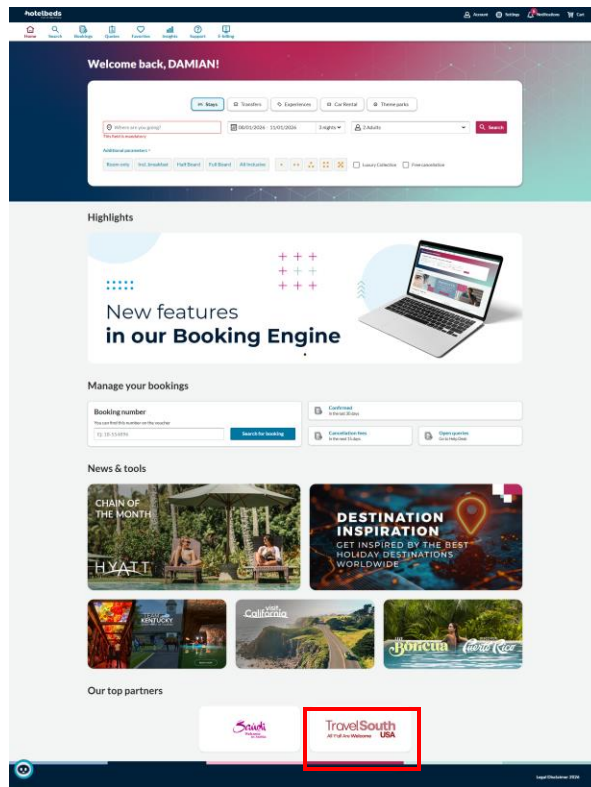


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Preferred Partner Logo Feature – January 2026



Preferred Partner Logo Feature – April 2026

The image displays four screenshots of the hotelbeds website, illustrating the Preferred Partner Logo Feature for April 2026. Each screenshot represents a different region: North America, Europe, LATAM, and APAC. The website layout includes a search bar at the top, followed by a 'Highlights' section with a cityscape background and a woman. Below this is a 'Manage your bookings' section with a booking number and search button. The 'News & tools' section features a 'DESTINATION INSPIRATION' banner and a 'OUR MONTHLY HOT DEALS' banner. The 'Our top partners' section at the bottom displays logos for TravelSouth USA and Denver, with TravelSouth USA highlighted by a red box.

North America

Europe

LATAM

APAC

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 standouts advantage against competitors.

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

Book now

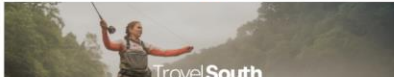
BLACK FRIDAY

Booking Window: 14th November 2025 - 5th December 2025

Travel Window: Until 31st December 2026

API promocode: 506

Web filter: Black Friday



**TravelSouth
USA**
All That Are Welcome
Book your client's southern adventure
with up to 25% off!

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BOOK NOW

Turn colourful dreams to Black Friday steals

Book Now

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Book now

BLACK FRIDAY

Booking Window: 14th November 2025 - 5th December 2025
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Web filter: Black Friday



TravelSouth
USA
All Fall Awe Welcome
Book your clients' southern adventure
with up to 22% off!

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Turn
colourful
dreams to
Black Friday
steals

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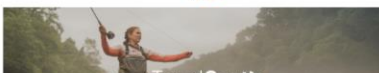
Book now

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

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

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Turn
colourful
dreams to
Black Friday
steals

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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

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

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North America

Europe

LATAM

APAC

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 booking 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 promocode: 506

Web filter: Black Friday







TravelSouth USA

At all 400+ locations

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

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North America




LAST CHANCE:

Turn colourful dreams into Black Friday steals

Explore time-limited deals



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Book now

BLACK FRIDAY

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Travel Window: Until 31st December 2026

API promo code: 506
Web filter: Black Friday





Travel South USA

As part of our welcome

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

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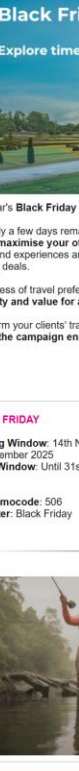
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Europe




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



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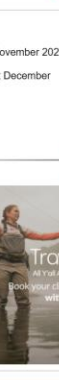
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BLACK FRIDAY

Booking Window: 14th November 2025 - 5th December 2025
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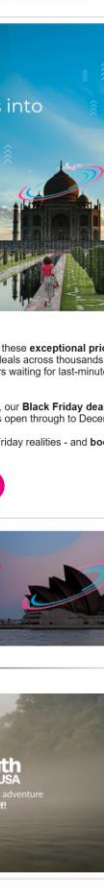
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Explore time-limited deals



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

Book now

BLACK FRIDAY

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Travel Window: Until 31st December 2026

API promo code: 506

Web filter: Black Friday







TravelSouth

All our key destinations

USA

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

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APAC

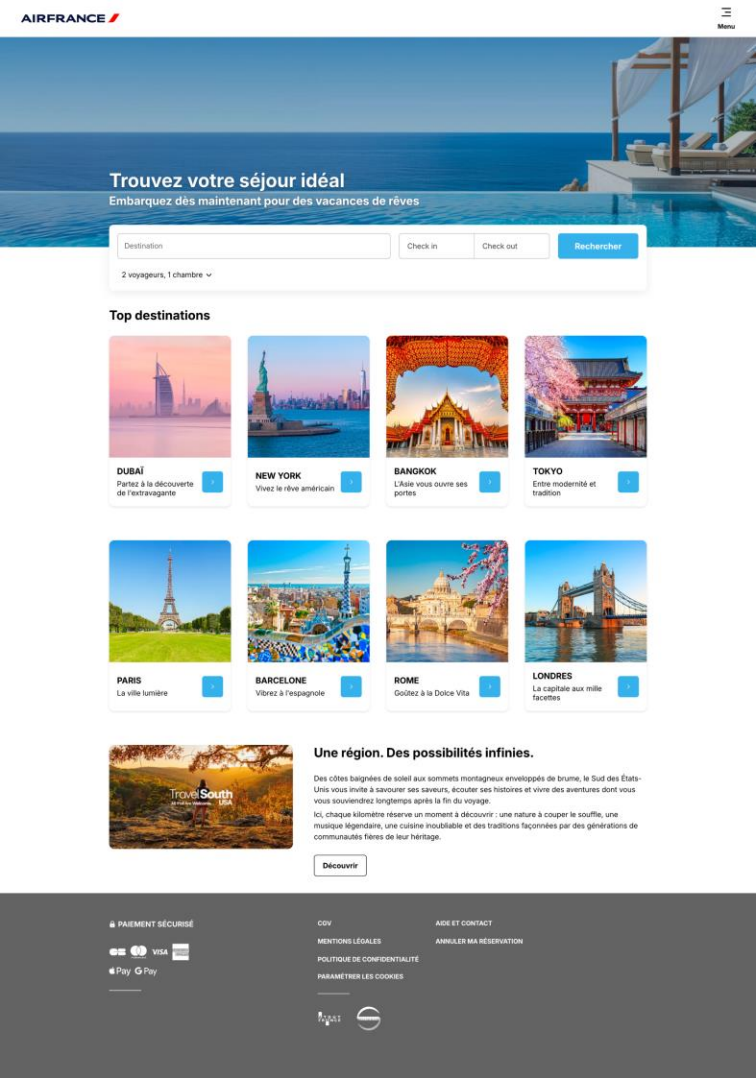


White Label Features: WTM London



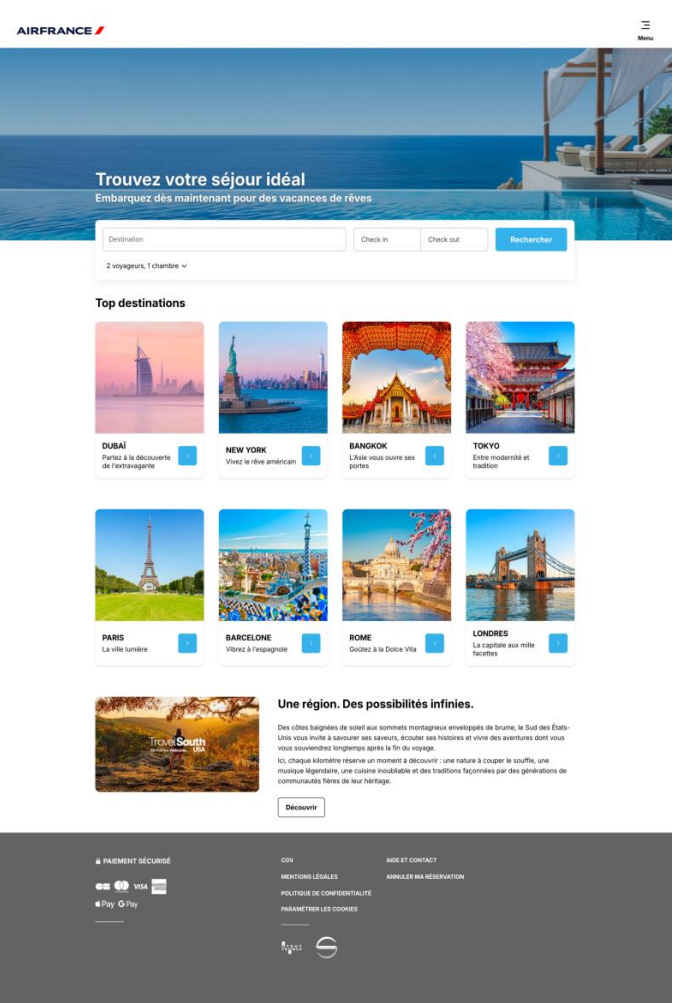


White Label Features: Air France



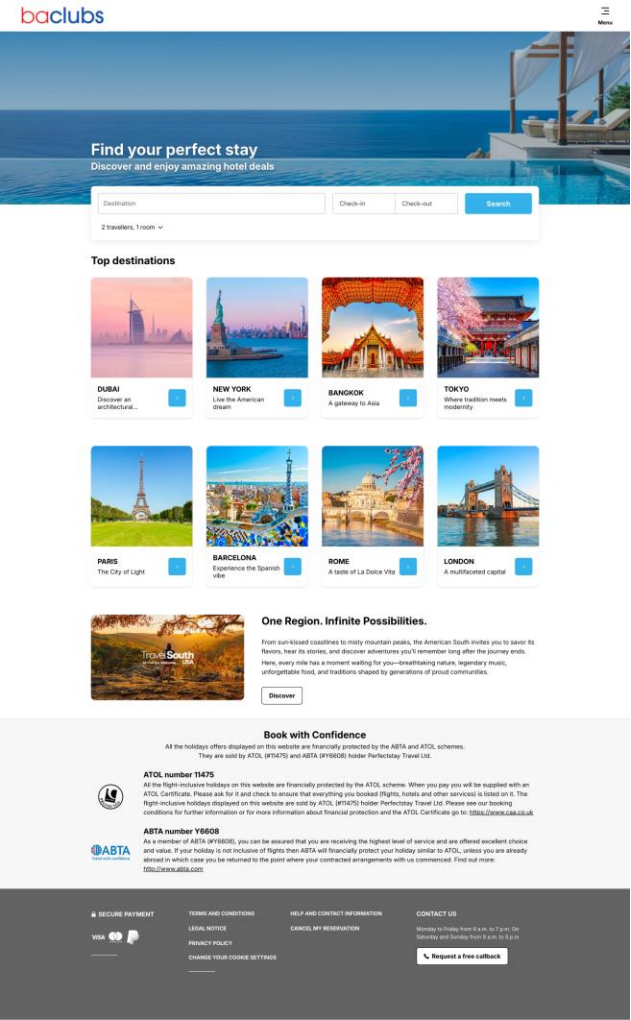
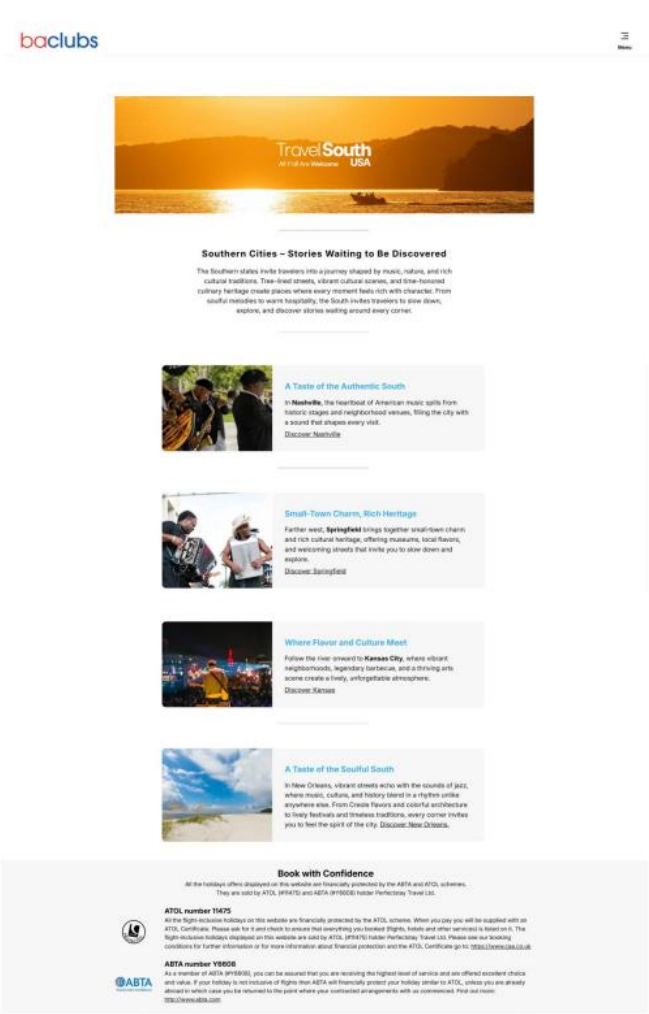


White Label Features: Air France





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-geschmückten Straßen, lebendiger Kultur sowie und ein traditionelles kulinarisches Erbe schaffen Orte, an denen jeder Moment voller Charakter ist. Von gefühlvollen Momenten bis zu herzlichen Gastfreundschaft lädt der Süden dazu ein, langsam zu werden, 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.

Kleinstadtschätze, reiches Erbe

Weiter westlich vereint **Springfield** Kleinstadtschätze 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 köstliche Vielfalt, legendäre Bluesmusik und eine forstende 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.

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 DATENSCHUTZ
 PRAEFERENZEN FÜR COOKIES

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NEW YORK
Leben Sie den amerikanischen Traum

BANGKOK
Aissen öffnet Ihnen seine Pforten

TOKIO
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 Klippen 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.

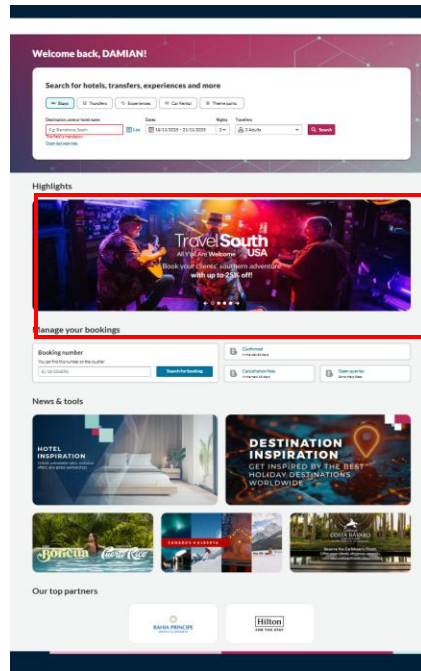
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SICHERES BEZAHLEN
 VISA

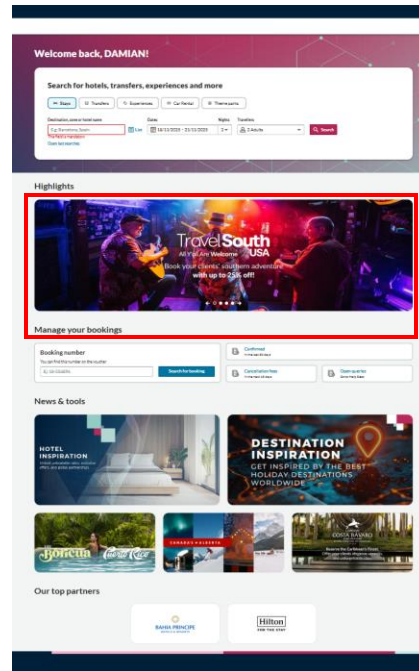
HILFE UND KONTAKT
 IMPRESSUM
 DATENSCHUTZ
 PRAEFERENZEN FÜR COOKIES

KONTAKTIEREN SIE UNS
 Montag bis Freitag von 10 Uhr bis 18 Uhr und Samstag und Sonntag von 10 Uhr bis 18 Uhr
[Kostenfreier Anruf](#)

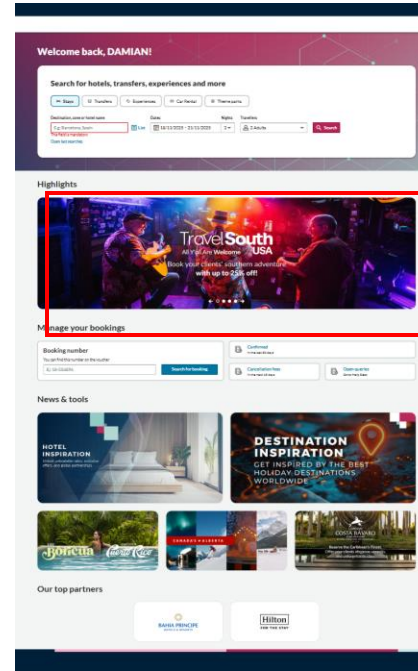
Booking Engine Featured Placement: Top Highlights - November 2025



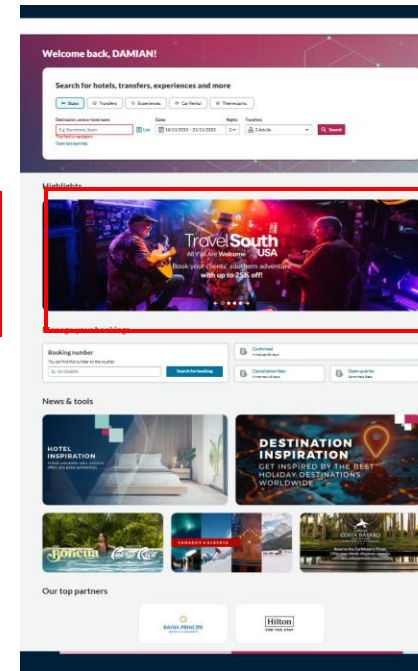
North
America



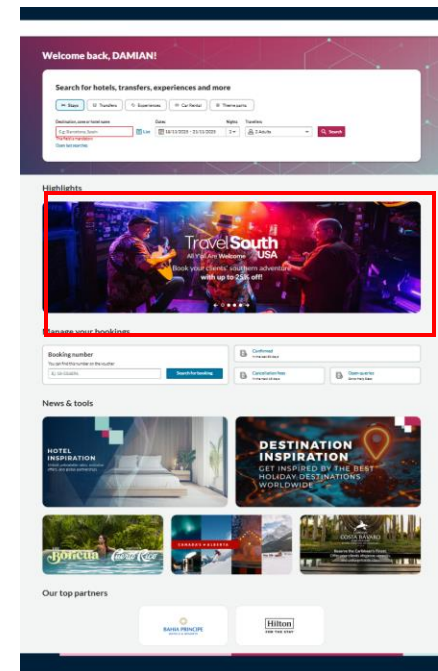
Europe



LATAM

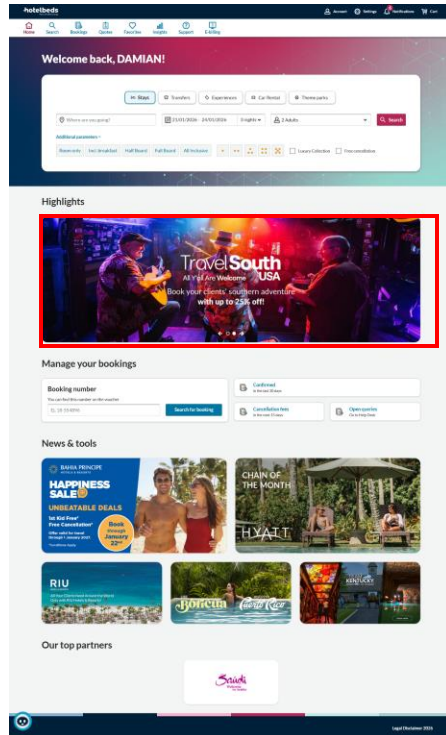


APAC

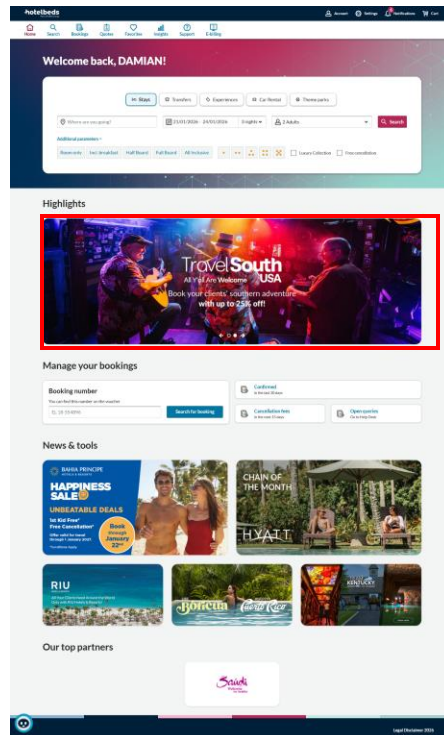


Brazil

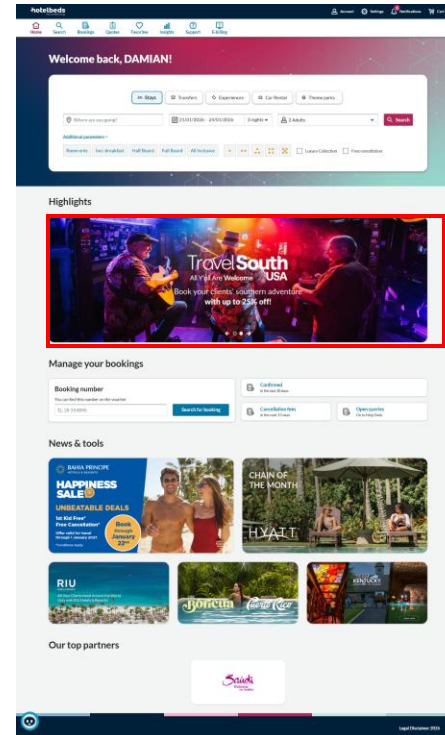
Booking Engine Featured Placement: Top Highlights – January 2026



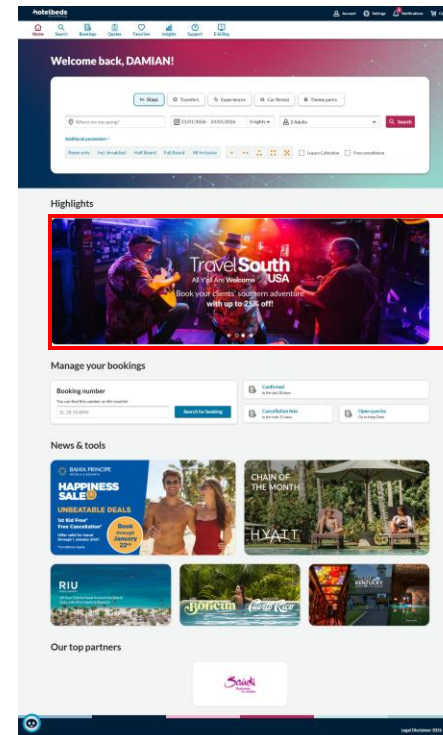
North
America



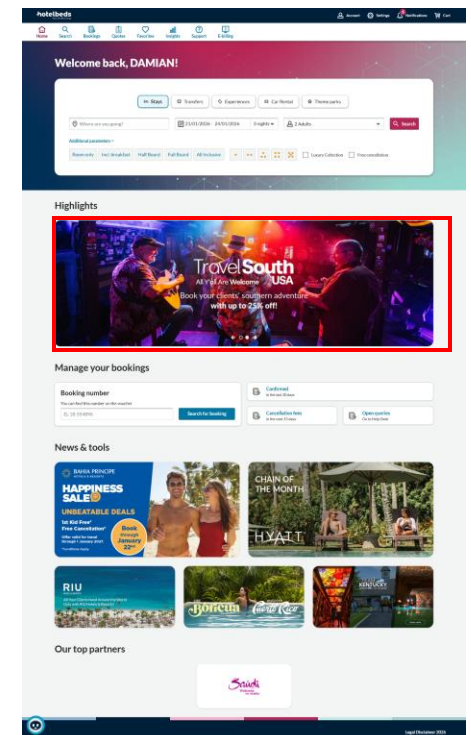
Europe



LATAM

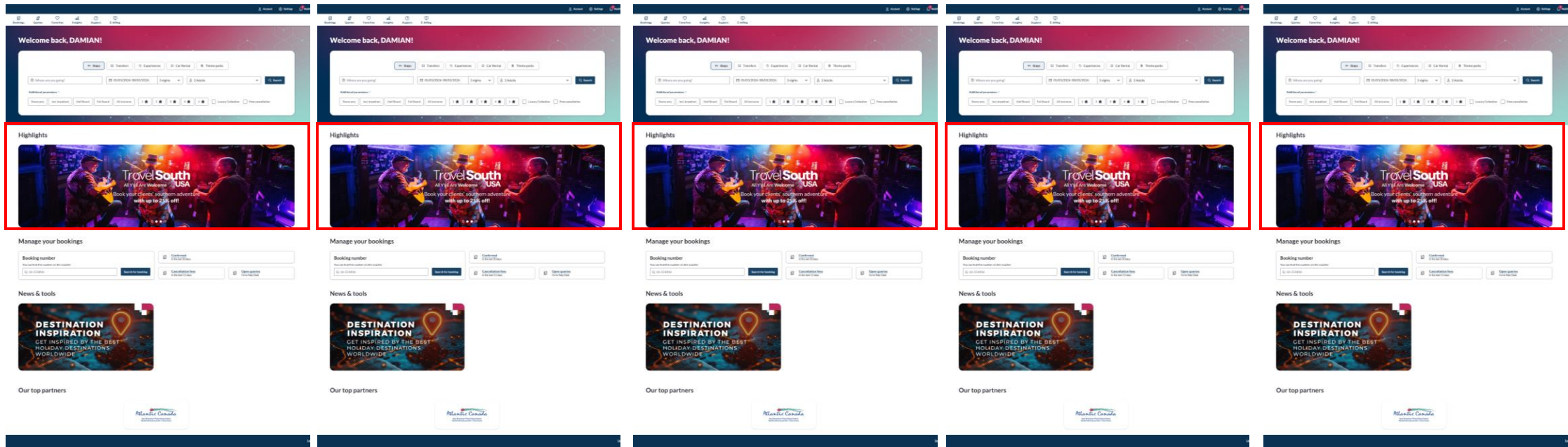


APAC



Brazil

Booking Engine Featured Placement: Top Highlights – March 2026



North
America

Europe

LATAM

APAC

Brazil

Bespoke Newsletter #1



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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[Get your kit now.](#)



¿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. Ahora 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.](#)



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North America



Europe



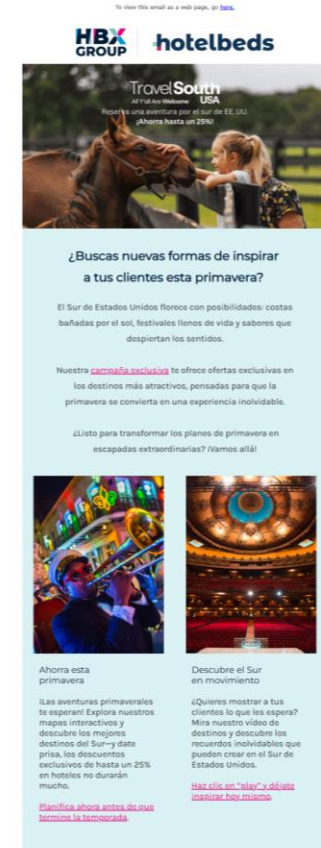
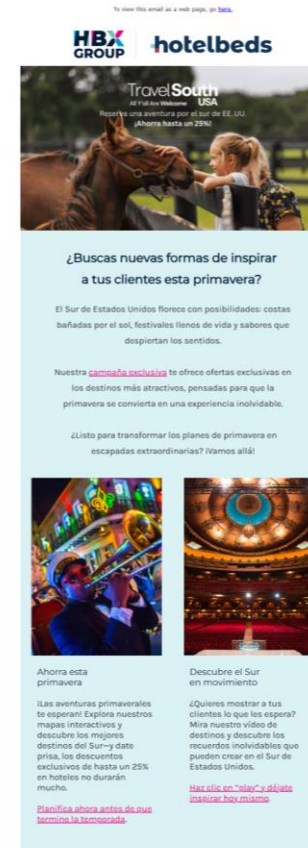
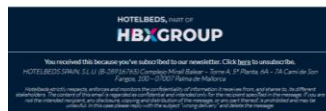
LATAM



Brazil



Bespoke Newsletter #2



North America

Europe

LATAM

Brazil

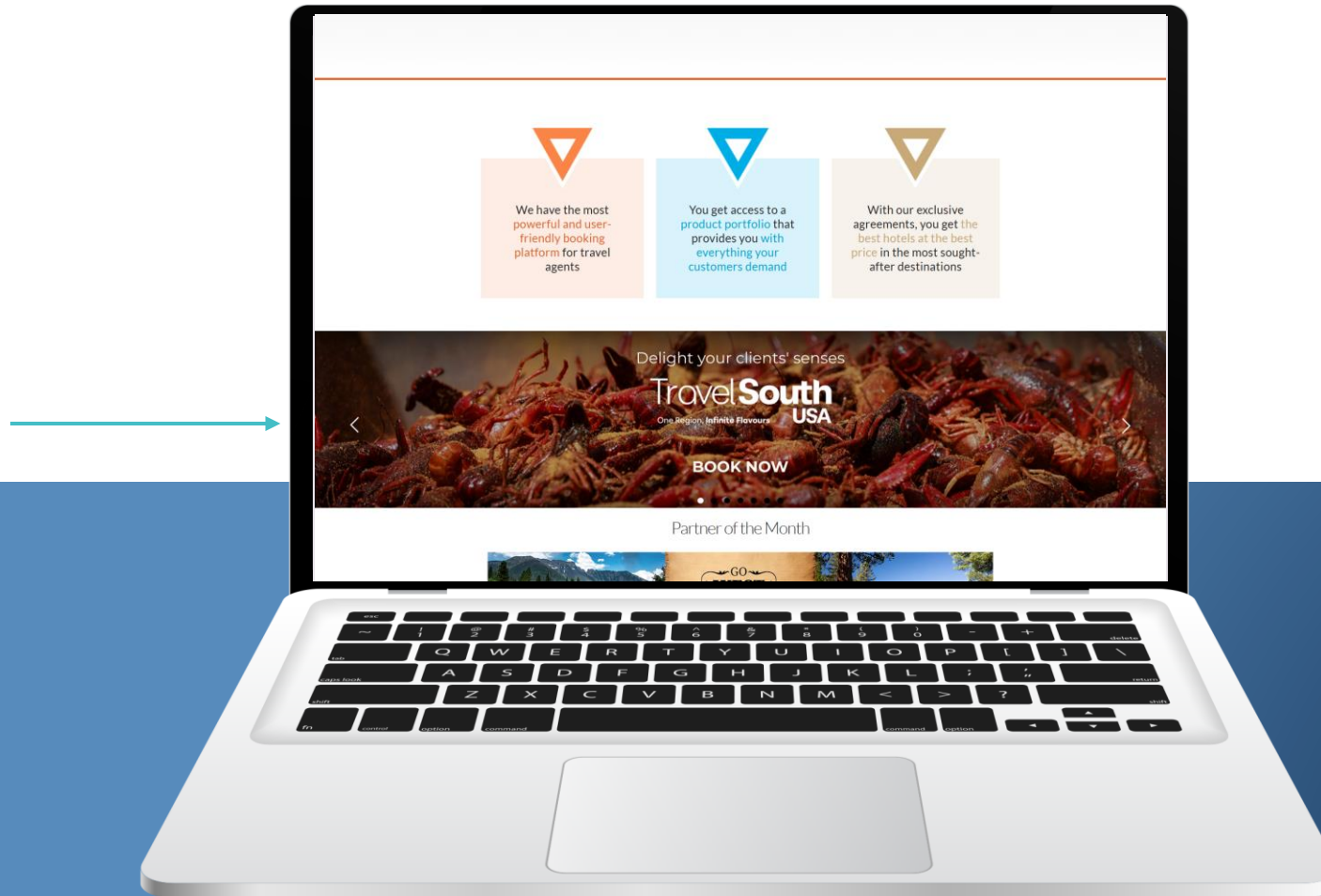


bedsonline
Part of HBX Group

Part of HBX Group

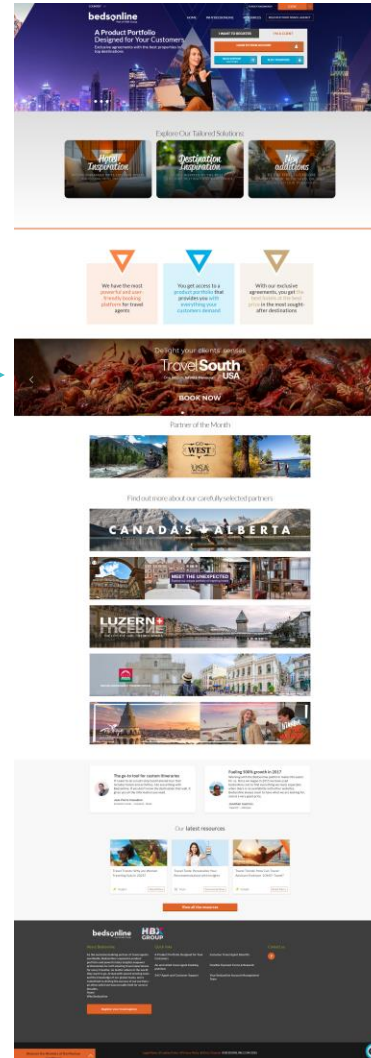
ADDITIONAL MARKETING

Belt Banner





Belt Banner



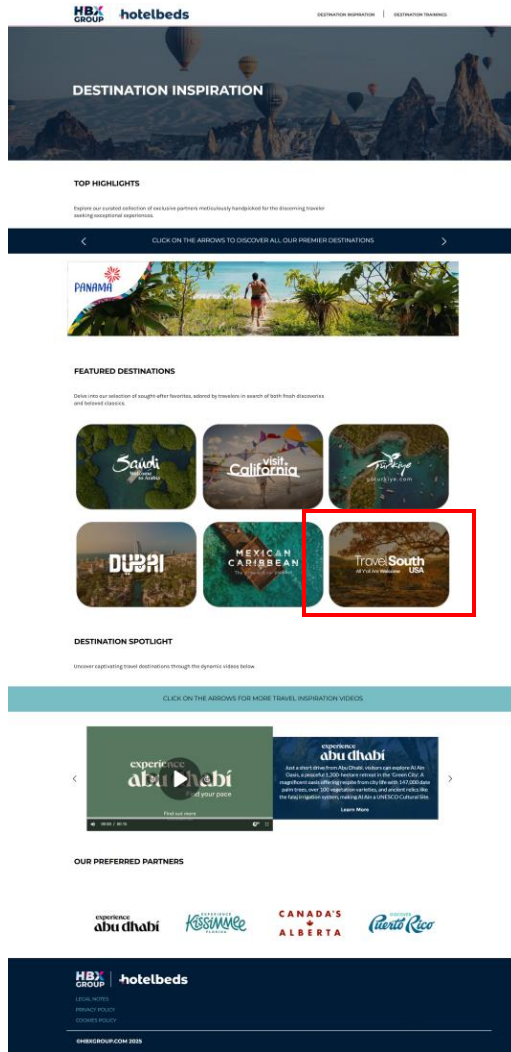
UK



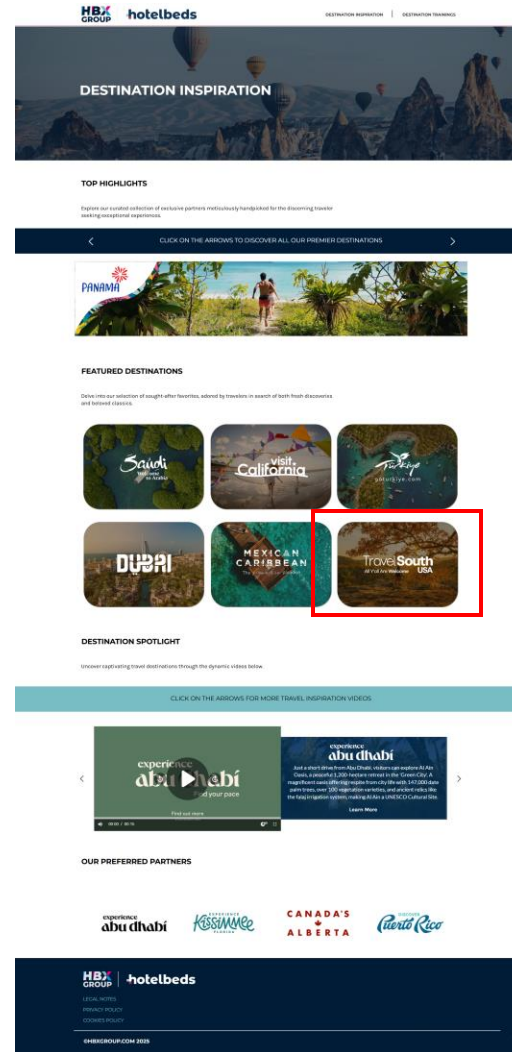
Part of HBX Group

ADDITIONAL MARKETING

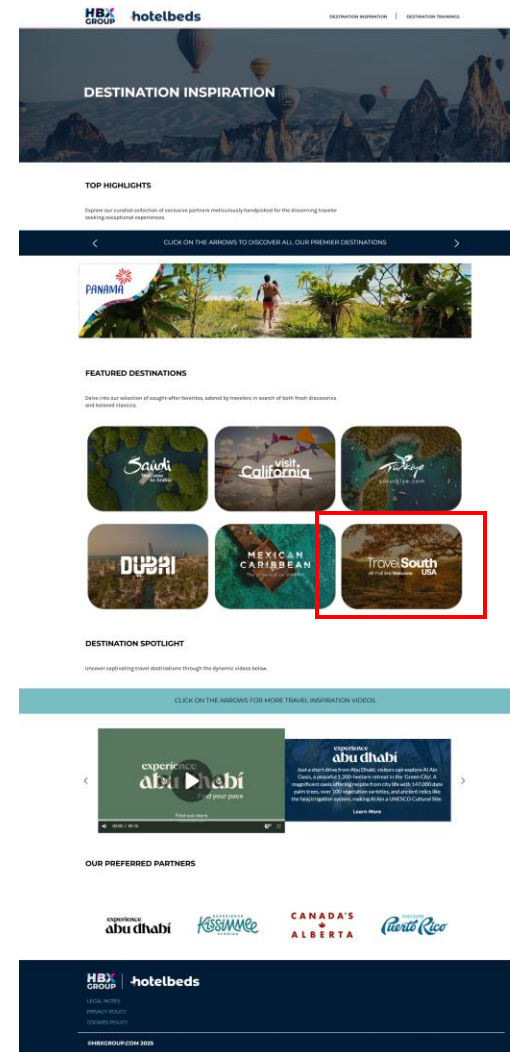
Destination HUB Feature



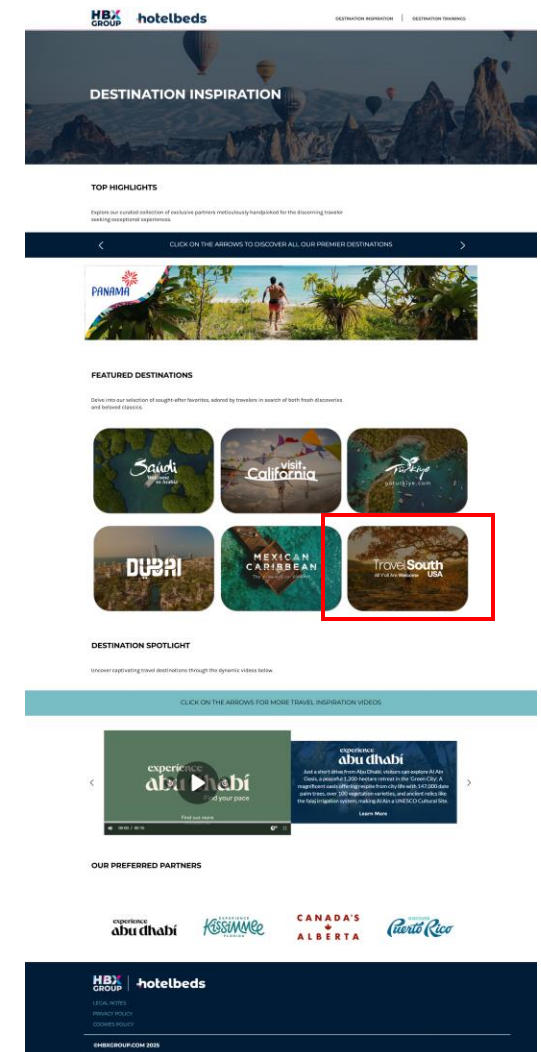
North America



Europe



LATAM



Brazil

PRODUCTION DATA

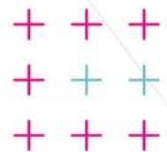


CAMPAIGN ROOM NIGHT PRODUCTION REPORT

[illegible]



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

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

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

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

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

[Louisiana \(Travel South\) Bedsonline Australia Microsite](#)

[Louisiana \(Travel South\) Bedsonline France Microsite](#)

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

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

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

[Louisiana \(Travel South\) Hotelbeds APAC Microsite](#)



THANK YOU!

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