HBX GROUP

Visit North Carolina

CAMPAIGN REPORT

Travel South USA

All Y'all Are Welcome

Campaign Timeline

October 1st, 2025 – April 30th, 2026

Campaign Source Markets

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

Campaign Deliverables

Bedsonline:

- Premium Banner
- 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

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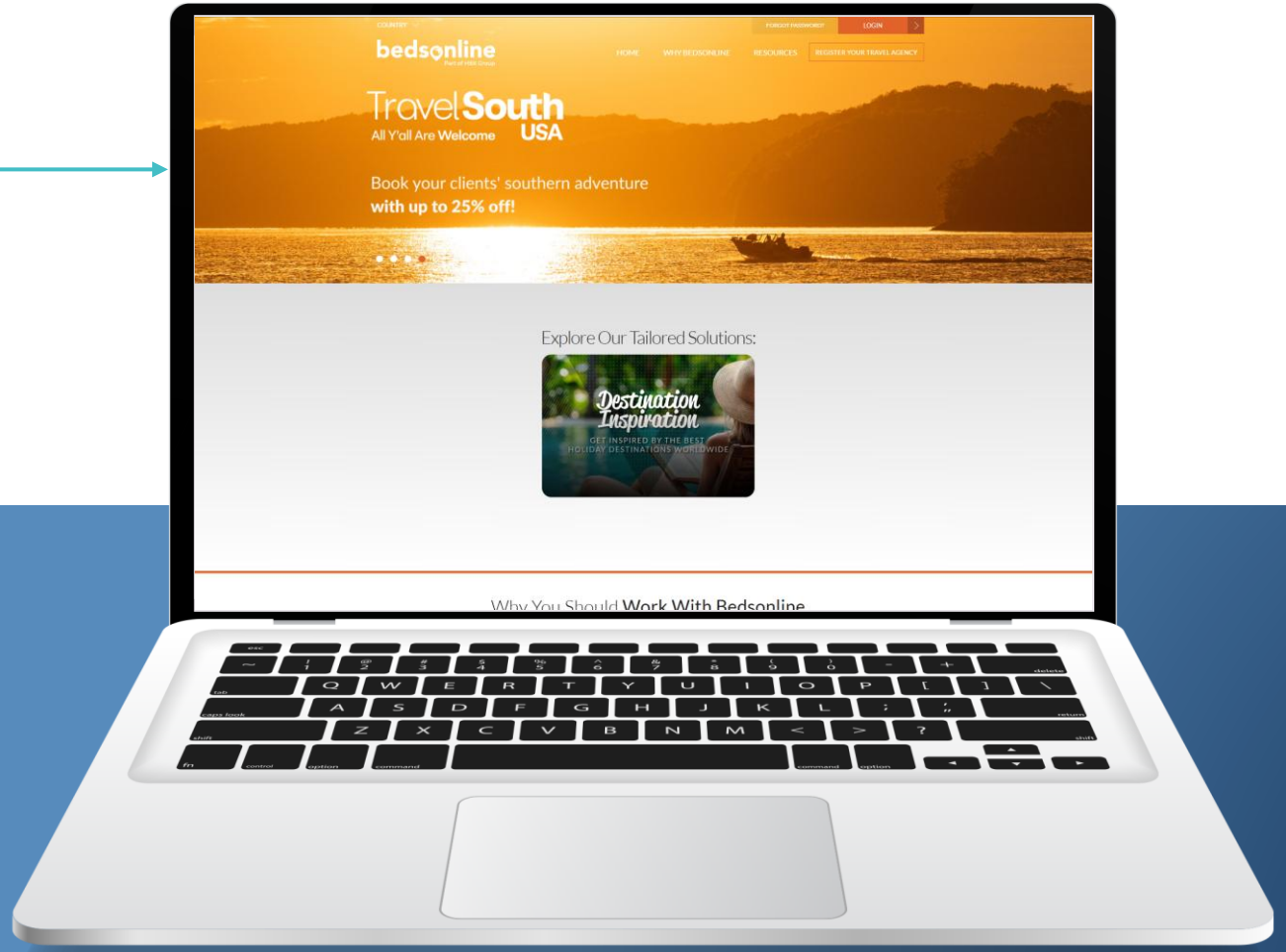
Premium Banner



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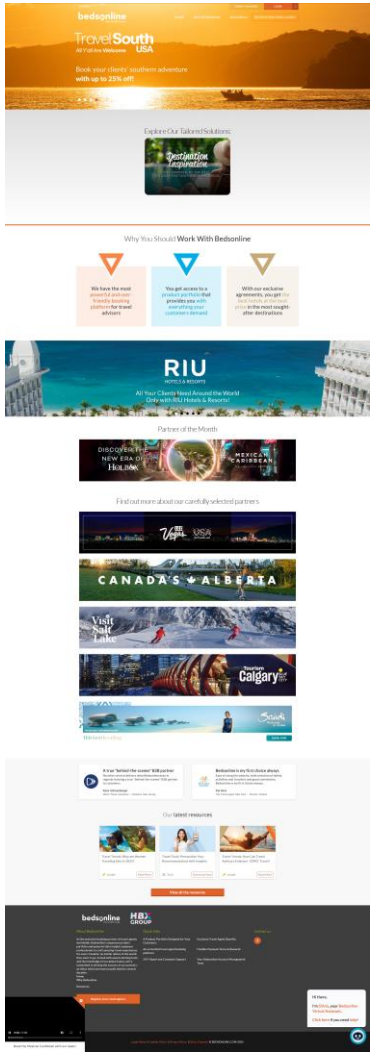
Premium Banner



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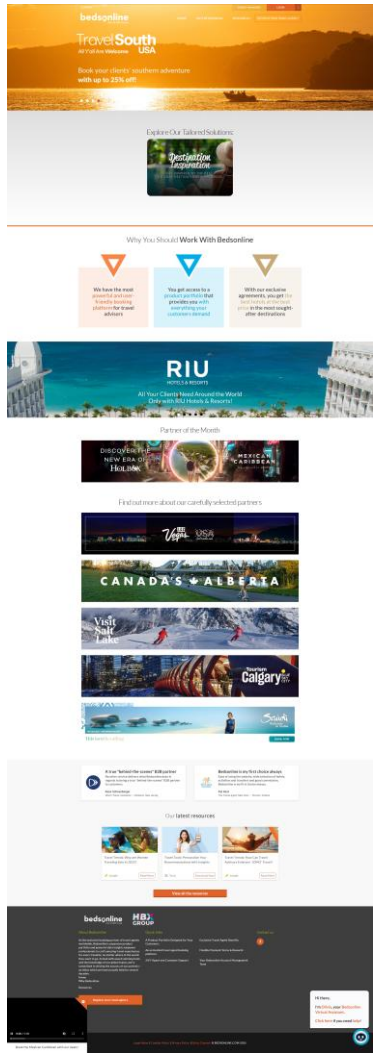
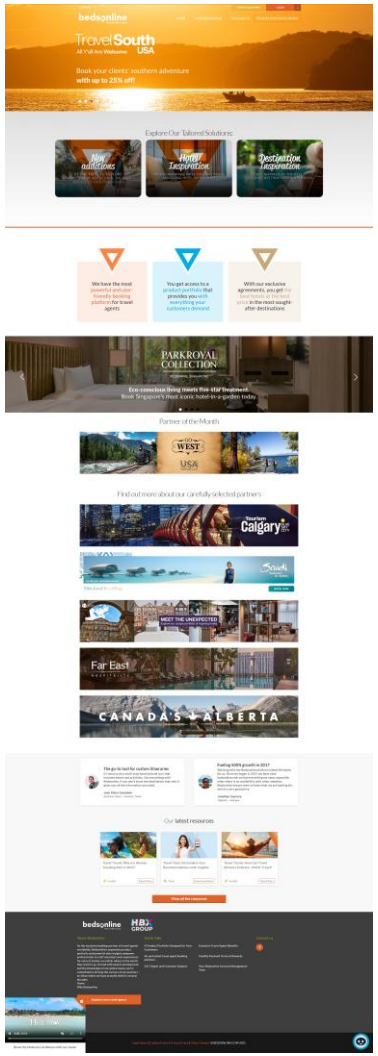
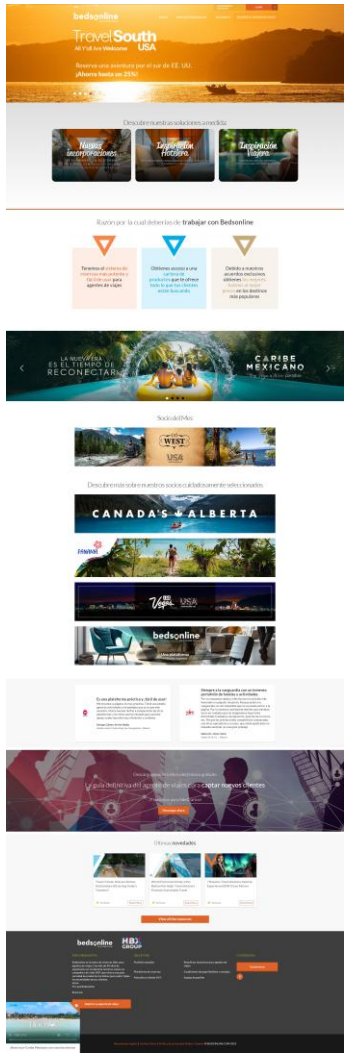


Canada



UK



Mexico

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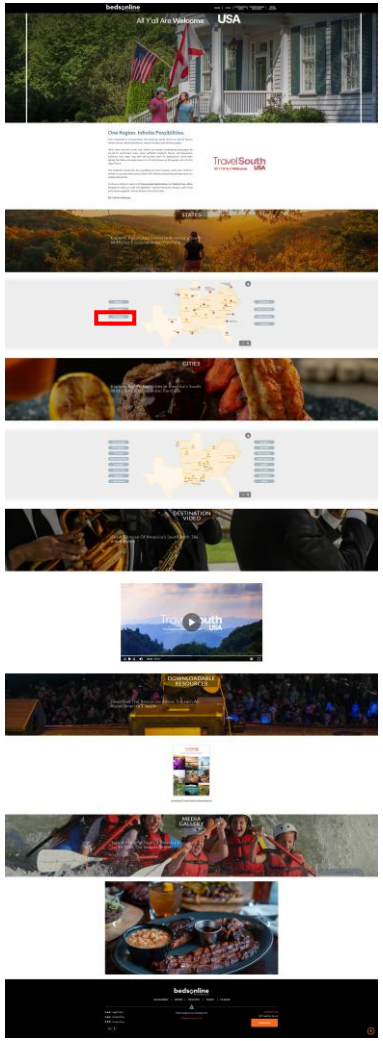
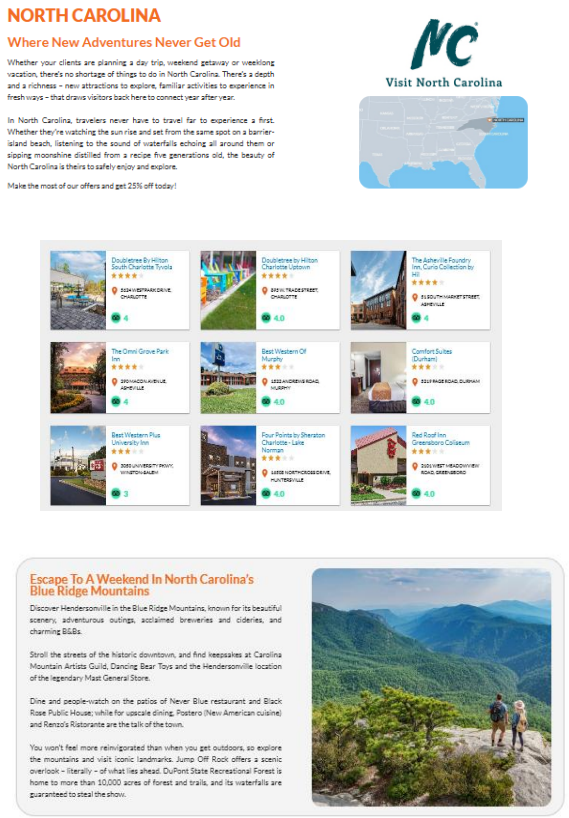
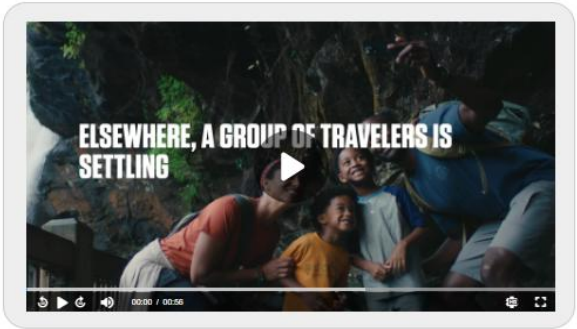
Custom Microsite







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Custom Microsite

USA

Canada

UK

Mexico

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Downloadable Resources

USA

Canada

UK

Mexico

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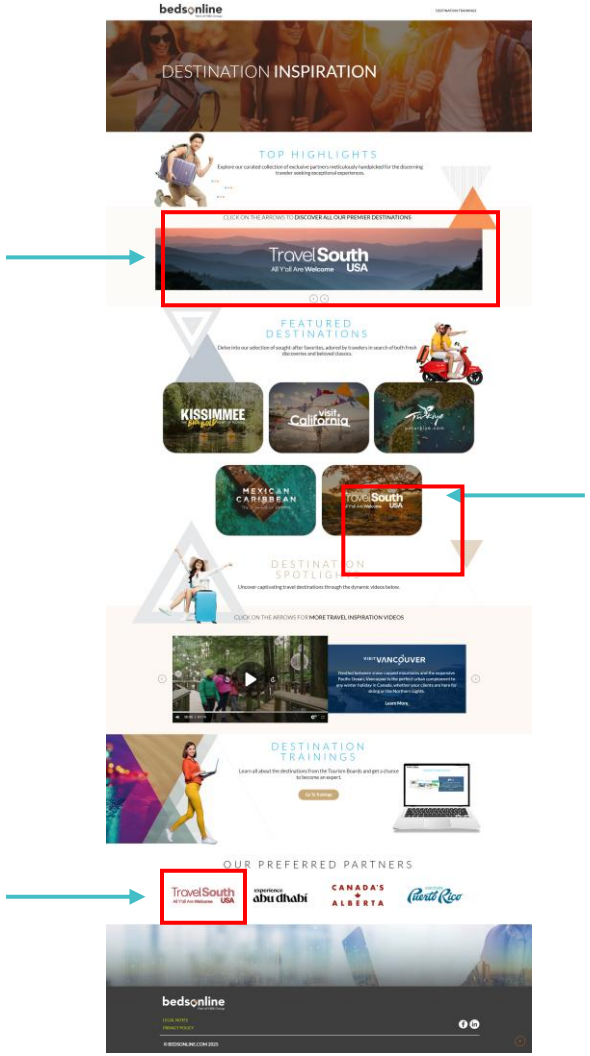
Destination HUB Feature



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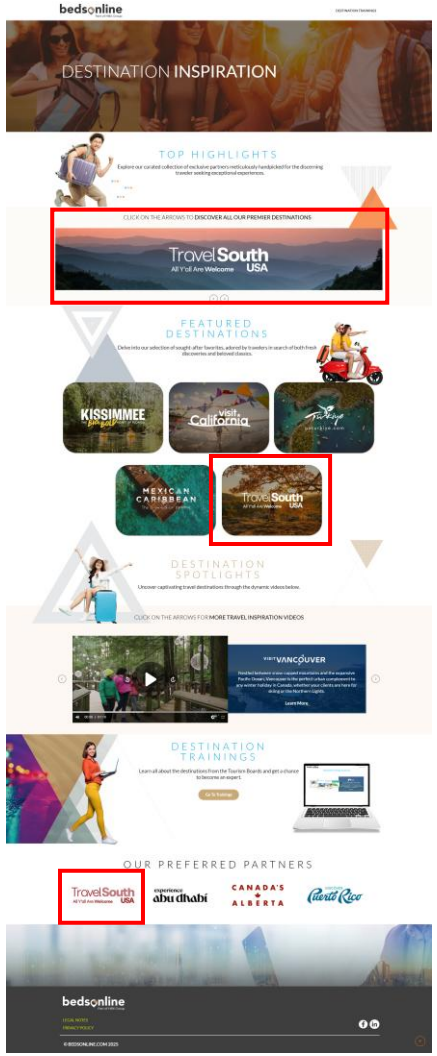

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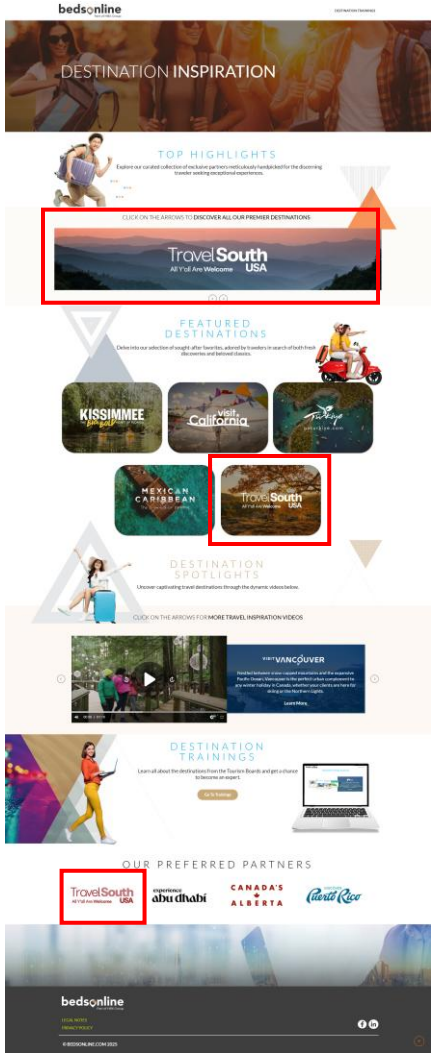

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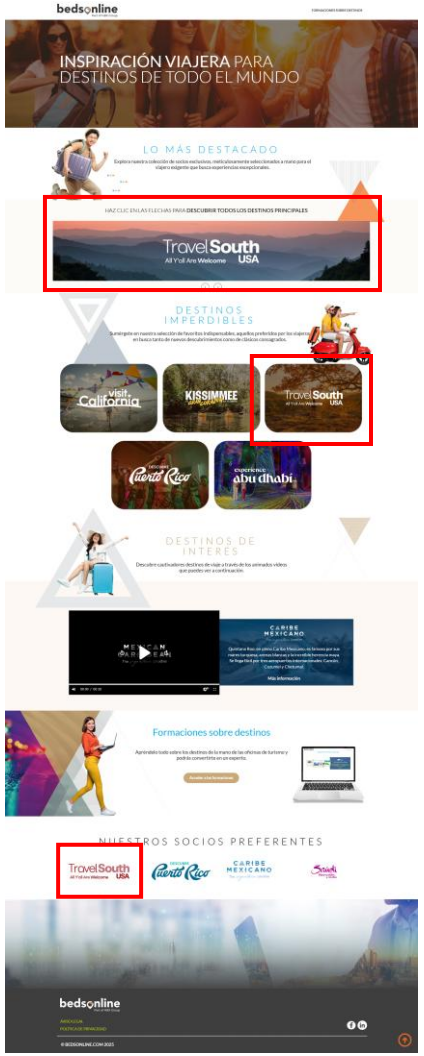

Mexico

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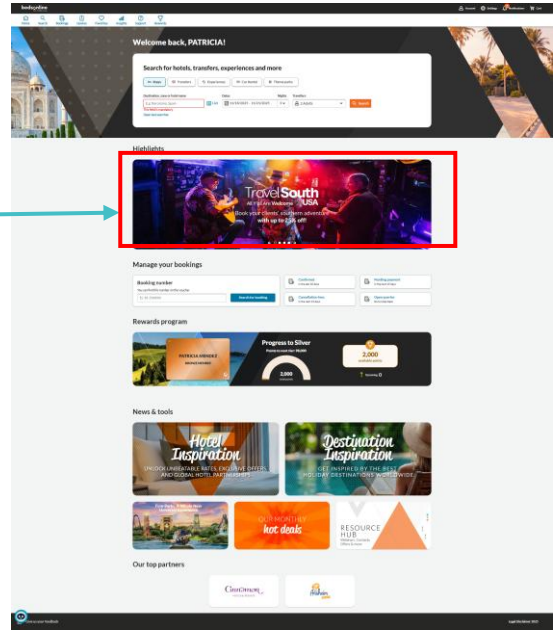
Booking Engine Featured Placement: Top Highlights - November 2025



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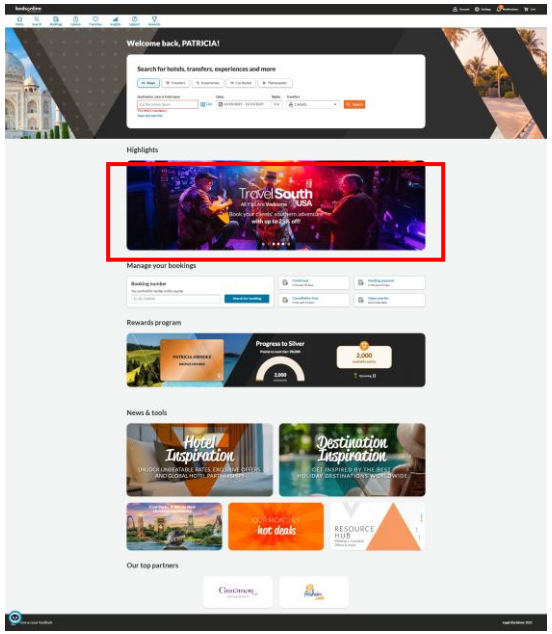

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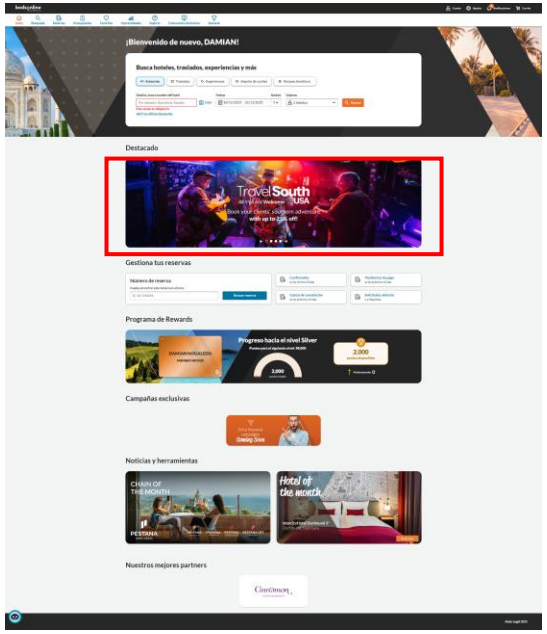

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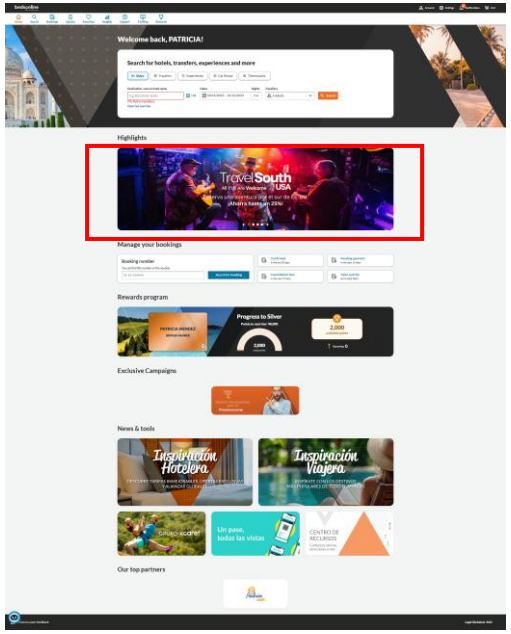

Mexico

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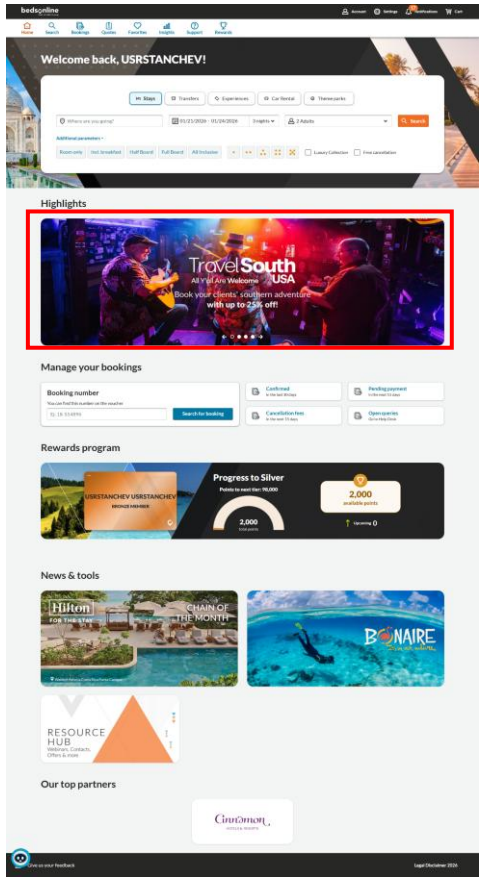
Booking Engine Featured Placement: Top Highlights - January 2026



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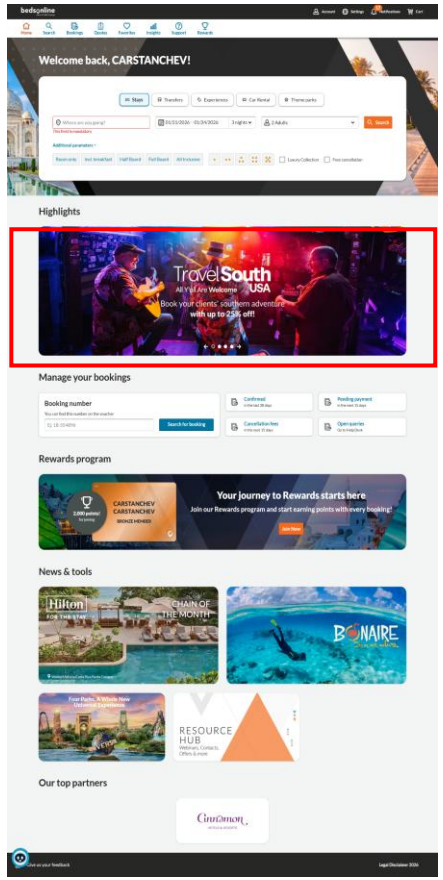

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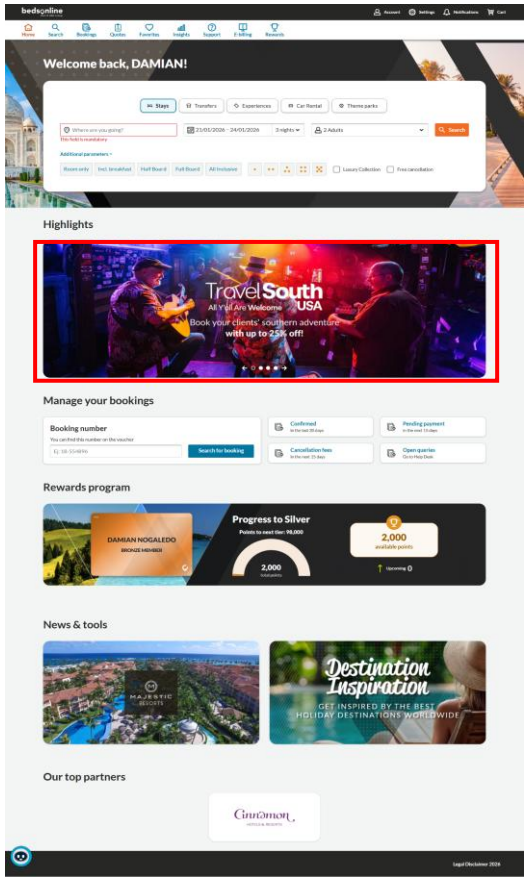

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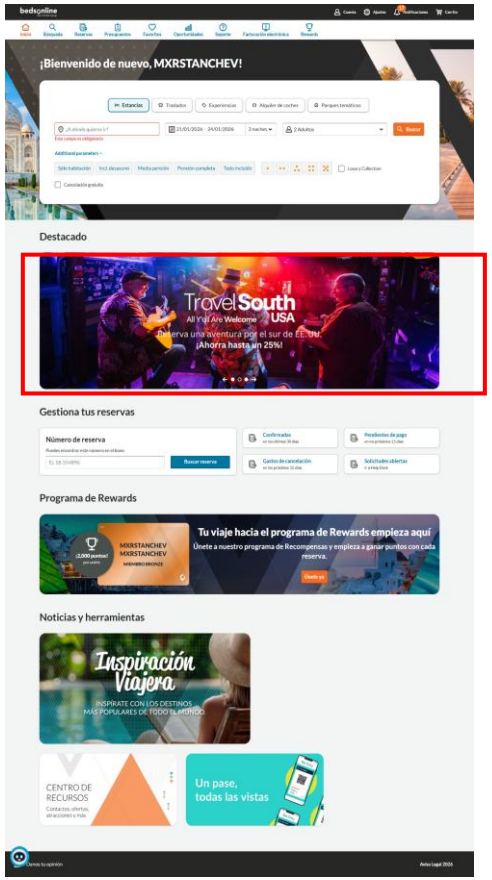

Mexico

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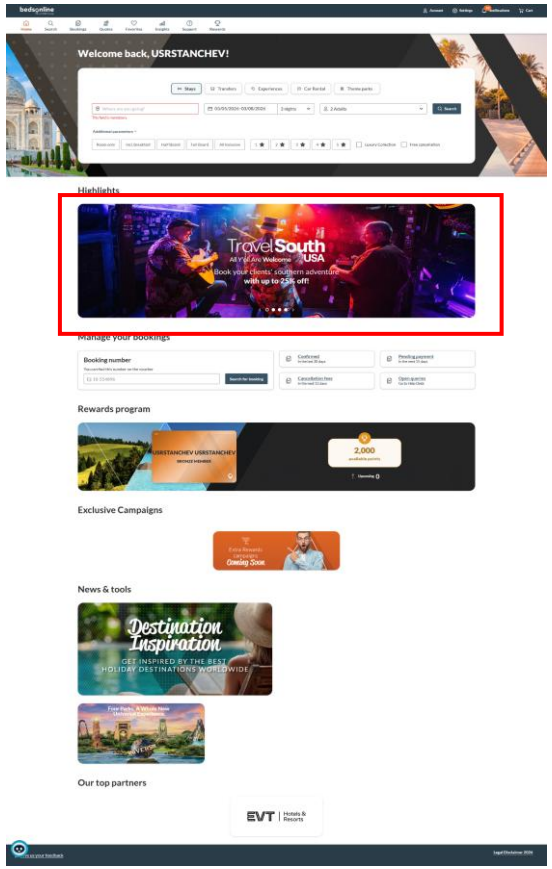
Booking Engine Featured Placement: Top Highlights - March 2026



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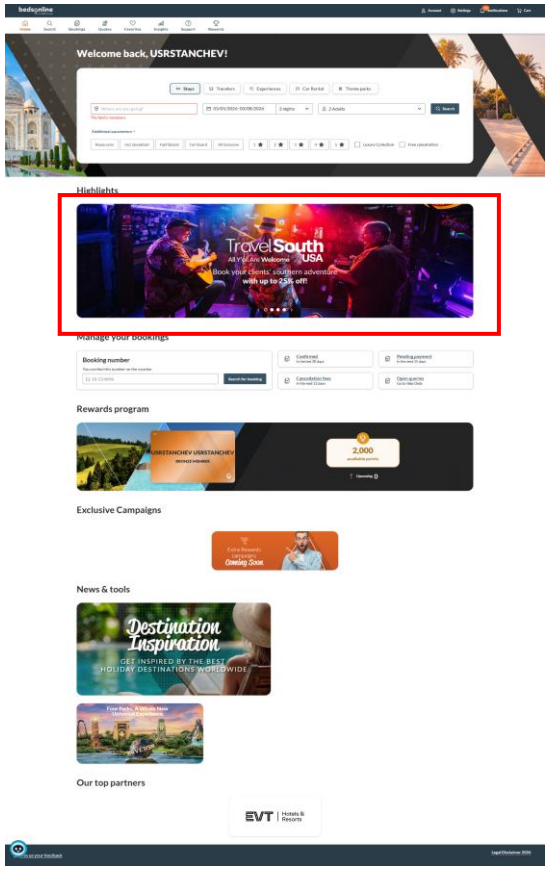

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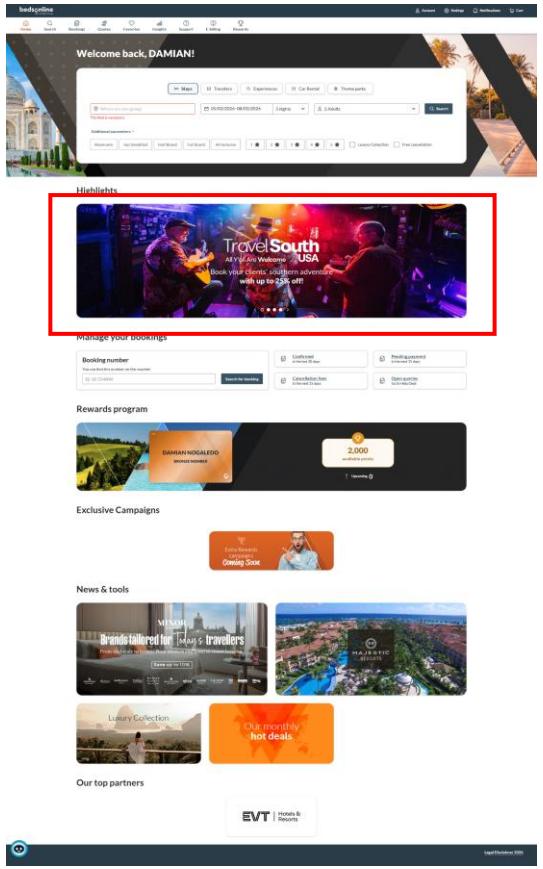

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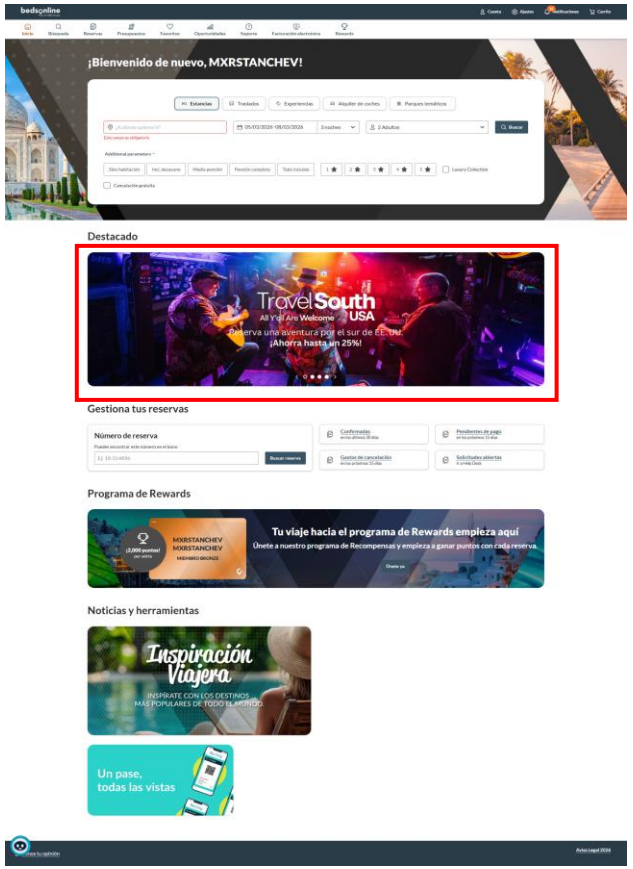

Mexico

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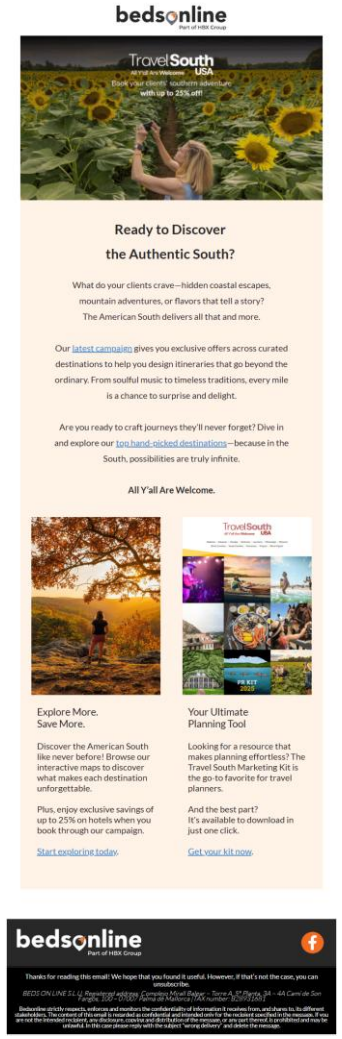
Bespoke Newsletter #1



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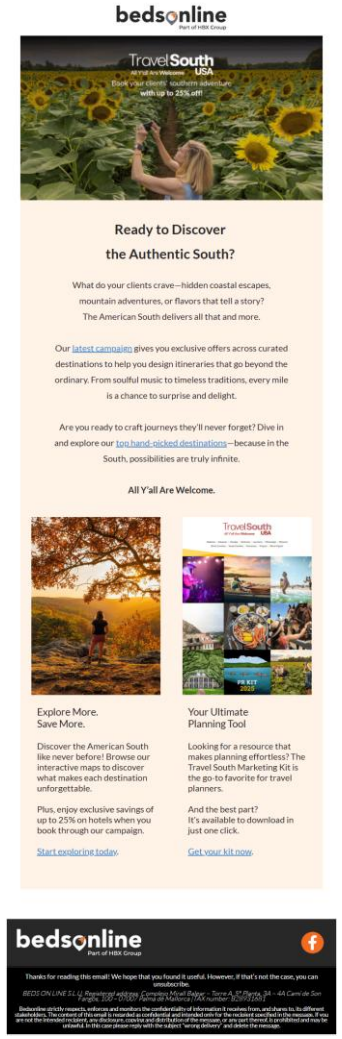
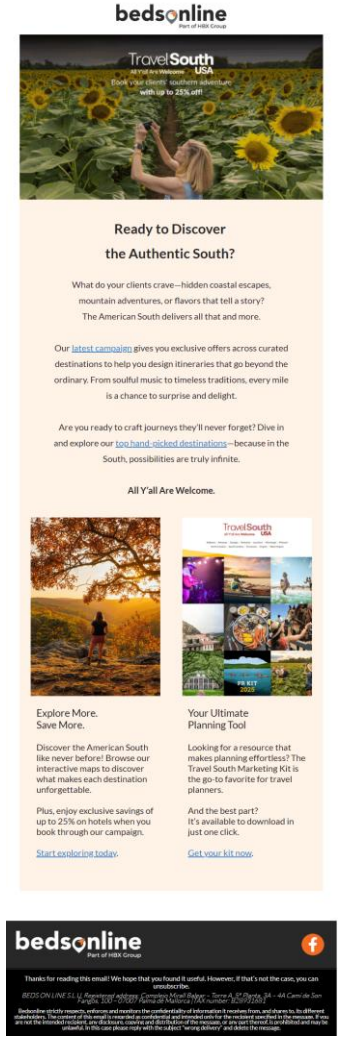


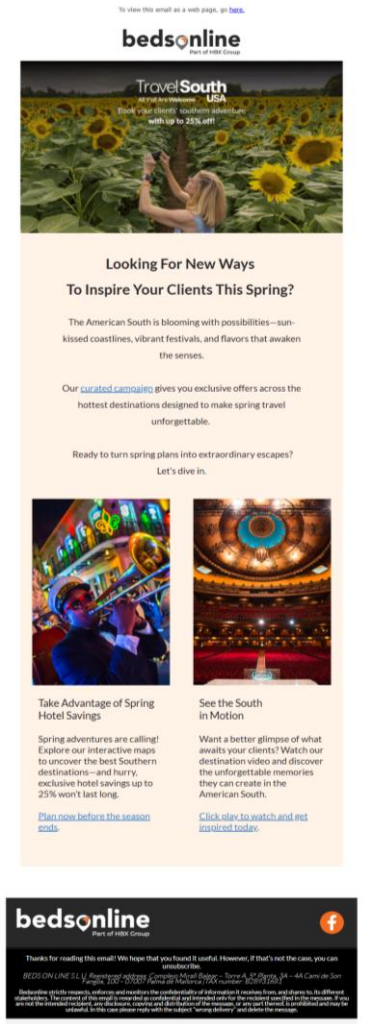
Canada



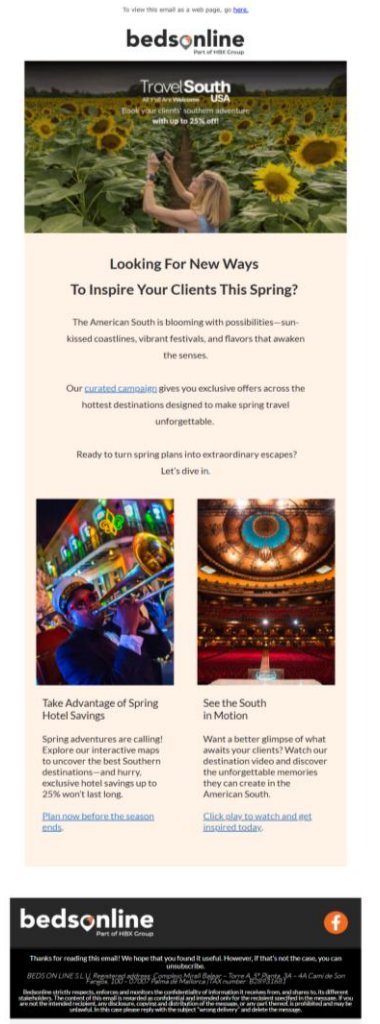
UK

Mexico

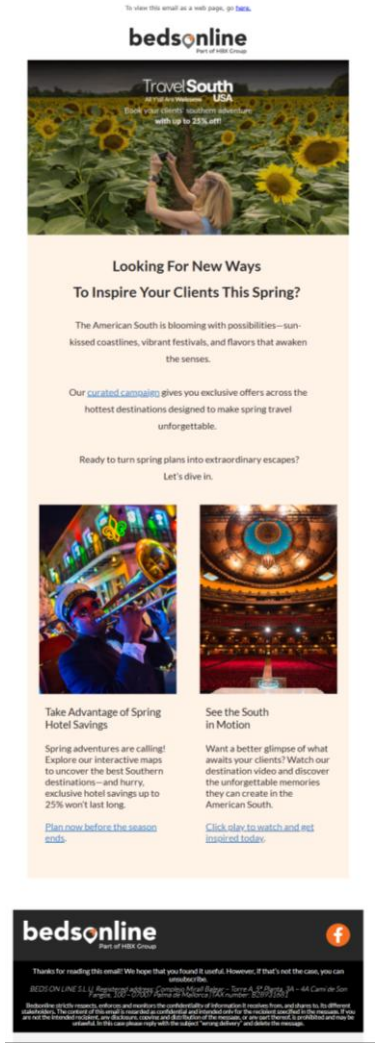
Bespoke Newsletter #2



USA



Canada



UK

Mexico

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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

UK

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Social Media #1 (LinkedIn)

Bedsonline
14,441 followers
6d •

The American South has something to offer every traveller with experiences that will stay with your clients long after their trip ends.

From breathtaking landscapes and world-class music to authentic southern cuisine and vibrant cultural traditions, Travel South invites your clients to experience the best of Southern hospitality.

· Explore an exclusive hotel portfolio across hand-picked States and cities
· Download ready-to-use resources and build tailored itineraries
· Access limited-time hotel deals throughout 25 top destinations

Start an unforgettable journey across the American South by exploring our offer today: https://lnkd.in/eAirAAVt

bedsonline
Part of HBX Group

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

CAMPAIGN DELIVERABLES

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hotelbeds
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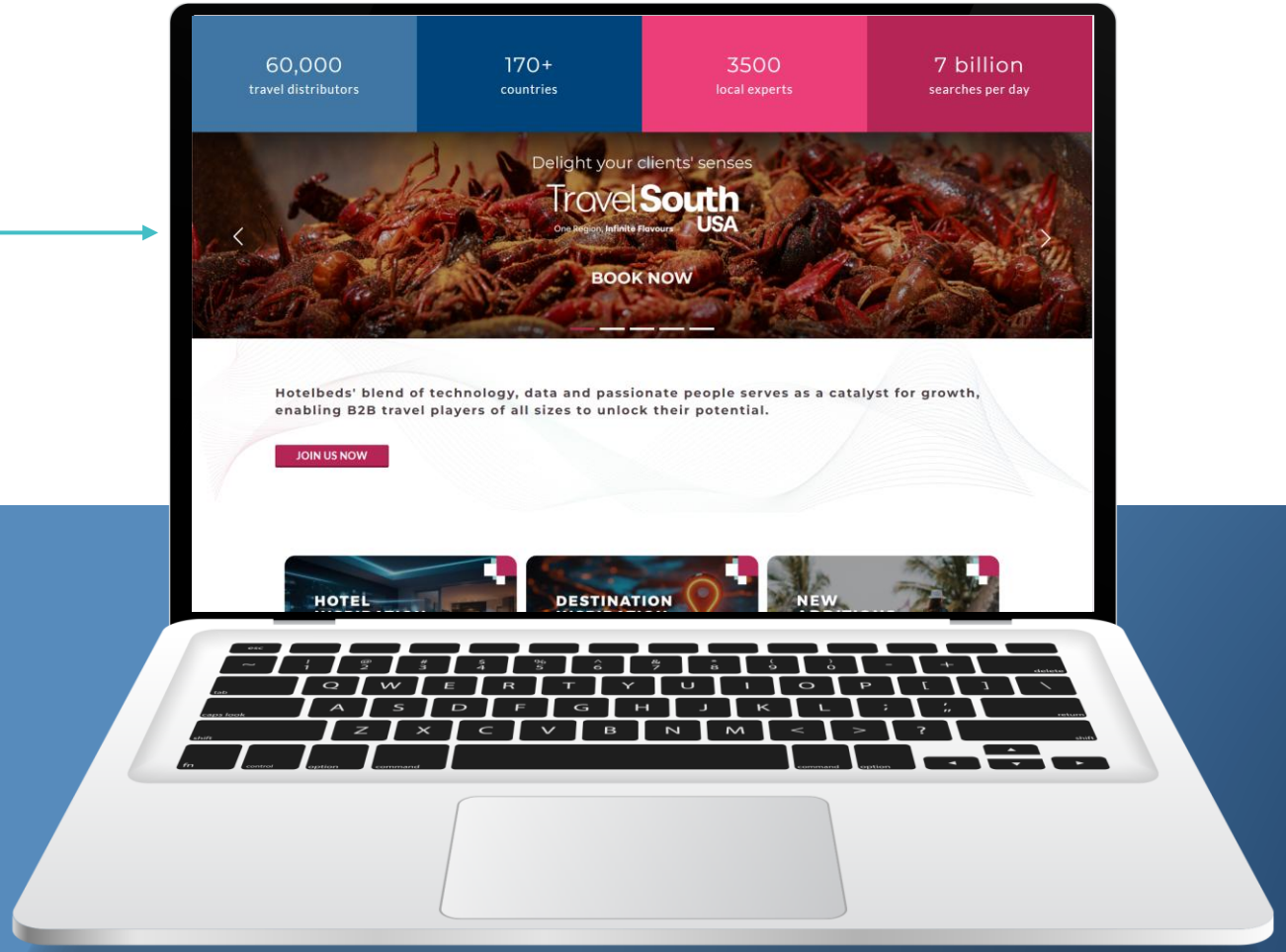
Premium Banner



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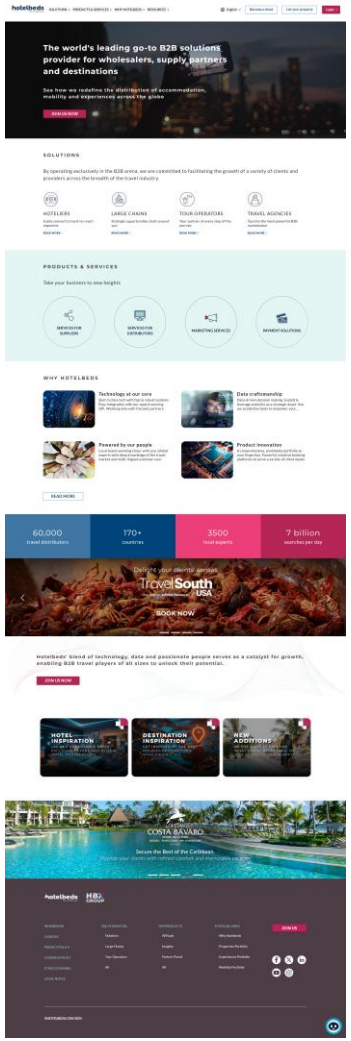
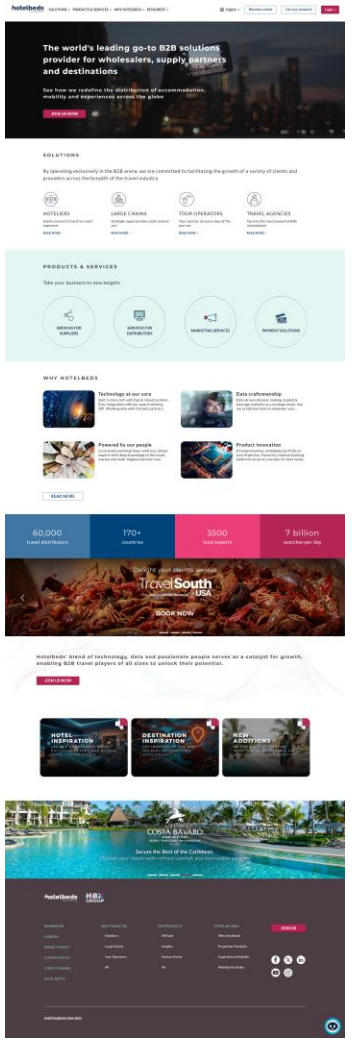
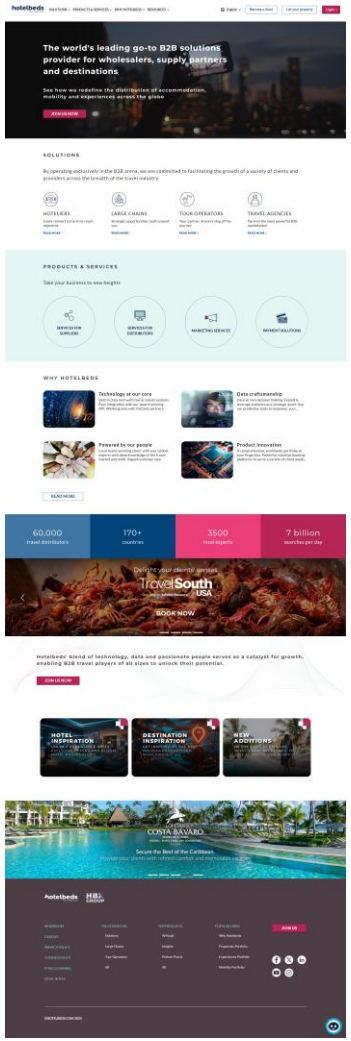
Premium Banner



North America



Europe



LATAM

hotelbeds
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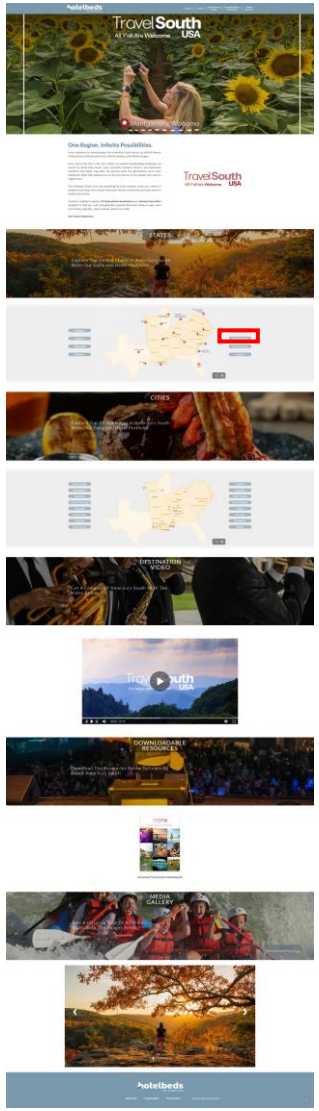
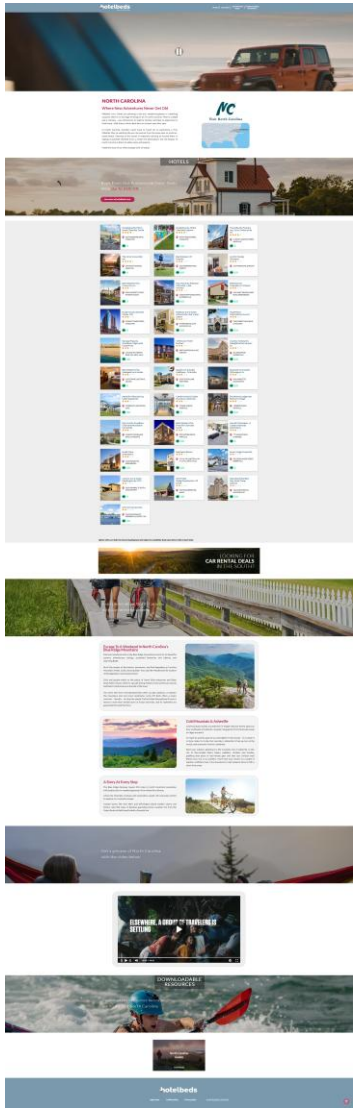
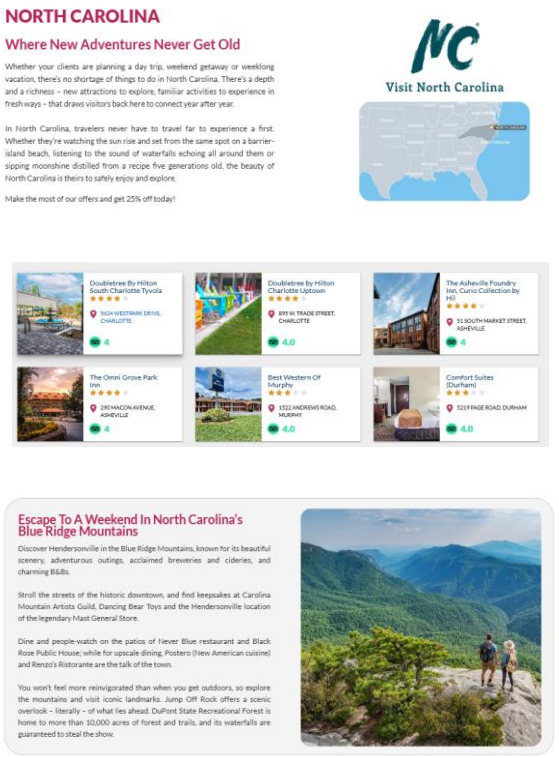
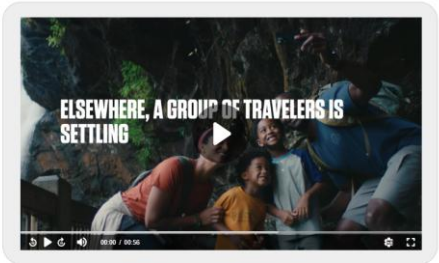
Custom Microsite









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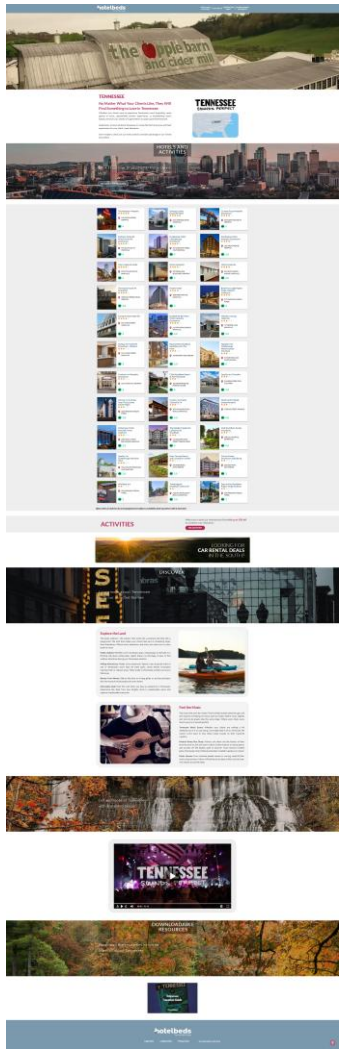
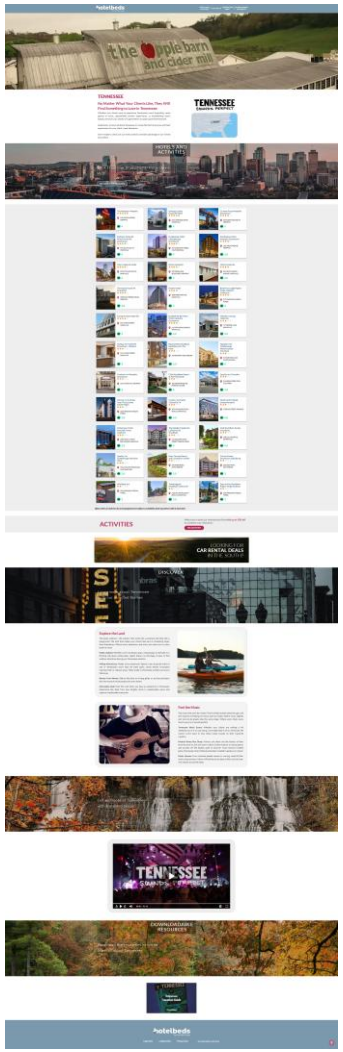
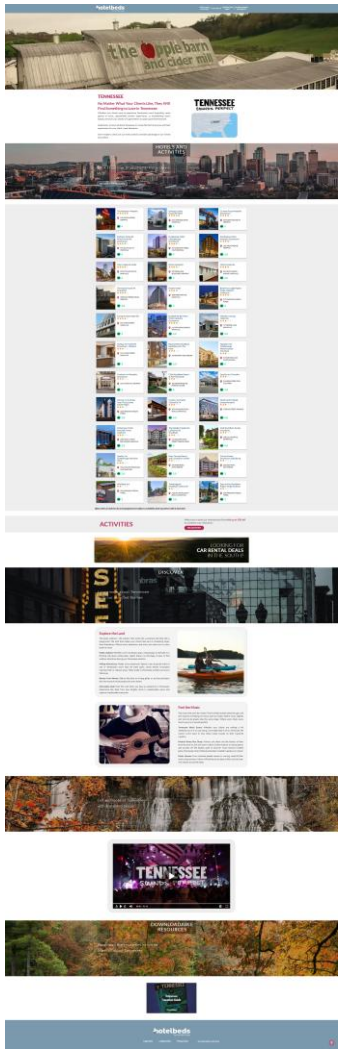
Custom Microsite



North America



Europe



LATAM

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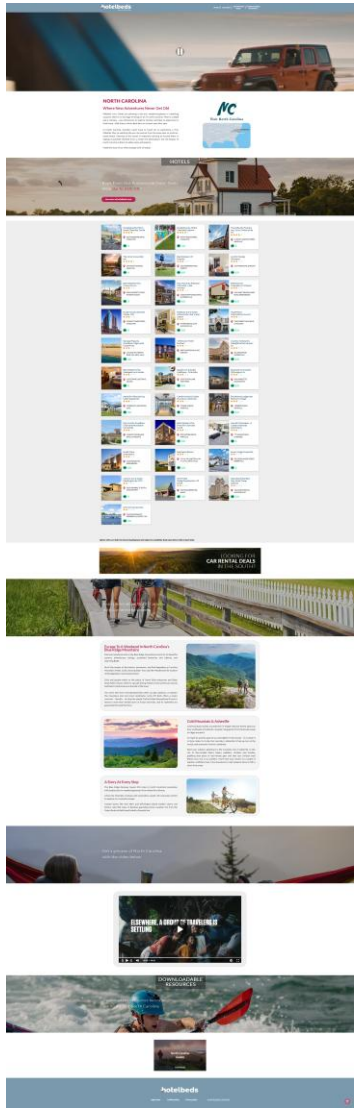
Downloadable Resources



North America

Europe

LATAM

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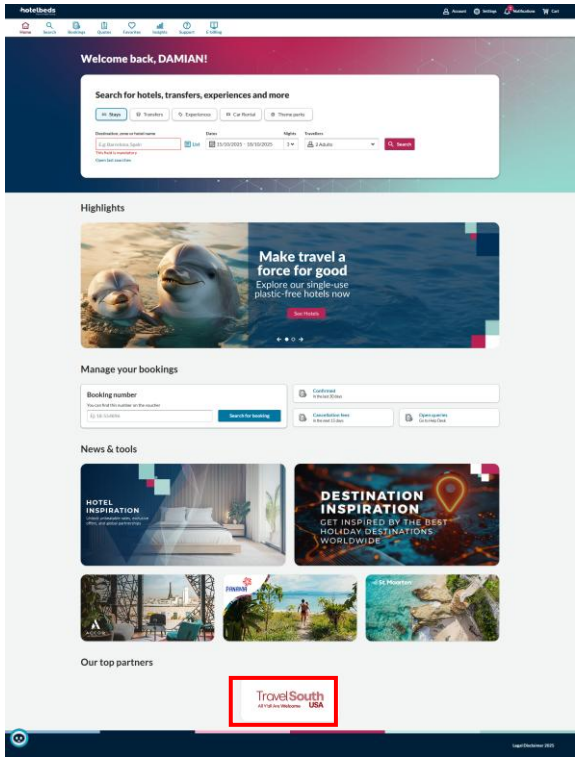
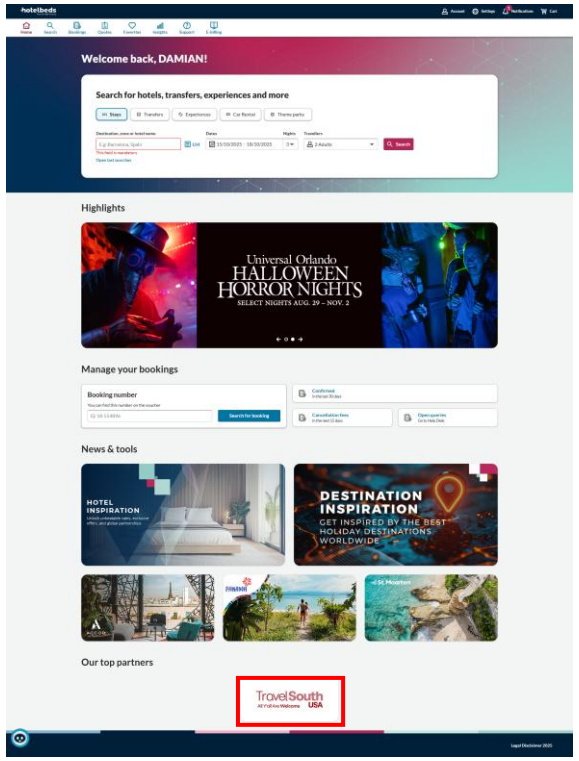
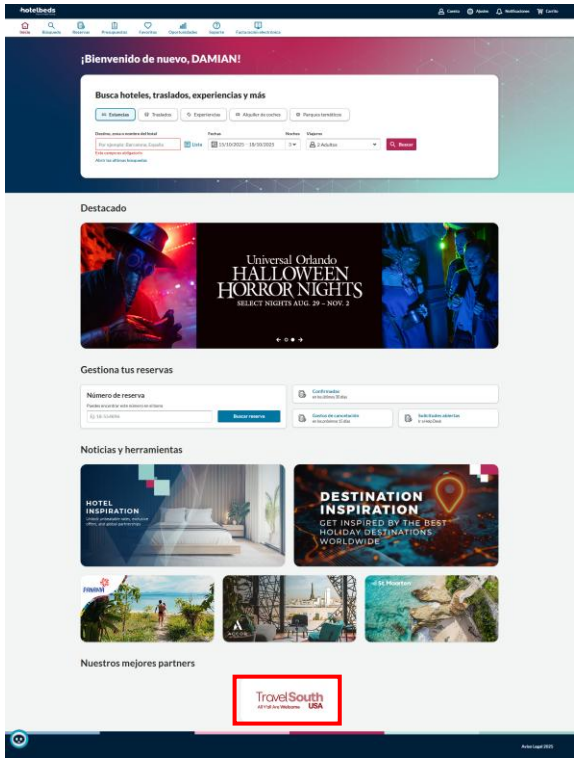
Preferred Partner Logo Feature – October 2025



North America



Europe



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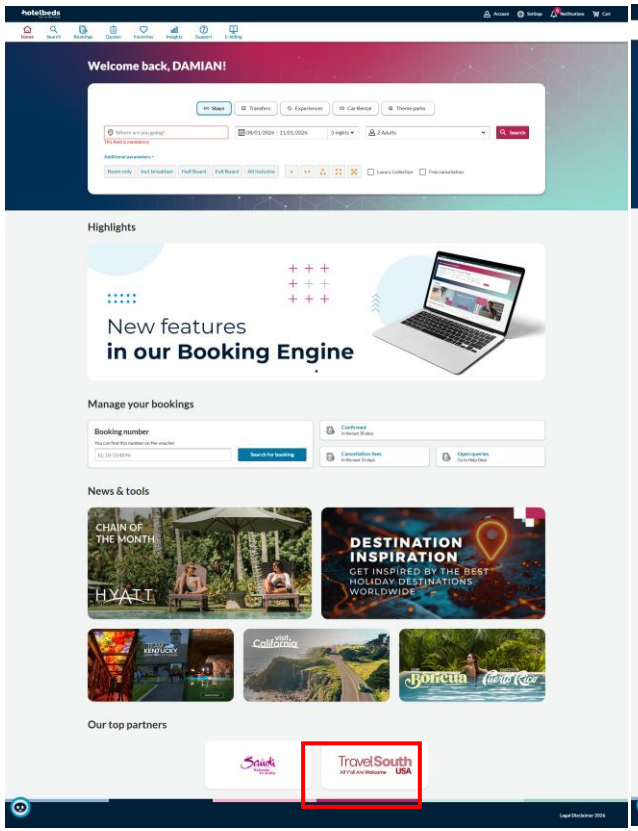
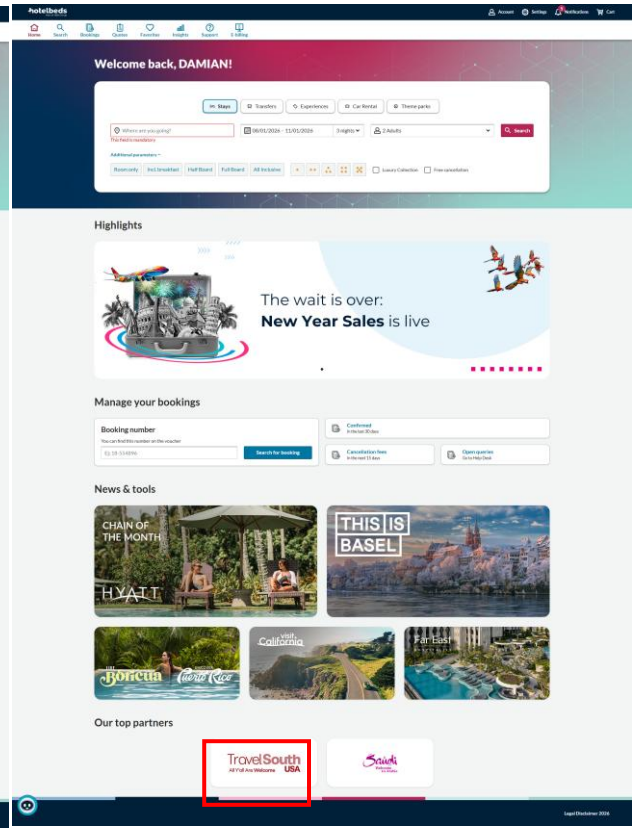
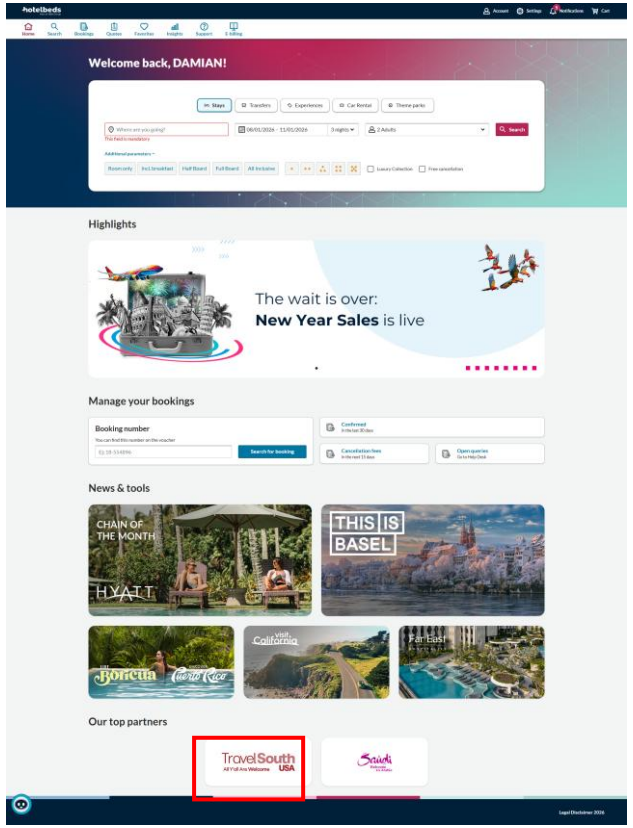
Preferred Partner Logo Feature – January 2026



North America



Europe



LATAM

hotelbeds
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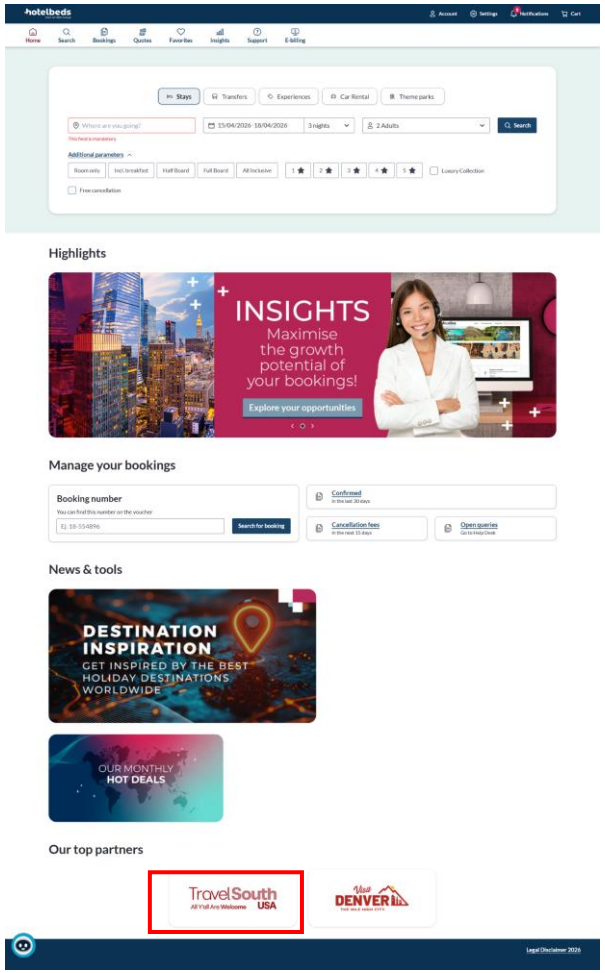
Preferred Partner Logo Feature – April 2026



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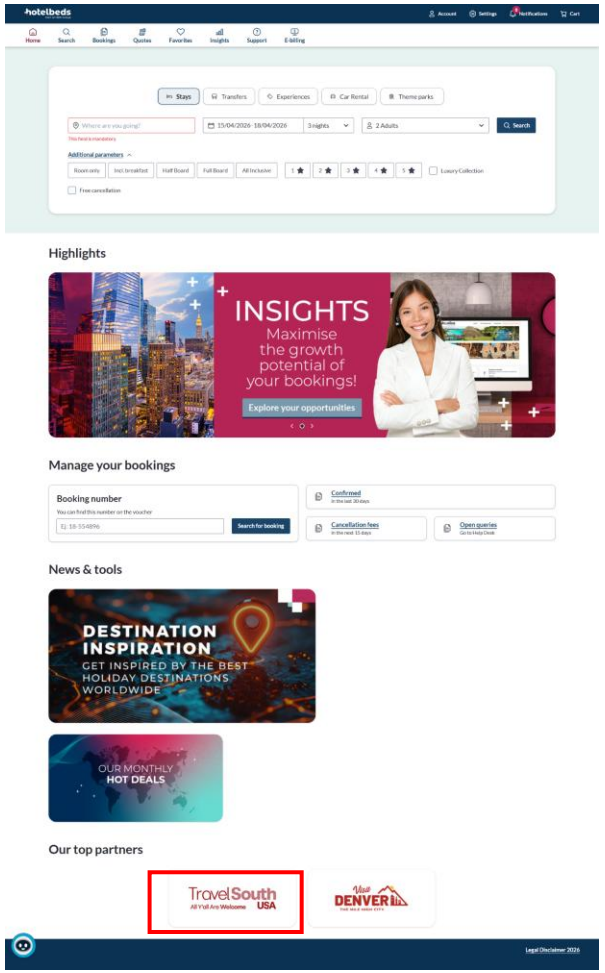

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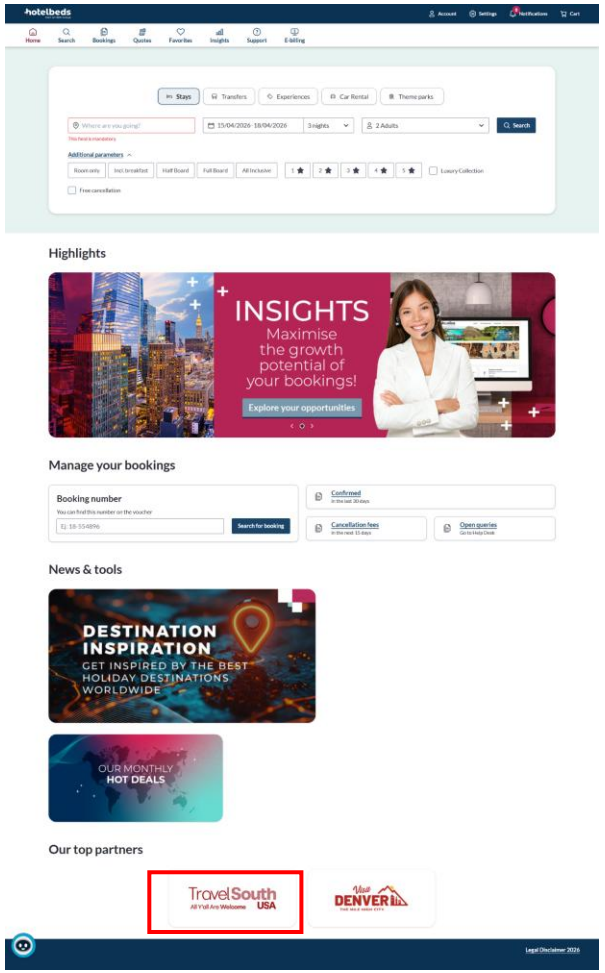

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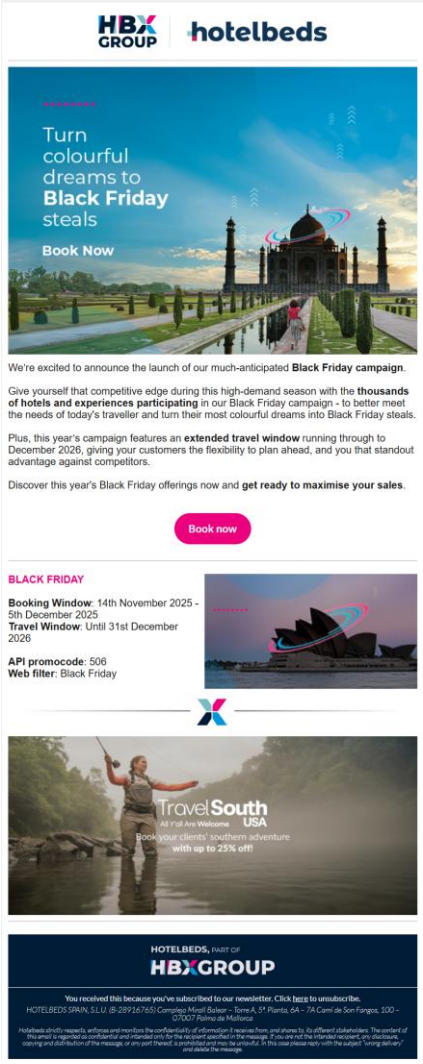
Global Sales Campaign Sponsorship #1



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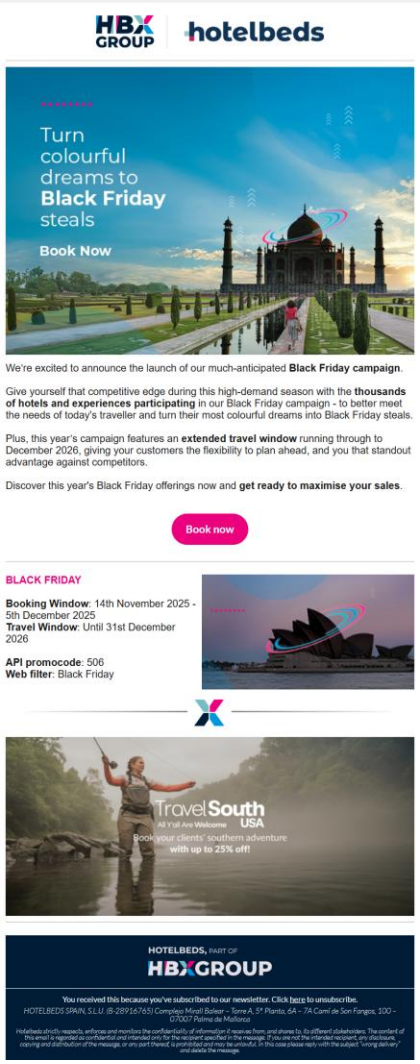

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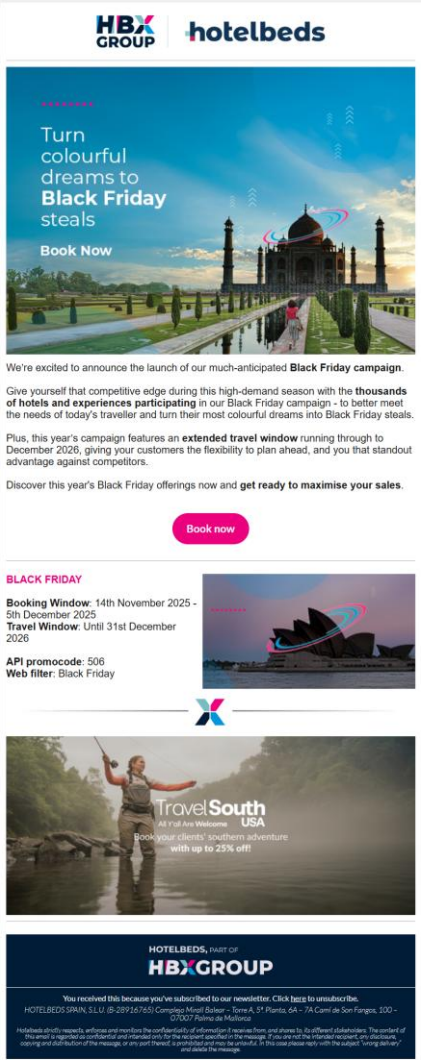

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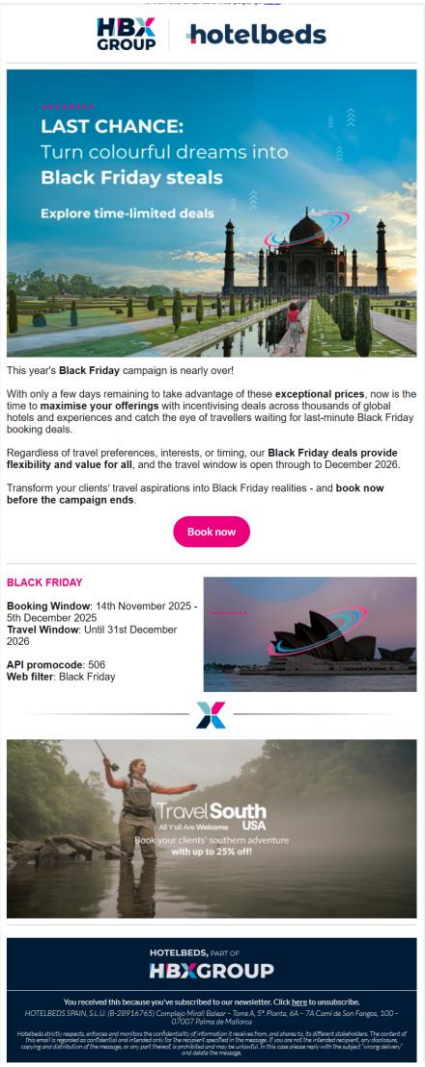
Global Sales Campaign Sponsorship #2



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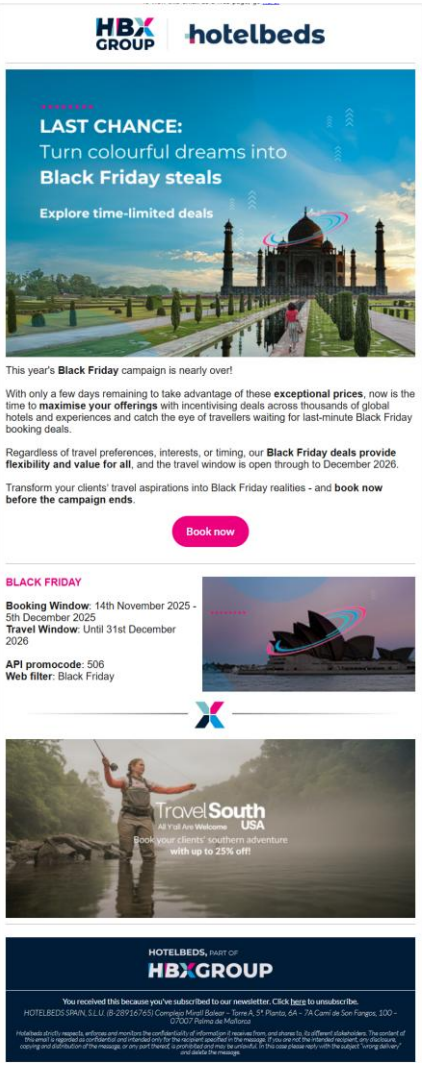

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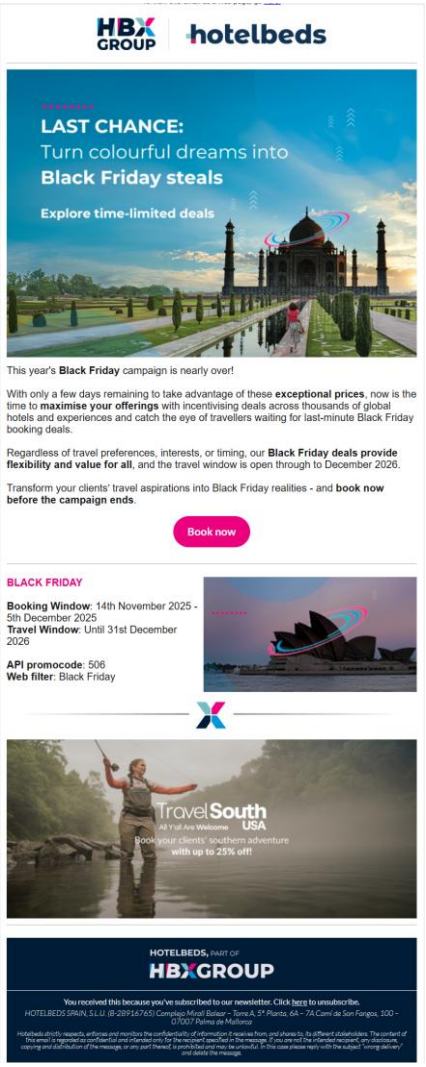

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White Label Features: WTM London

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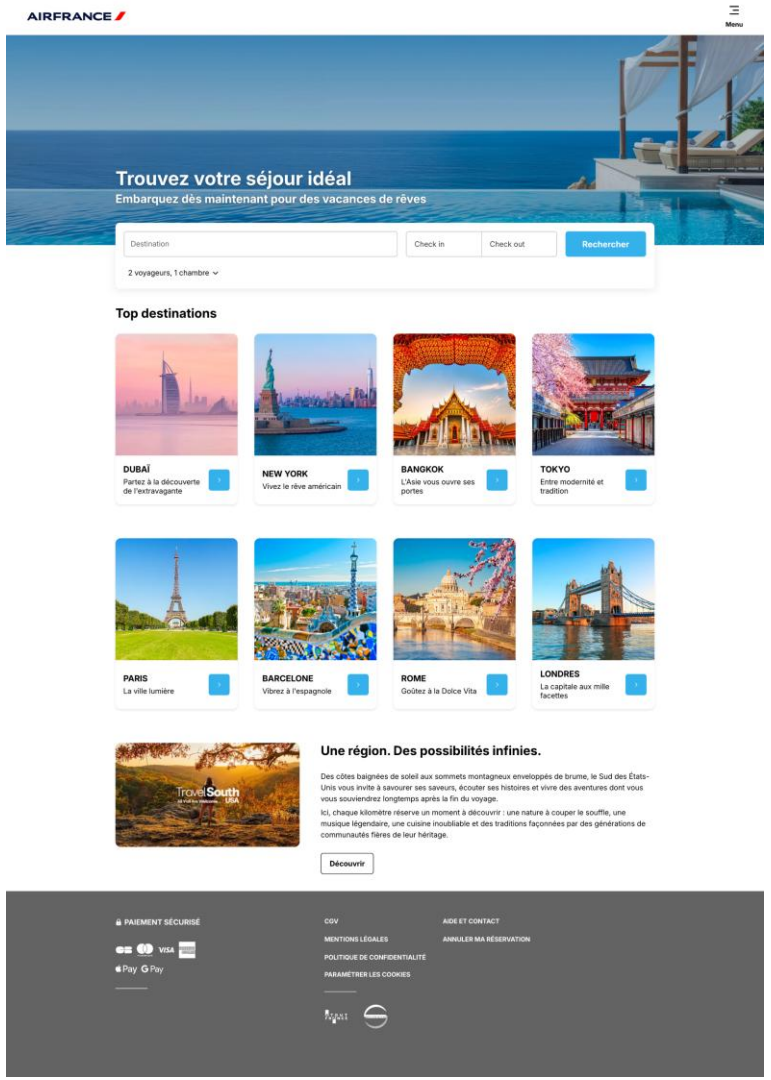
White Label Features: Air France



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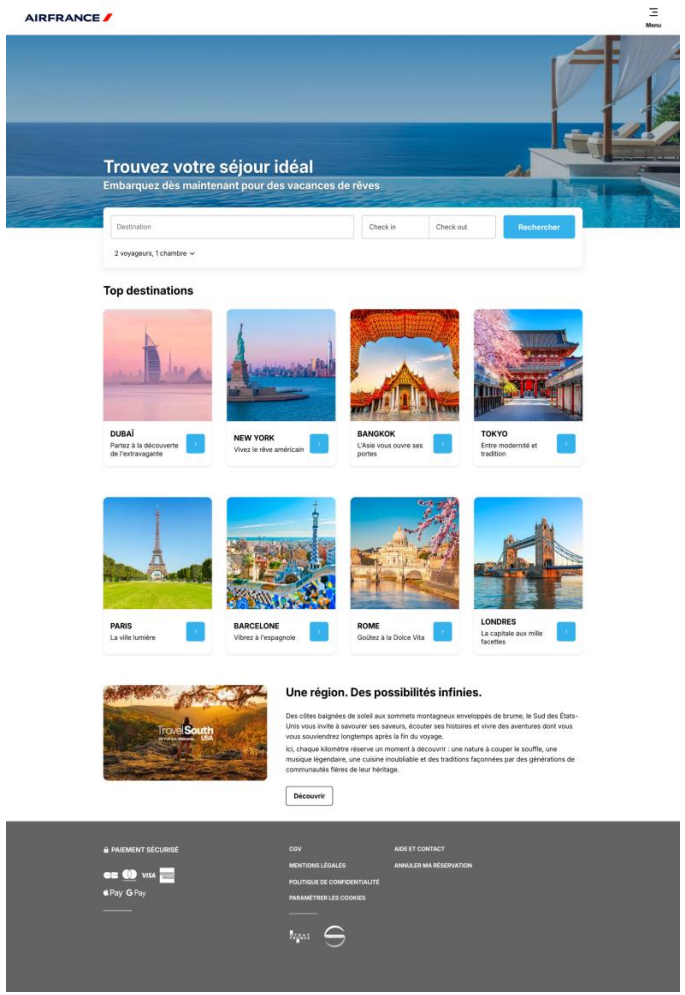
White Label Features: Air France



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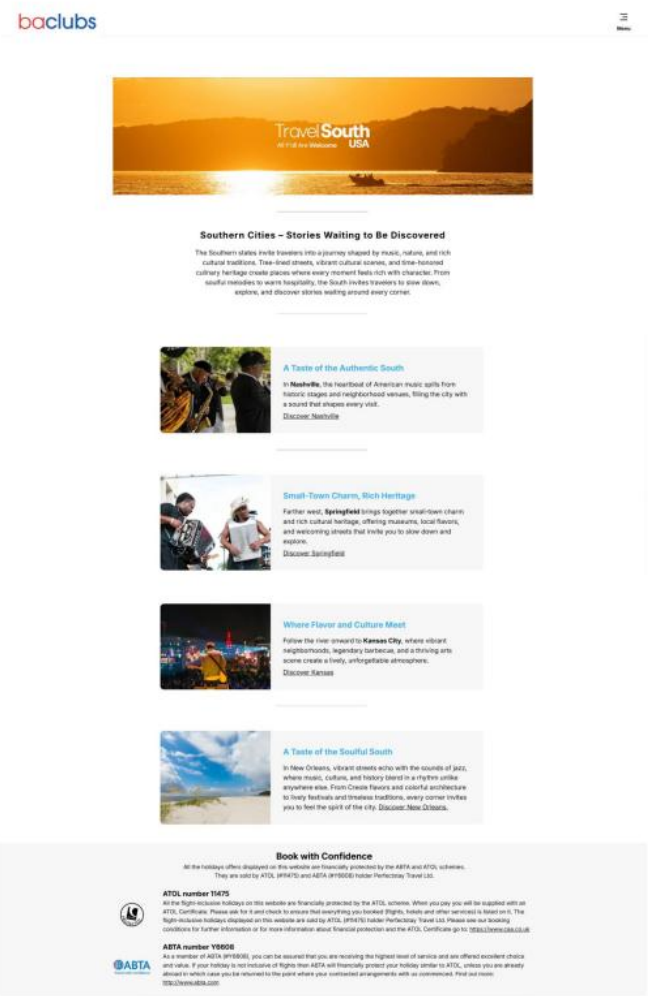
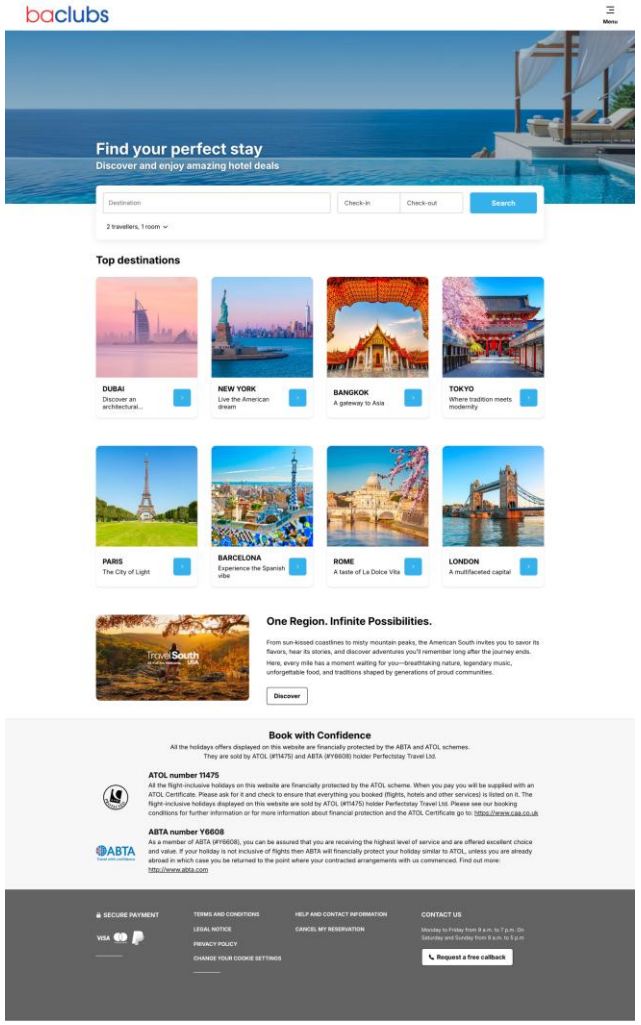
White Label Features: British Airways





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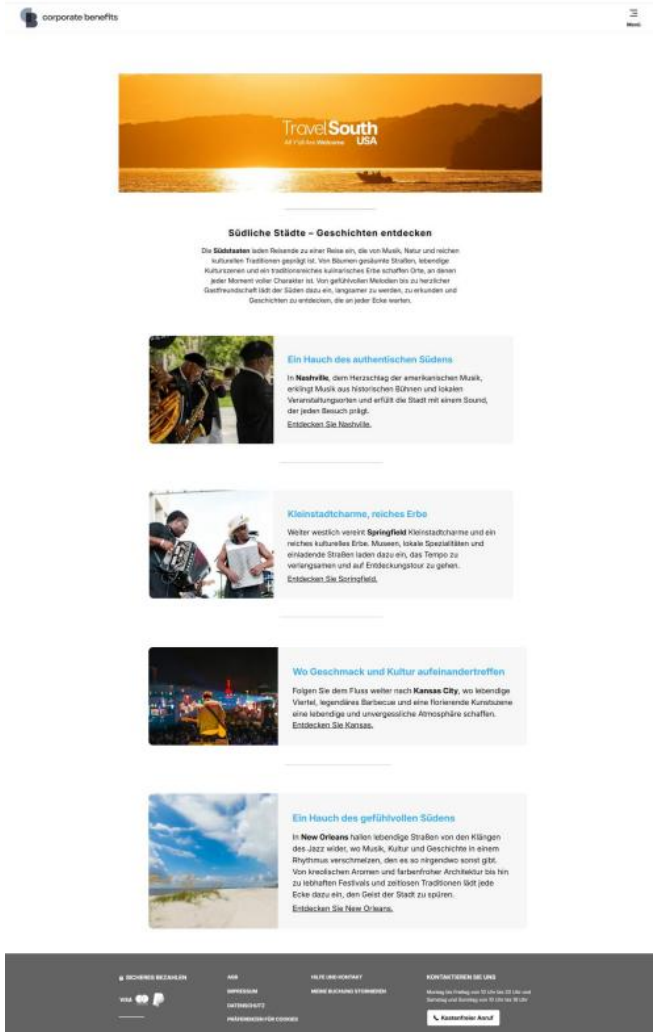
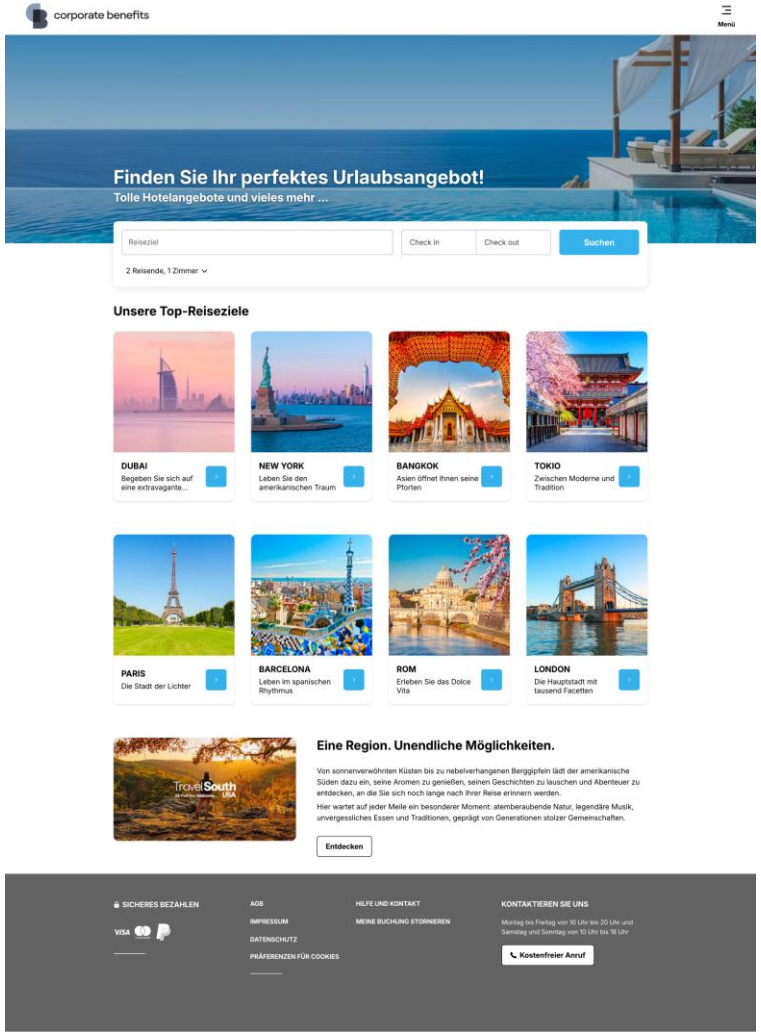
White Label Features: Corporate Benefits





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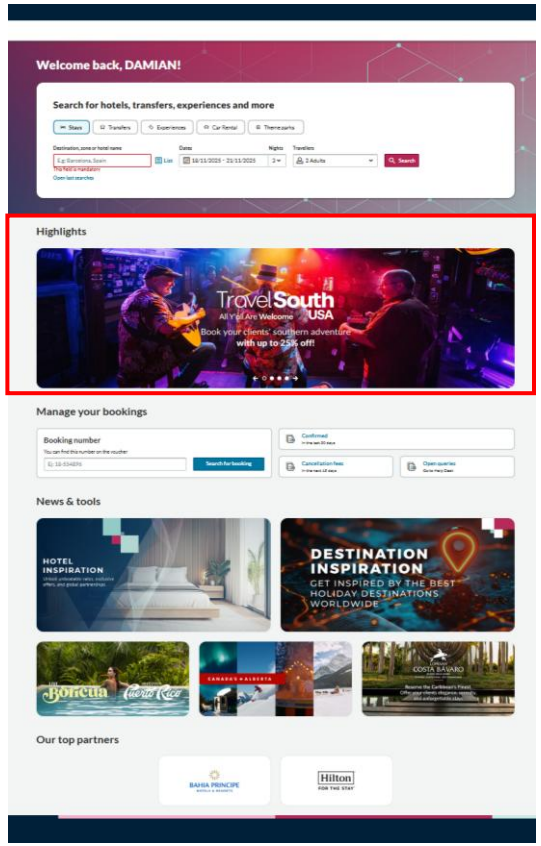
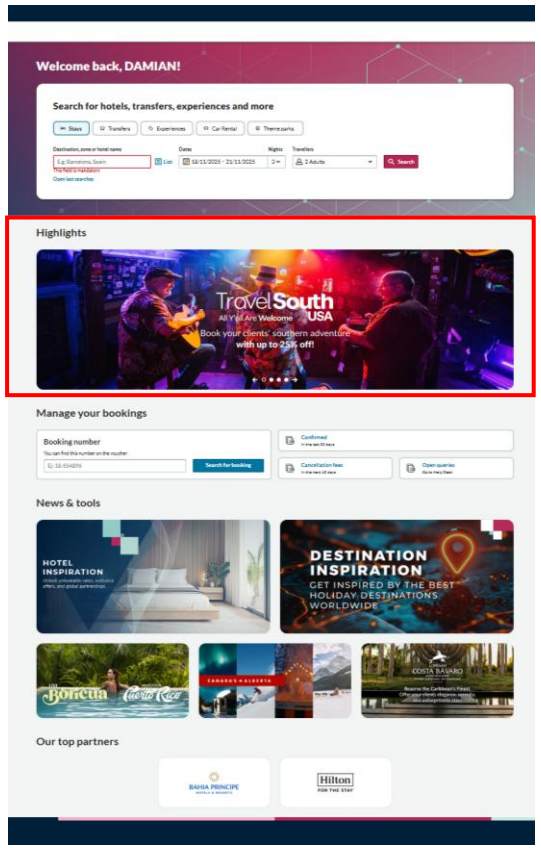
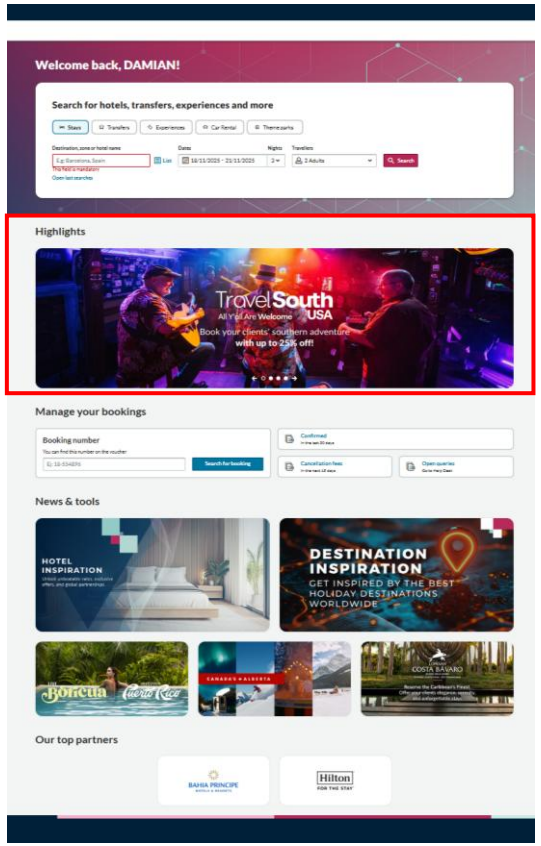
Booking Engine Featured Placement: Top Highlights - November 2025



North America



Europe



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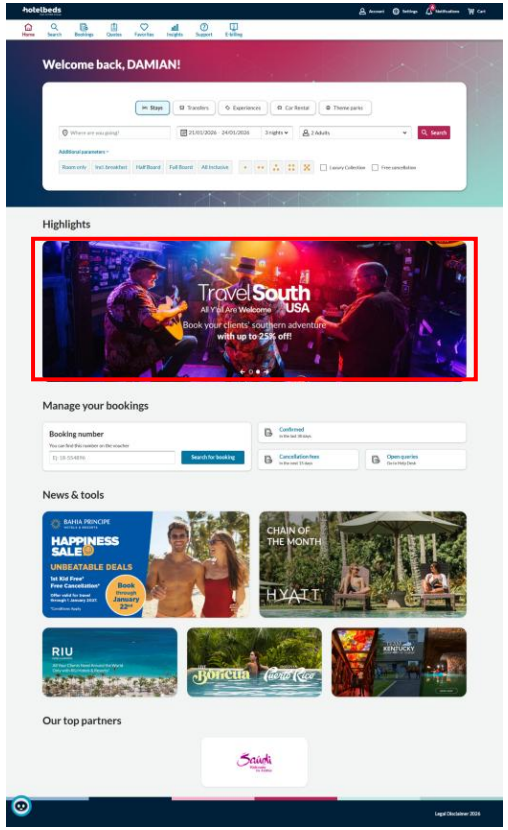
Booking Engine Featured Placement: Top Highlights – January 2026



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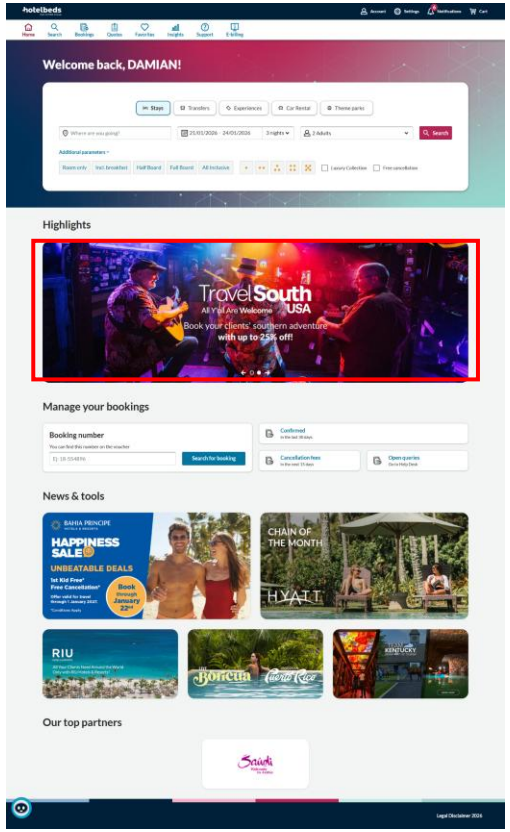

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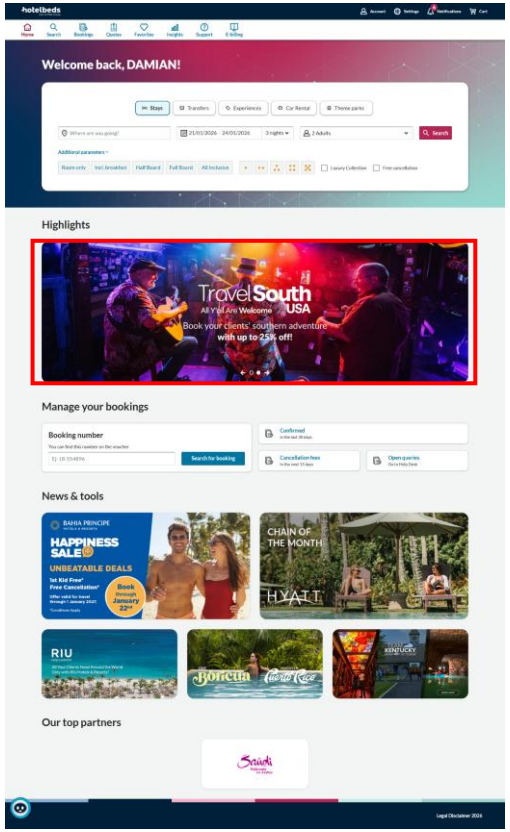

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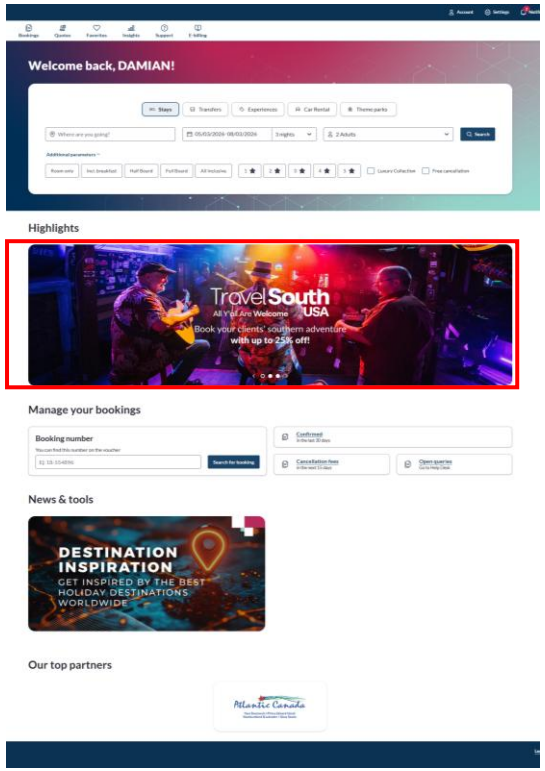
Booking Engine Featured Placement: Top Highlights – March 2026



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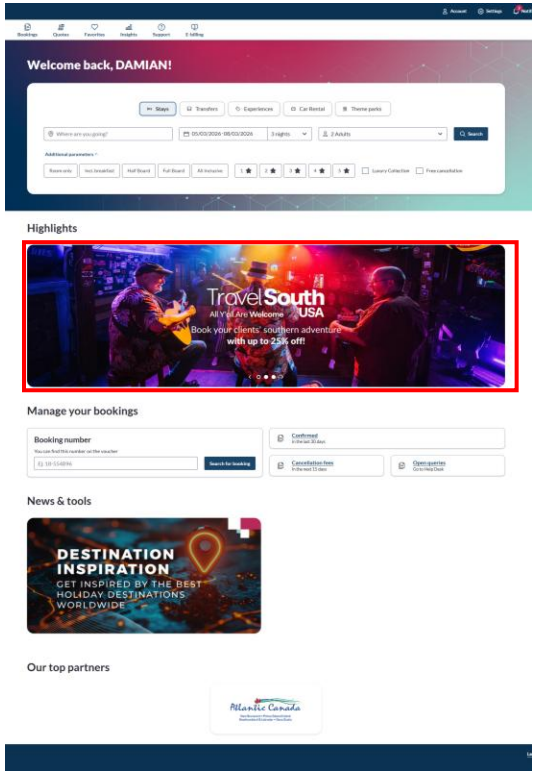

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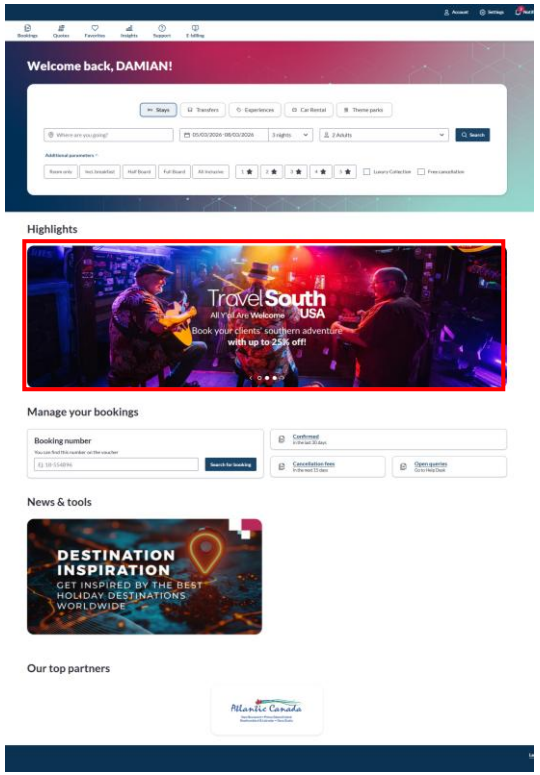

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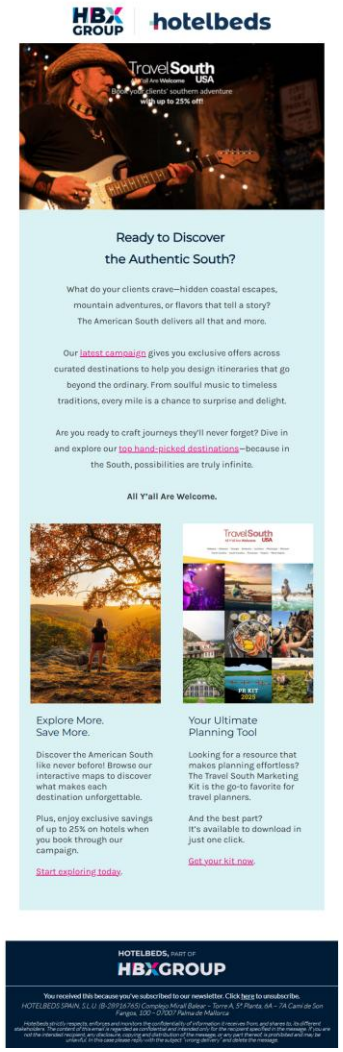
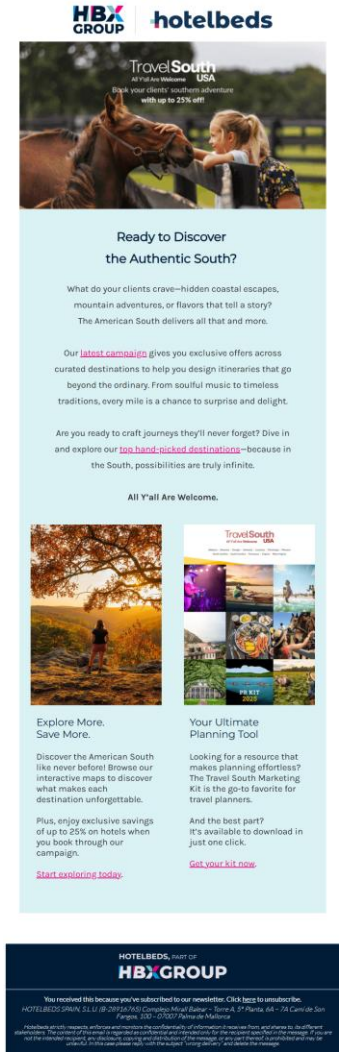
Bespoke Newsletter #1



North America



Europe

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Bespoke Newsletter #2

North America

Europe

LATAM

bedsonline
Part of HBX Group

ADDITIONAL MARKETING

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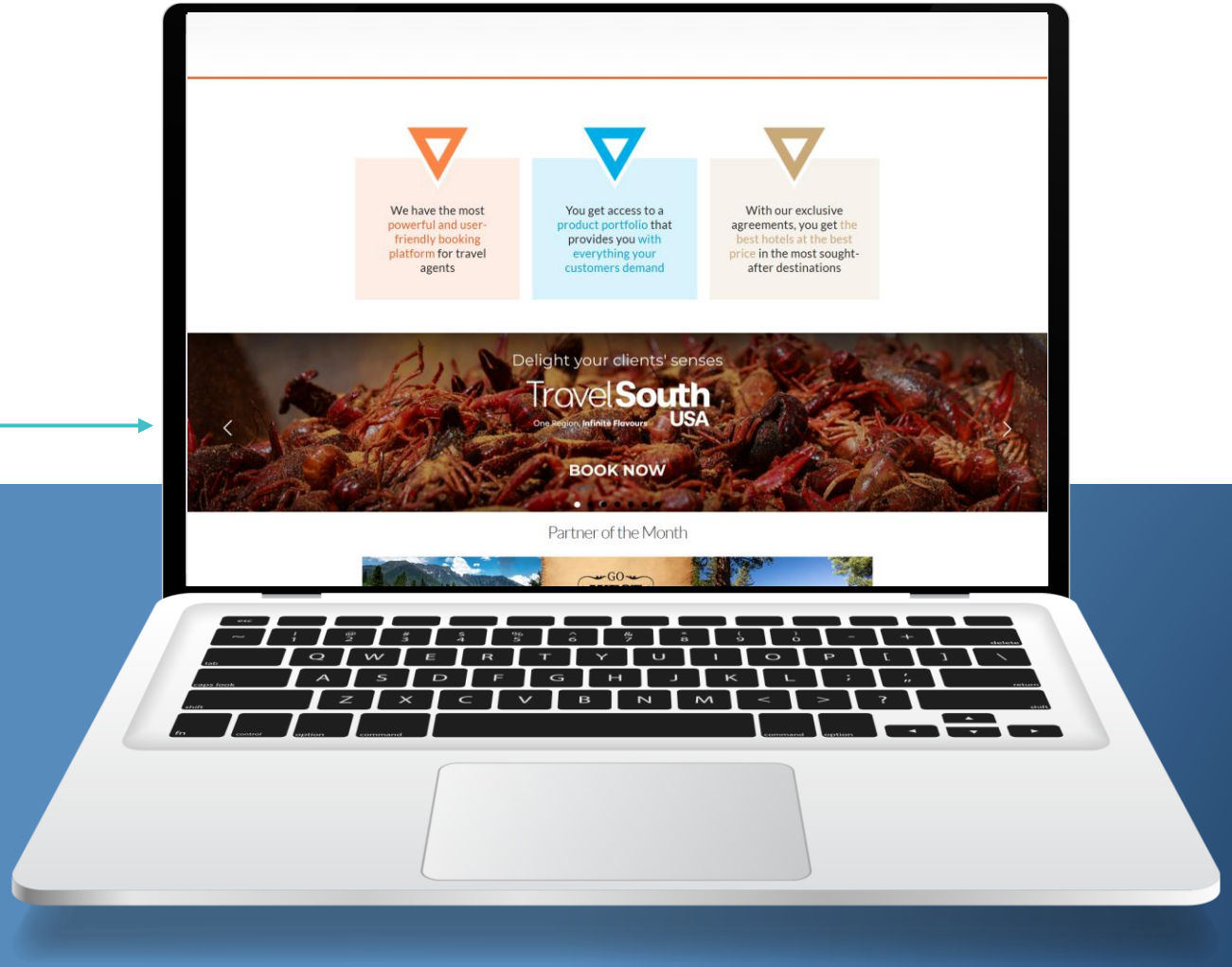
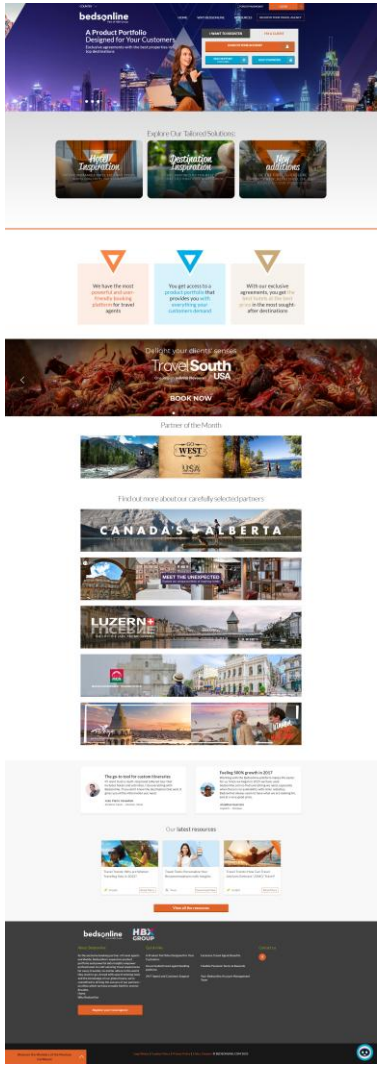
Belt Banner



bedsonline Part of HBX Group

Belt Banner



UK

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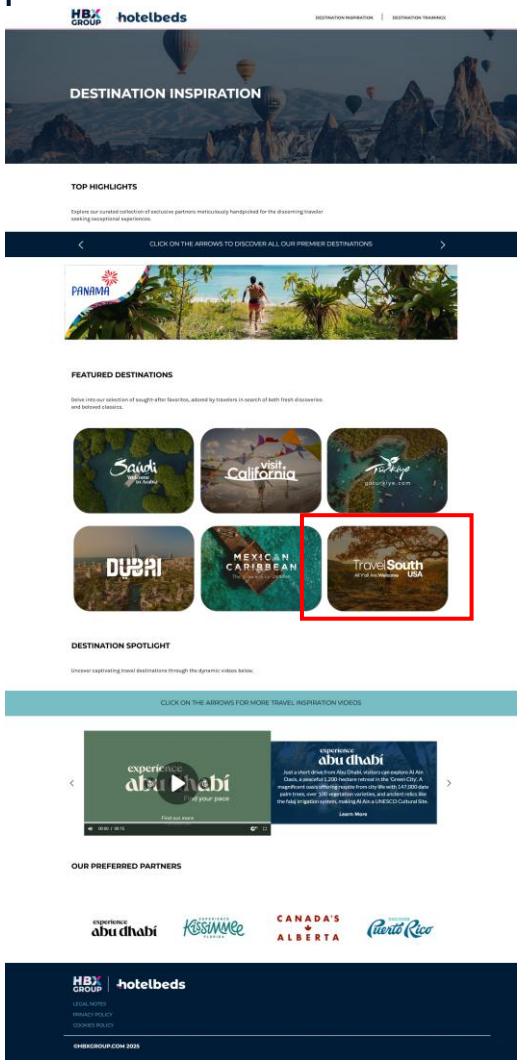
ADDITIONAL MARKETING

hotelbeds
Part of HBX Group

Destination HUB Feature



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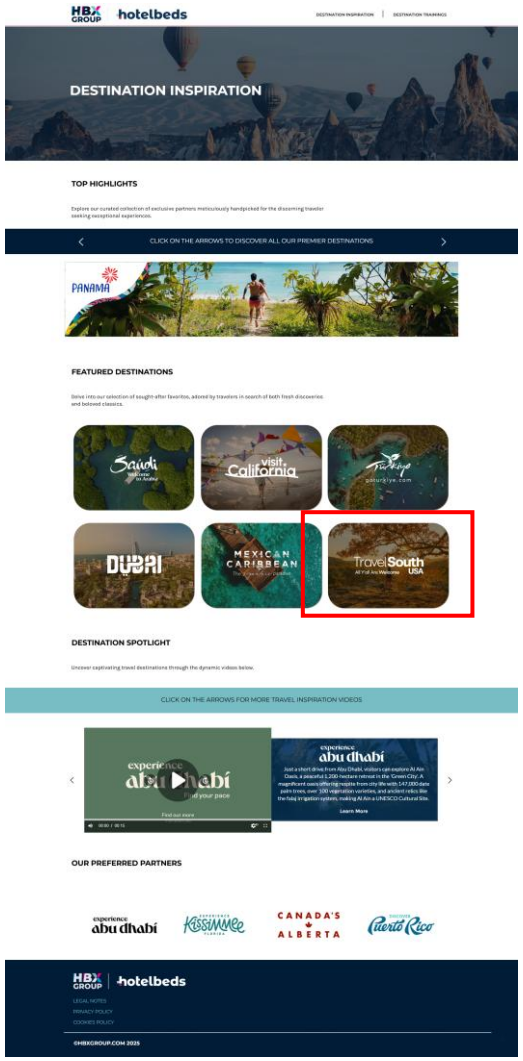

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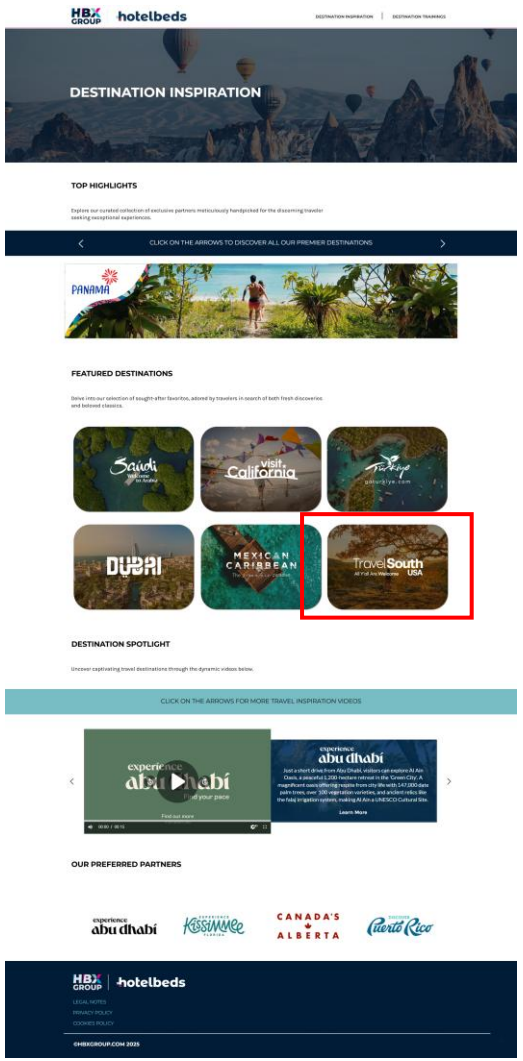

LATAM

PRODUCTION DATA

CAMPAIGN ROOM NIGHT PRODUCTION REPORT

	2024/25 Oct - Apr					2025/26 Oct - Apr				
Destination Name	CANADA	MEXICO	UK	USA	Total	CANADA	MEXICO	UK	USA	Total
Aberdeen - NC	94	0	0	154	248	83	0	0	223	306
Asheboro - NC	29	0	1	166	196	39	0	1	403	443
Atlantic Beach - NC	1	0	0	202	203	8	0	0	284	292
Boone - NC	186	3	21	794	1,004	97	0	6	770	873
Charlotte - NC	3,324	237	326	14,276	18,163	6,092	197	704	24,032	31,025
Clinton - NC	5	0	0	30	35	4	0	0	48	52
Concord - NC	240	0	4	601	845	260	0	0	1,226	1,486
Cornelius - NC	64	0	0	115	179	105	0	0	185	290
Fayetteville - NC	958	36	0	2,820	3,814	2,539	8	43	5,152	7,742
Goldsboro - NC	407	0	4	1,153	1,564	631	0	6	1,679	2,316
Great Smokies - NC	1,062	42	20	5,177	6,301	1,622	6	73	12,330	14,031
Greensboro - NC	1,562	113	55	3,688	5,418	3,029	95	223	6,012	9,359
Greenville - NC	824	78	42	1,056	2,000	577	12	8	2,566	3,163
Havelock - NC	84	0	0	128	212	9	0	0	360	369
Henderson - NC	102	0	0	94	196	123	0	0	98	221
Hendersonville - NC	32	0	8	276	316	95	43	4	737	879
Hickory - NC	238	62	2	583	885	247	20	4	1,827	2,098
Jacksonville - NC	383	0	16	980	1,379	504	0	13	1,218	1,735
Jefferson - NC	7	99	0	30	136	0	4	0	124	128
Jonesville - NC	27	0	0	75	102	11	0	0	101	112
Lexington - NC	175	0	0	229	404	149	0	17	541	707
Macon - NC	0	0	0	36	36	1	0	1	38	40
Marion - NC	28	0	0	105	133	28	1	1	219	249
Mount Airy - NC	27	2	2	27	58	74	0	0	126	200
Murphy - NC	55	0	0	248	303	45	0	2	708	755
New Bern - NC	24	0	0	274	298	42	0	6	630	678
North Carolina Coast - NC	428	4	6	2,276	2,714	338	0	6	3,779	4,123
Pinehurst - NC	349	2	6	461	818	66	5	10	531	612
Raleigh/Durham - NC	5,917	104	231	14,176	20,428	8,335	175	408	24,817	33,735
Roanoke Rapids - NC	493	0	6	534	1,033	191	0	30	982	1,203
Rocky Mount - NC	58	0	0	48	106	6	0	0	91	97
Salisbury - NC	86	0	7	312	405	93	0	6	655	754
Waynesville - NC	236	0	5	379	620	96	0	13	723	832
Wilmington - NC	934	26	18	3,007	3,985	590	30	47	4,811	5,478
Winston - Salem - NC	1,094	37	88	2,668	3,887	1,756	20	47	4,925	6,748
Total	19,533	845	868	57,178	78,424	27,885	616	1,679	102,951	133,131
										70%

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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 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

North Carolina (Travel South) Bedsonline USA Microsite

North Carolina (Travel South) Bedsonline Canada Microsite

North Carolina (Travel South) Bedsonline Mexico Microsite

North Carolina (Travel South) Bedsonline UK Microsite

North Carolina (Travel South) Hotelbeds North America Microsite

North Carolina (Travel South) Hotelbeds Europe Microsite

North Carolina (Travel South) Hotelbeds LATAM Microsite

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THANK YOU!

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