HBX GROUP

DISCOVER South 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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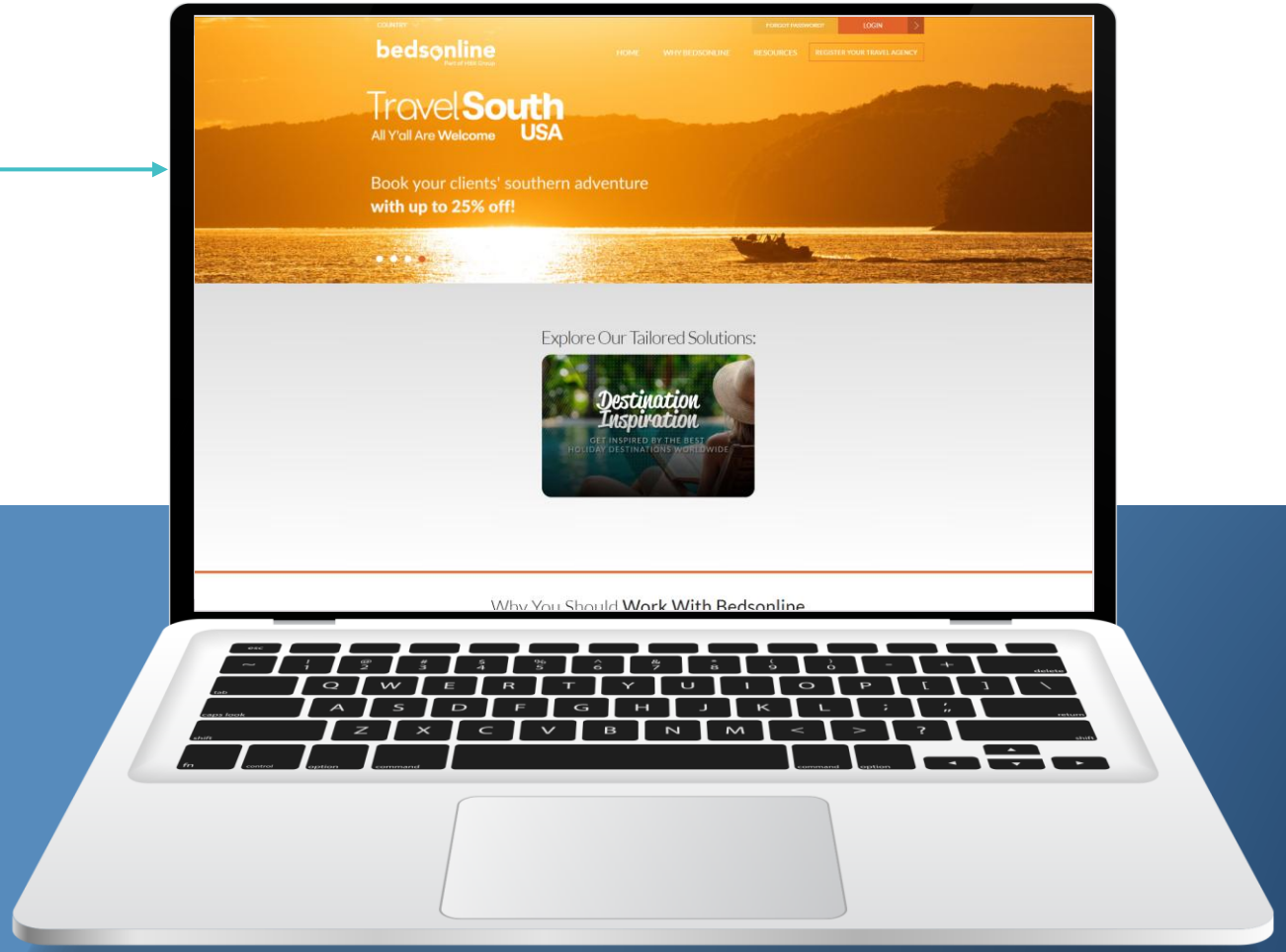
Premium Banner



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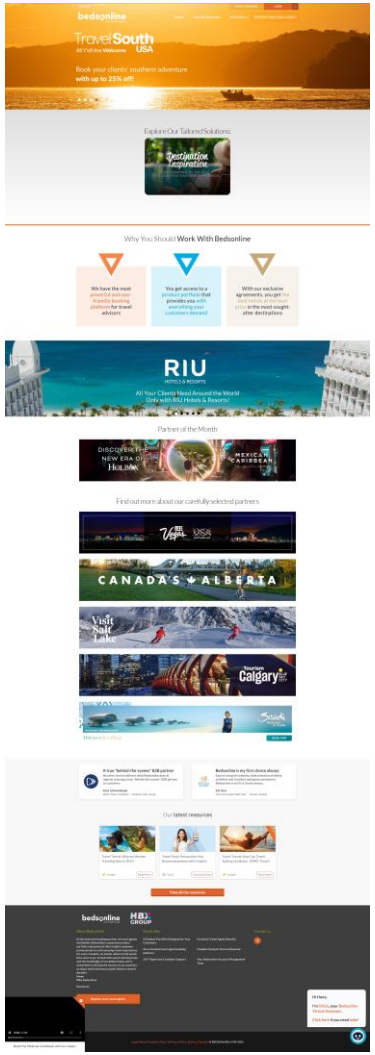
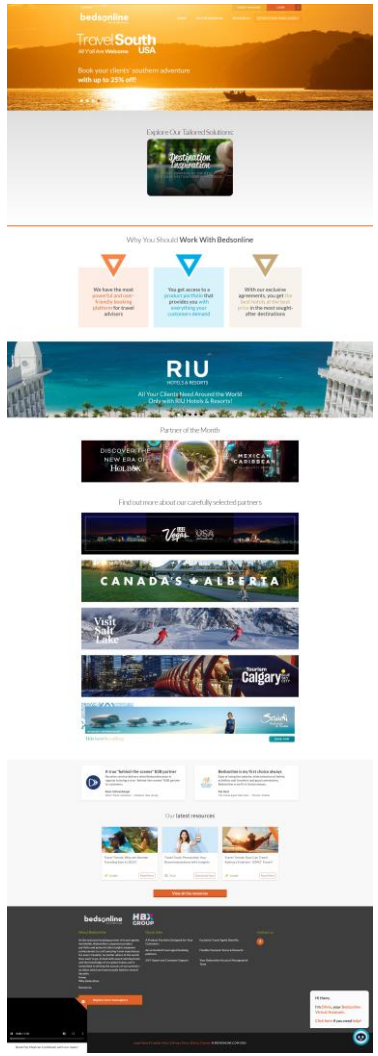
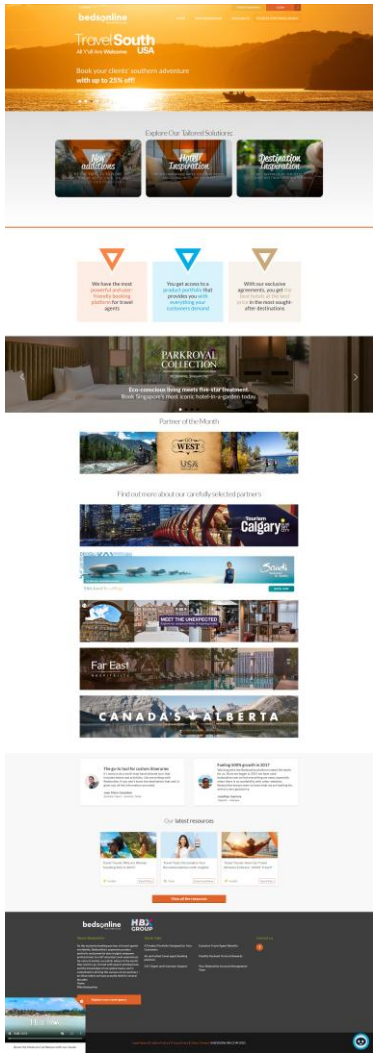
Premium Banner



USA



Canada



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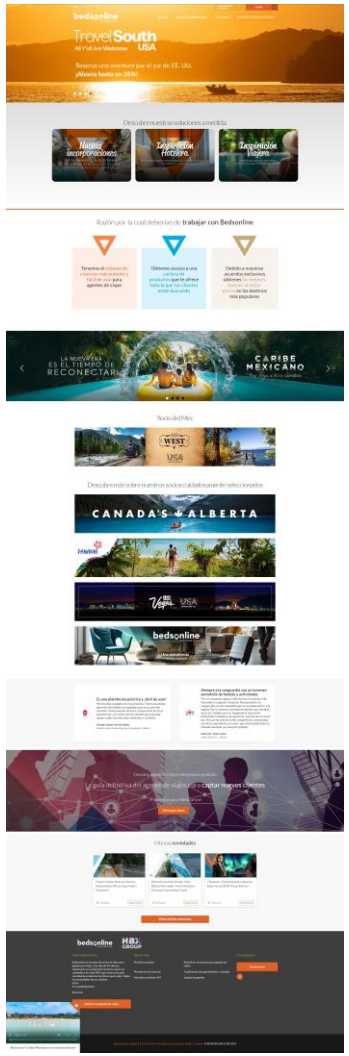

Mexico

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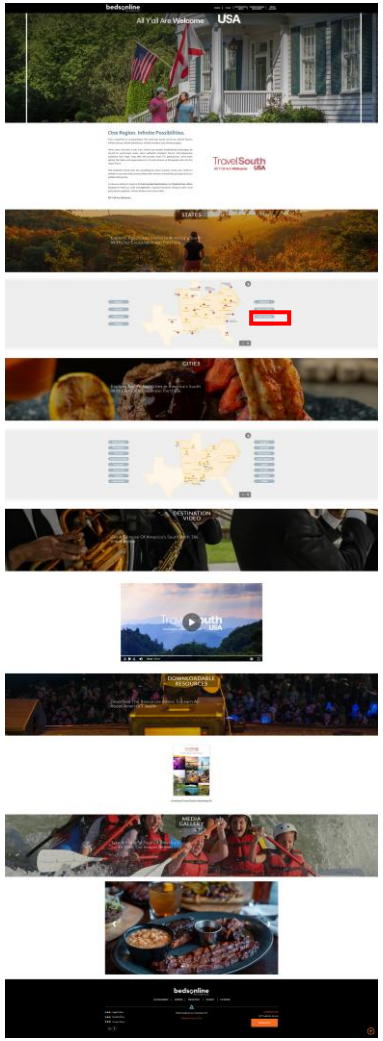
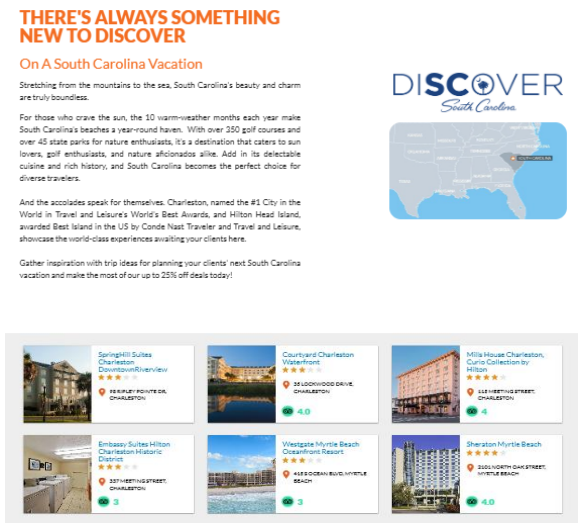
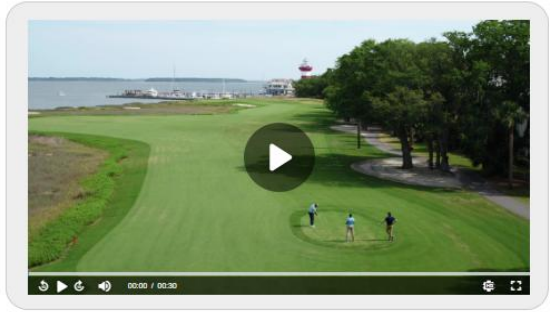
Custom Microsite







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Custom Microsite

USA

Canada

UK

Mexico

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Downloadable Resources

USA

Canada

UK

Mexico

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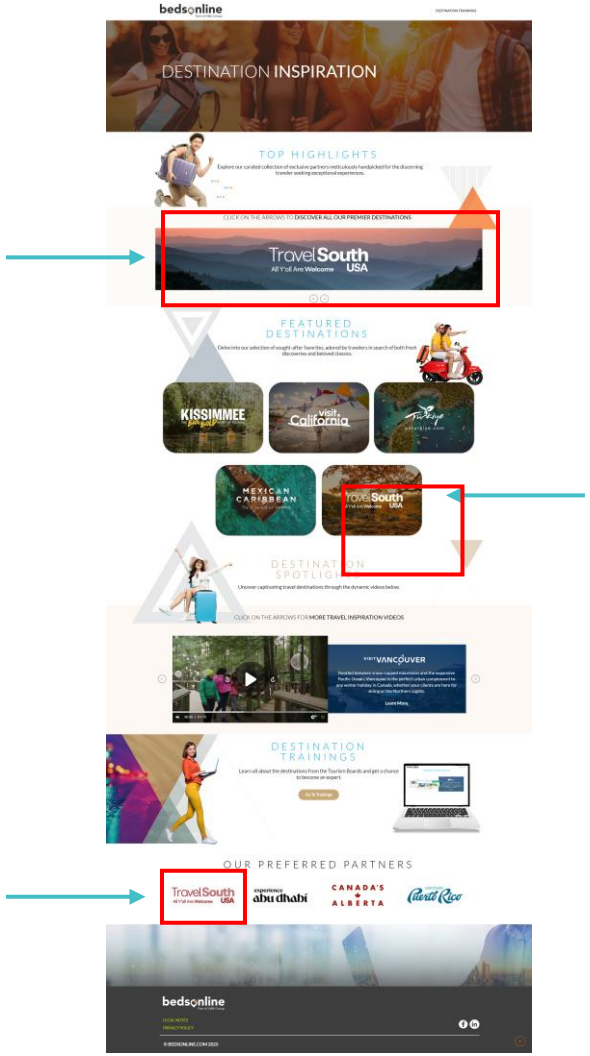
Destination HUB Feature



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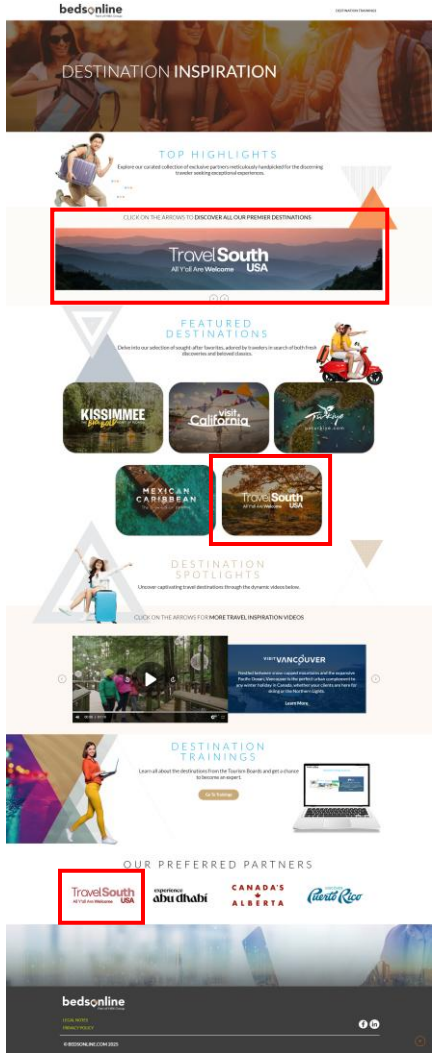

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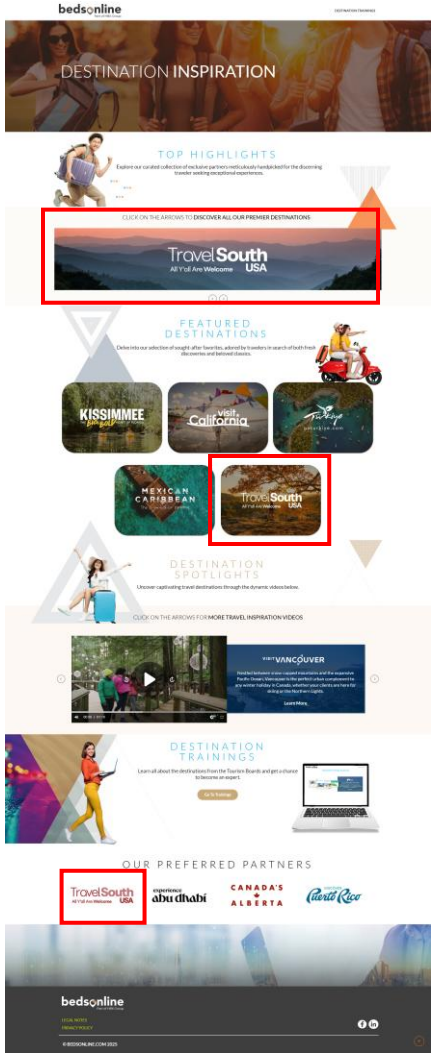

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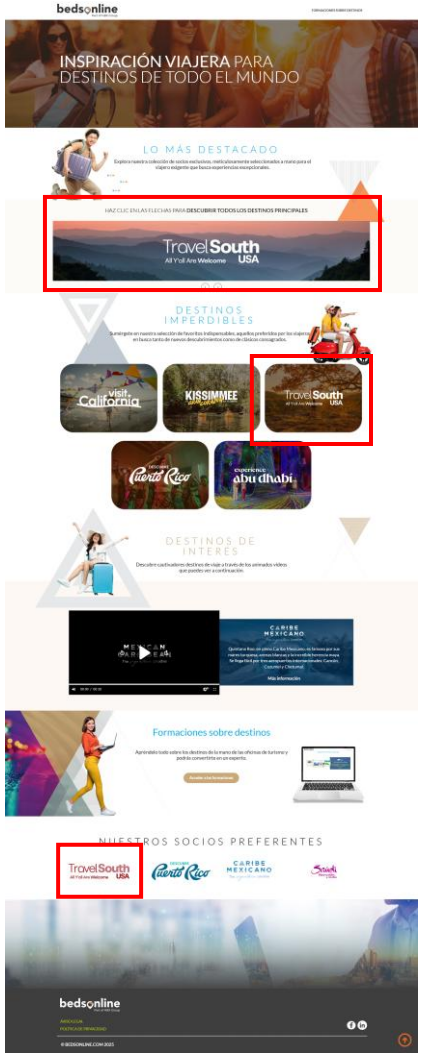

Mexico

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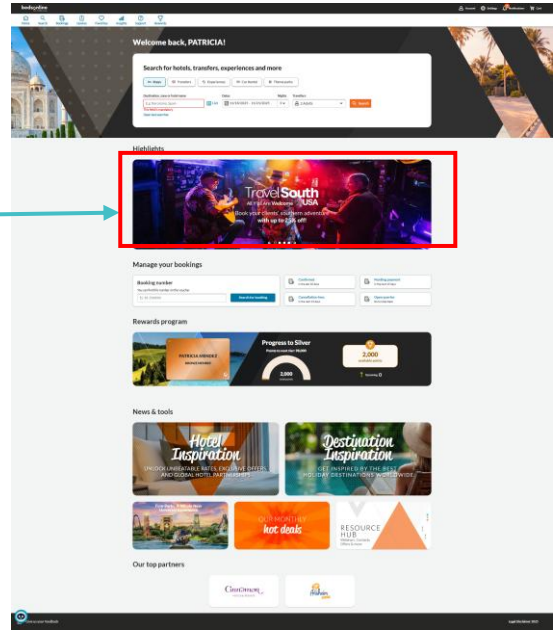
Booking Engine Featured Placement: Top Highlights - November 2025



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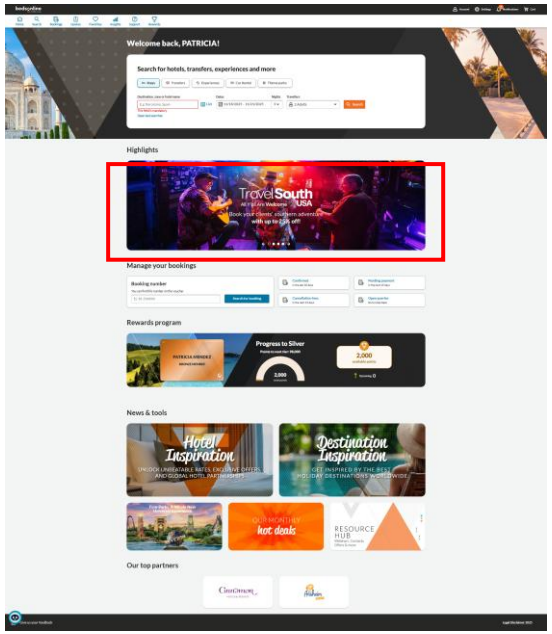

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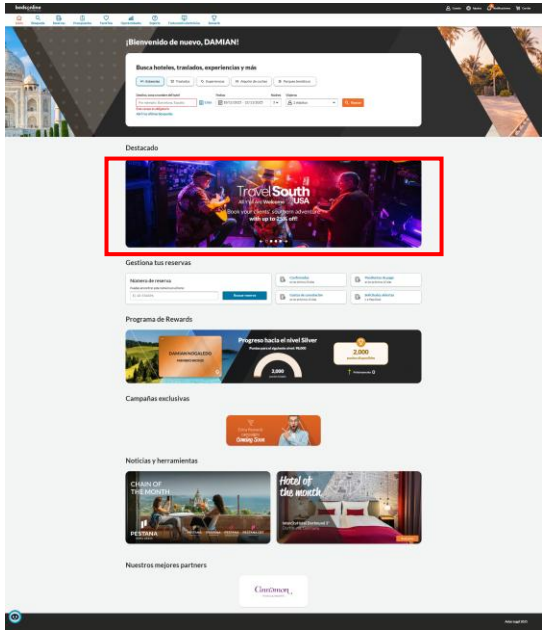

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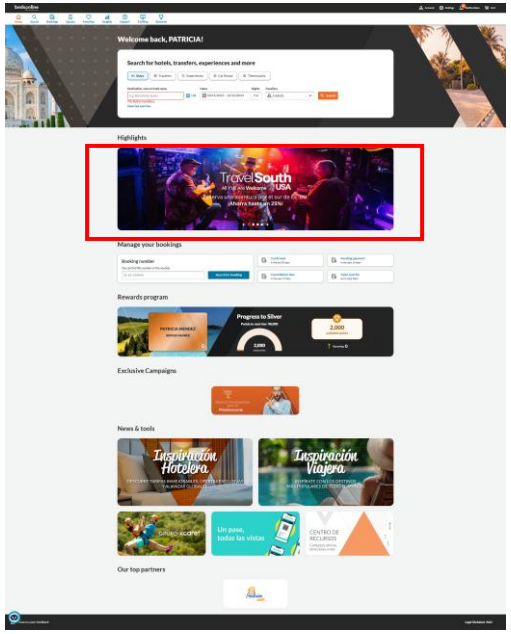

Mexico

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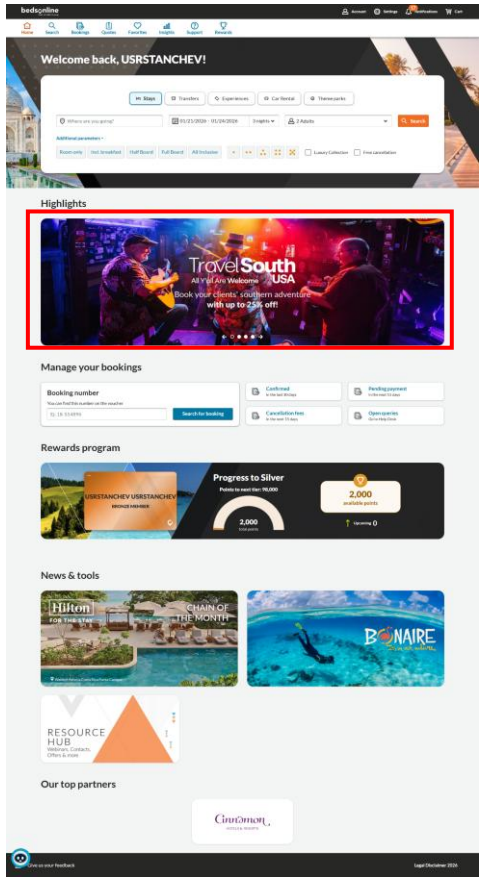
Booking Engine Featured Placement: Top Highlights - January 2026



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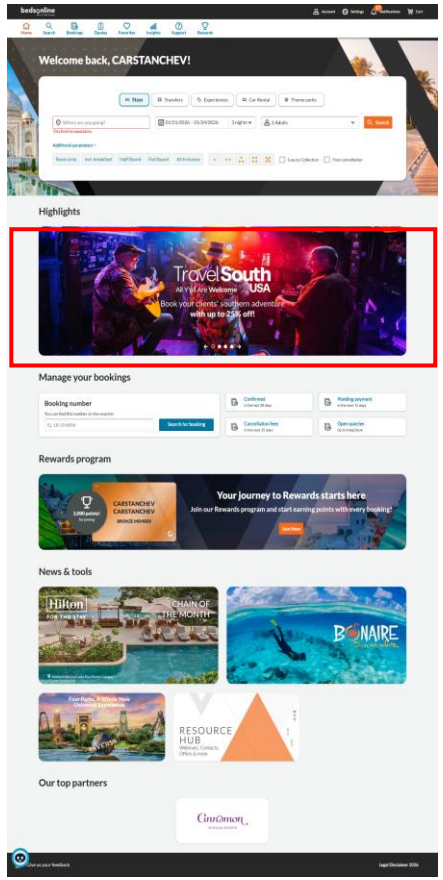

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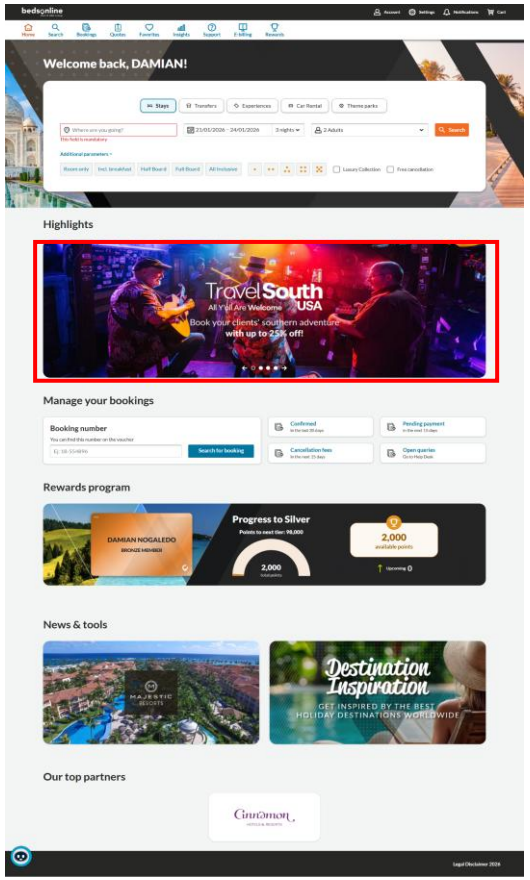

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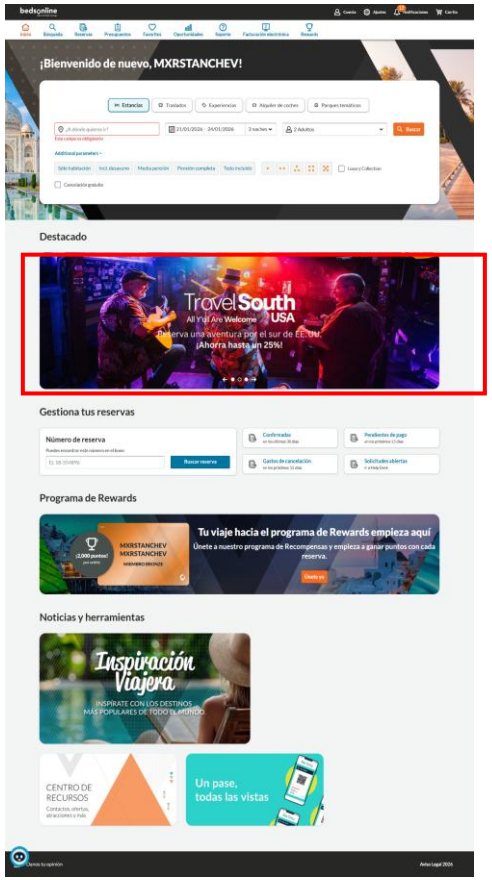

Mexico

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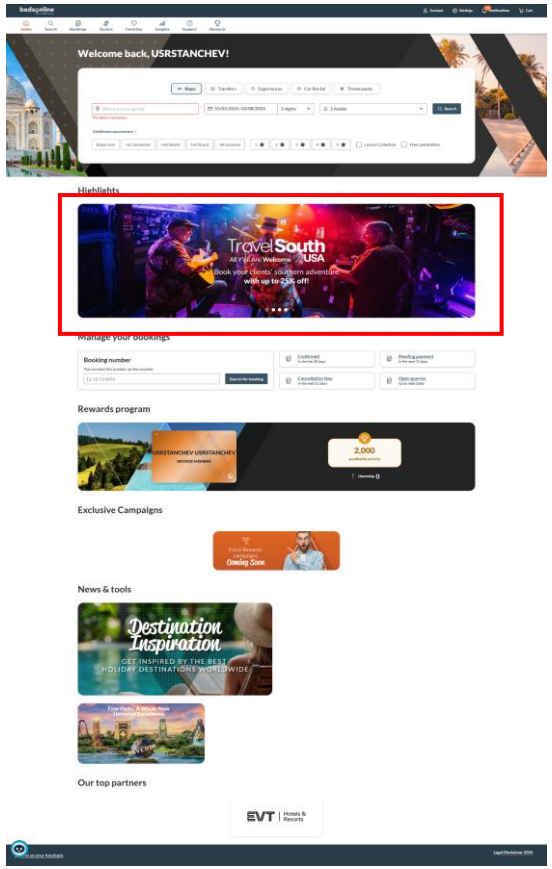
Booking Engine Featured Placement: Top Highlights - March 2026



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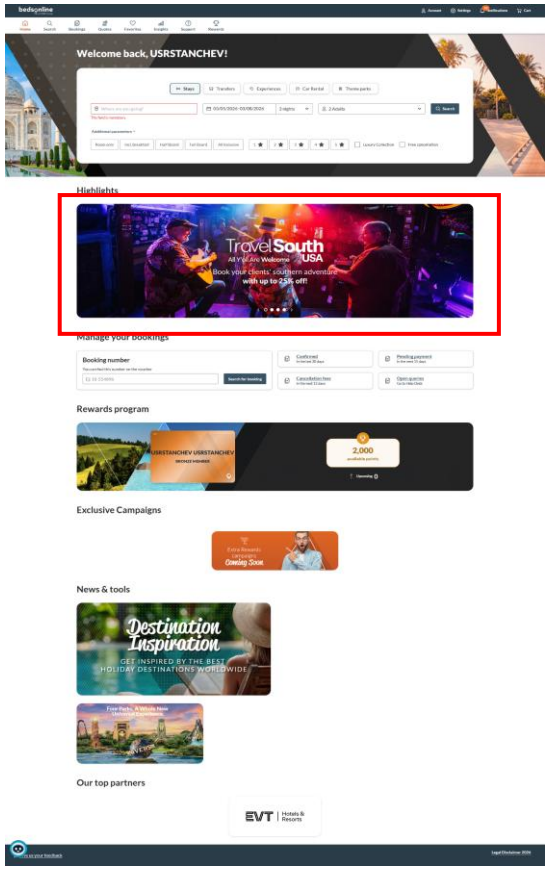

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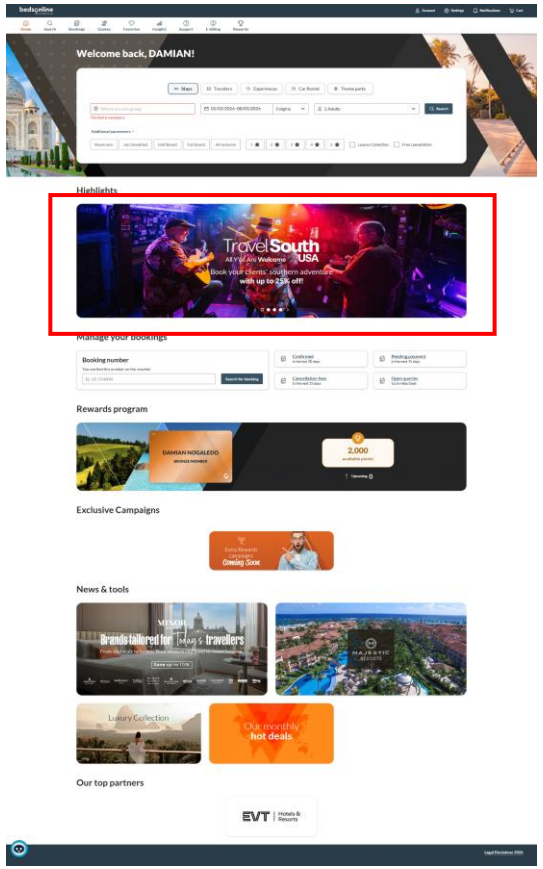

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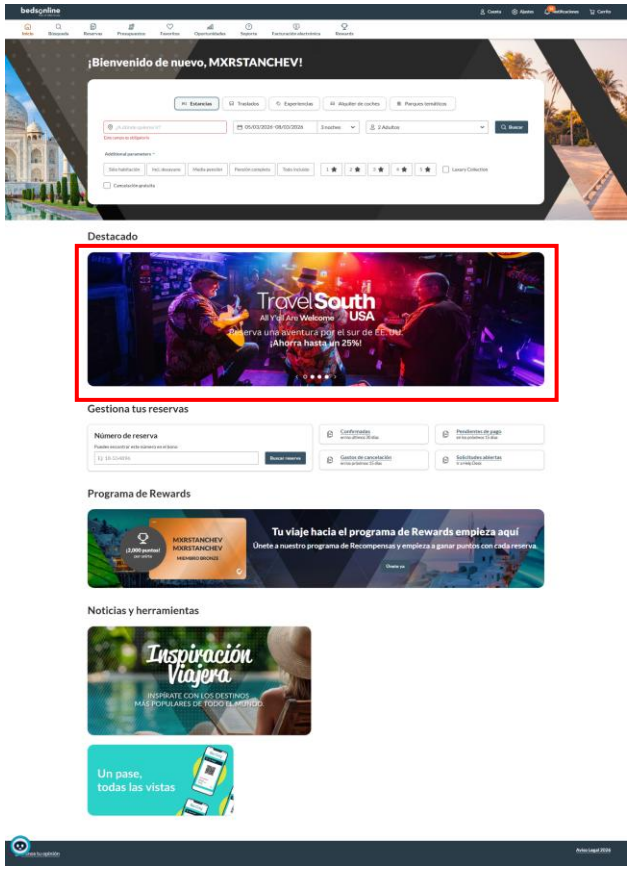

Mexico

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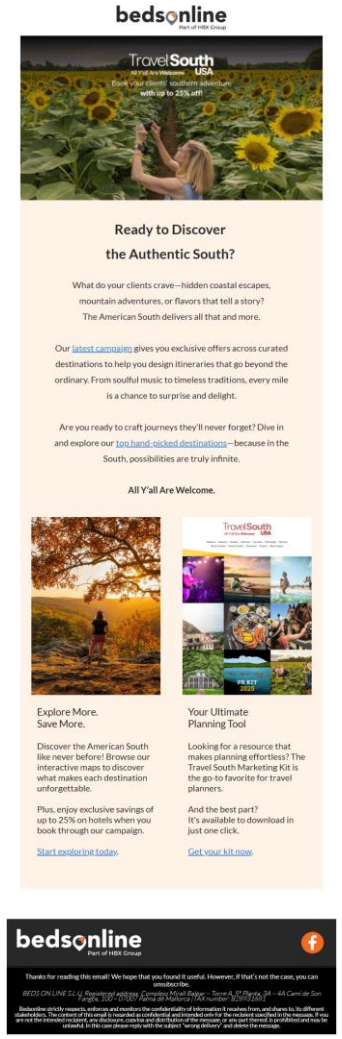
Bespoke Newsletter #1



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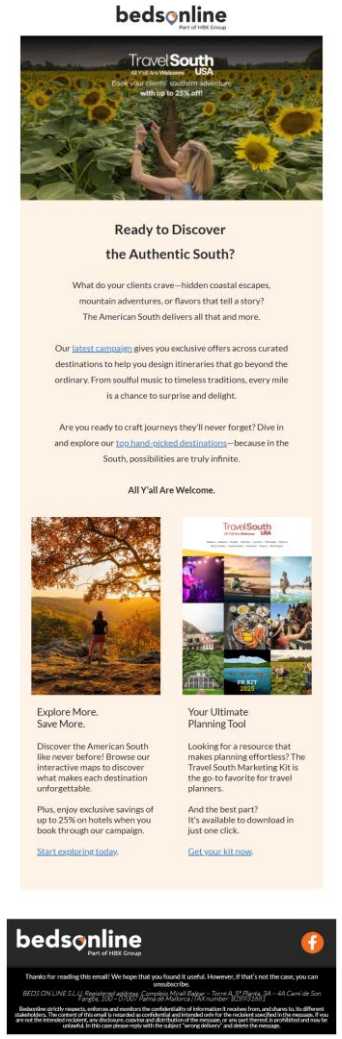
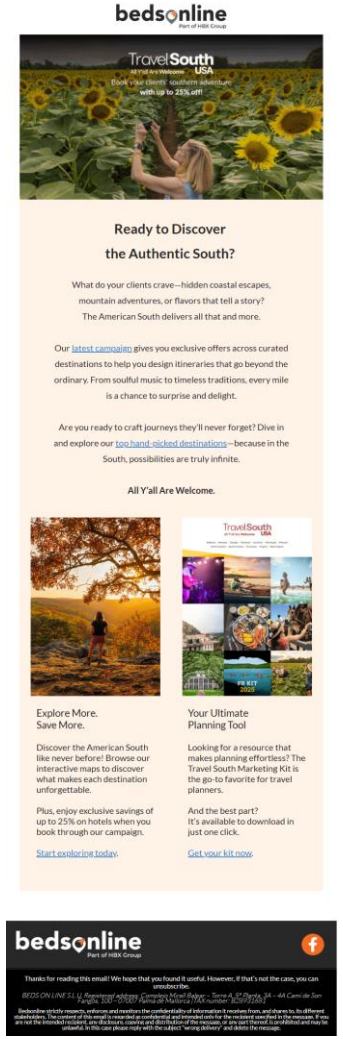


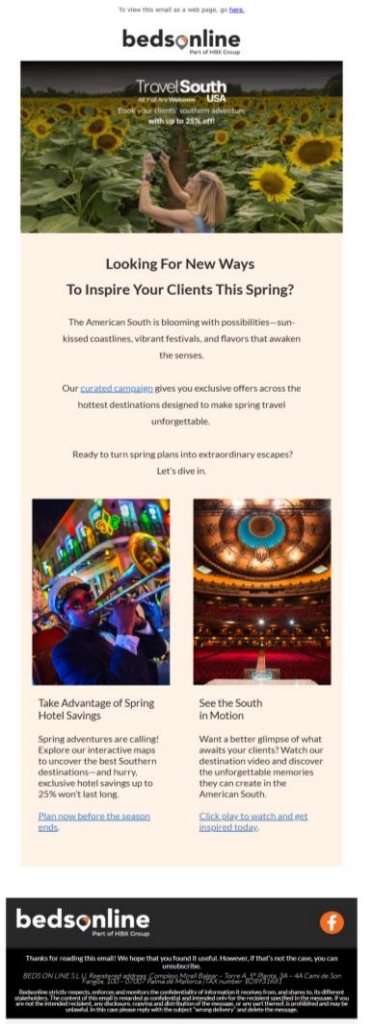
Canada



UK

Mexico

Bespoke Newsletter #2



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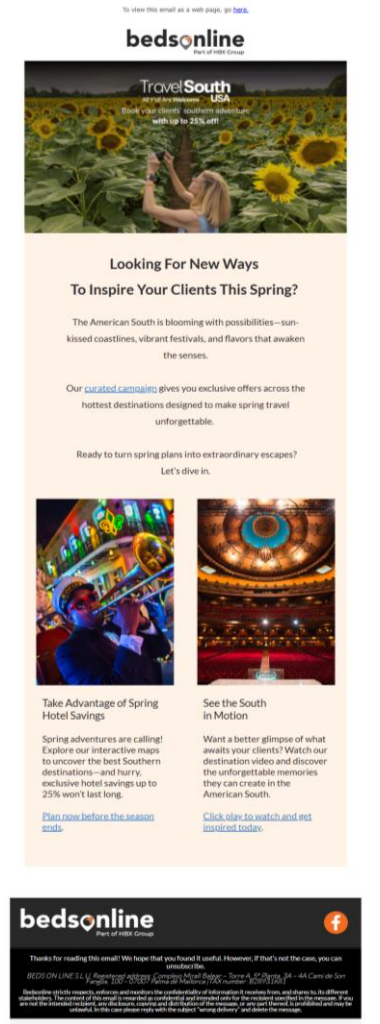

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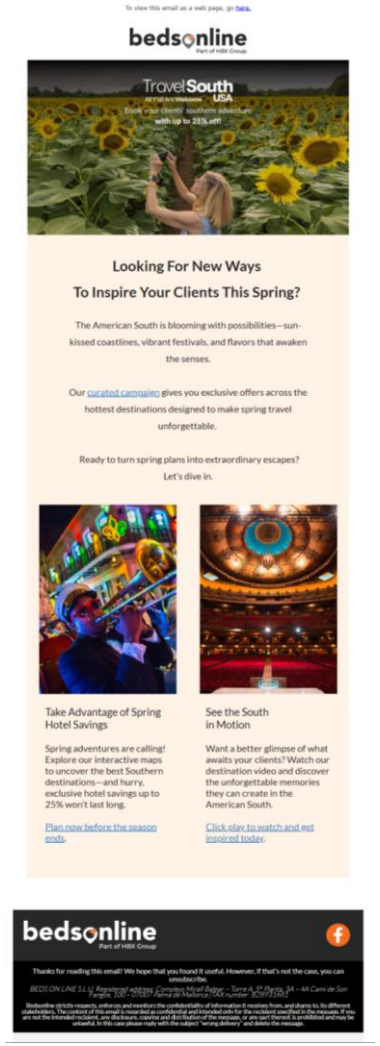

UK

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

hotelbeds
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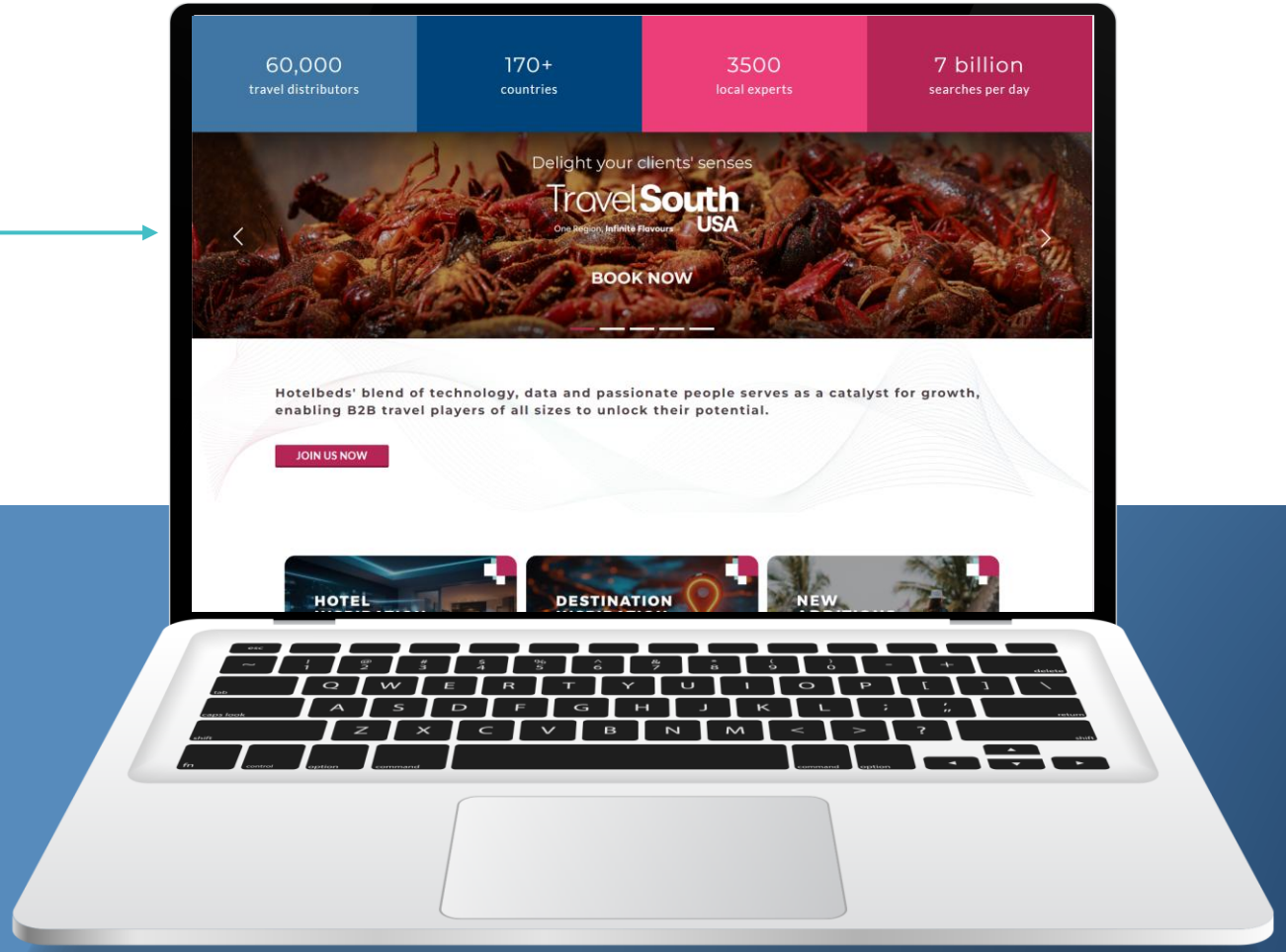
hotelbeds
Part of HBX Group

Premium Banner



hotelbeds
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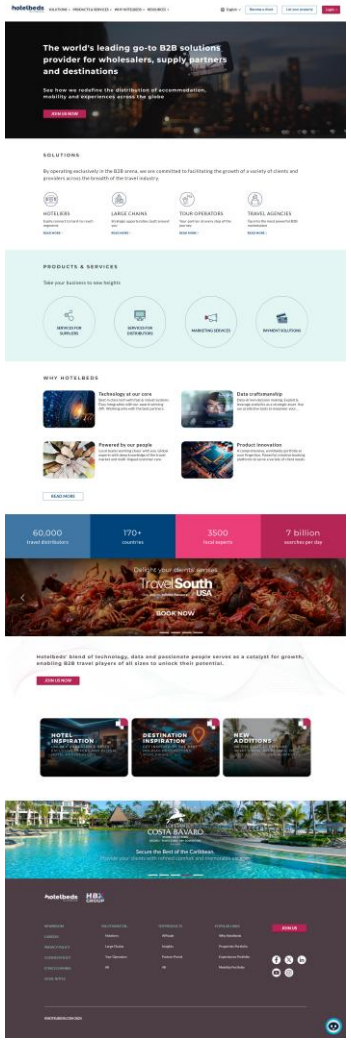
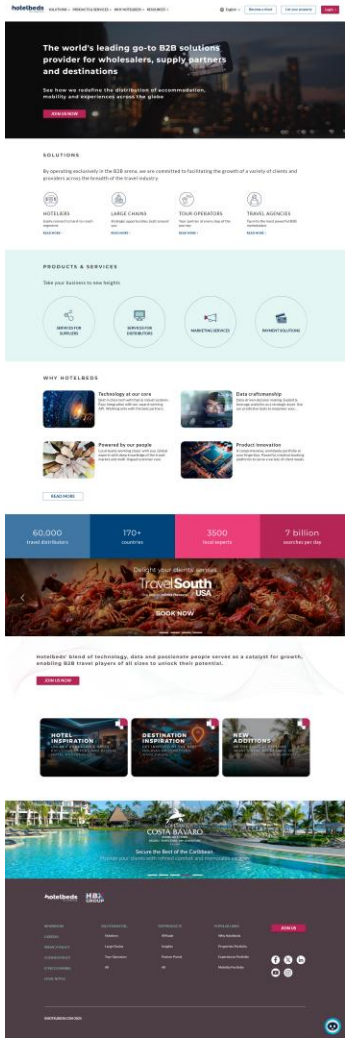
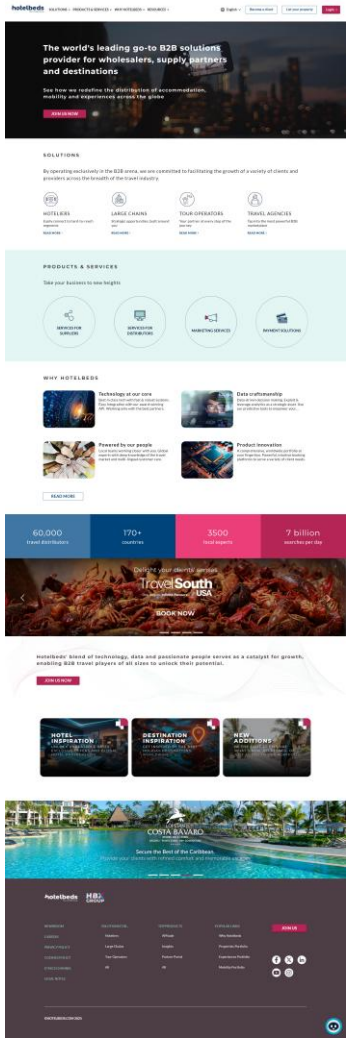
Premium Banner



North America



Europe



LATAM

hotelbeds
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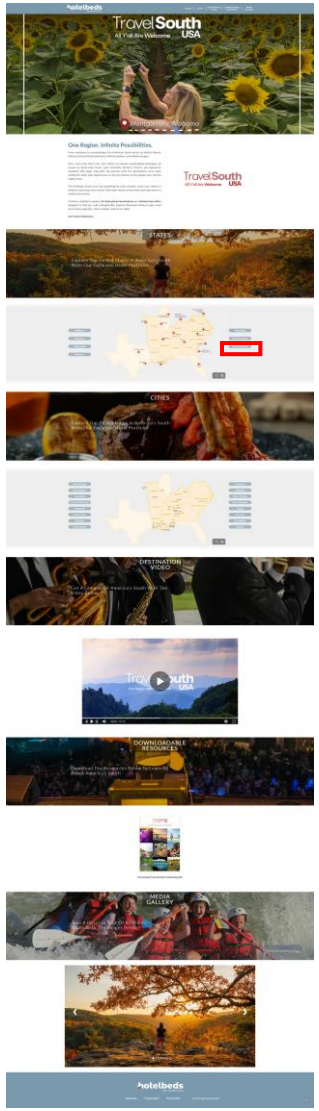
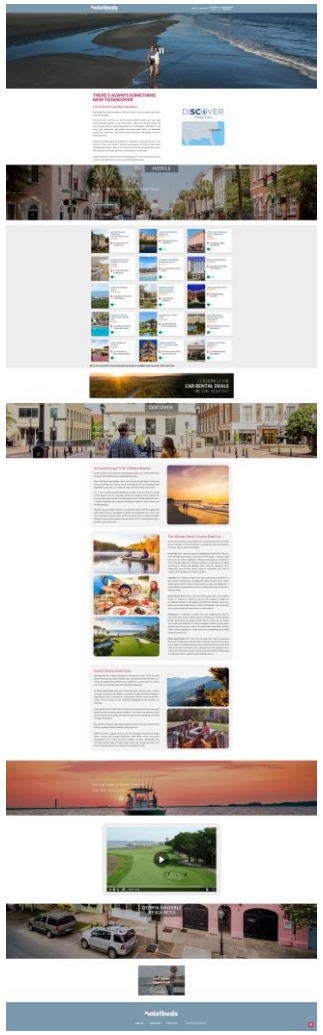
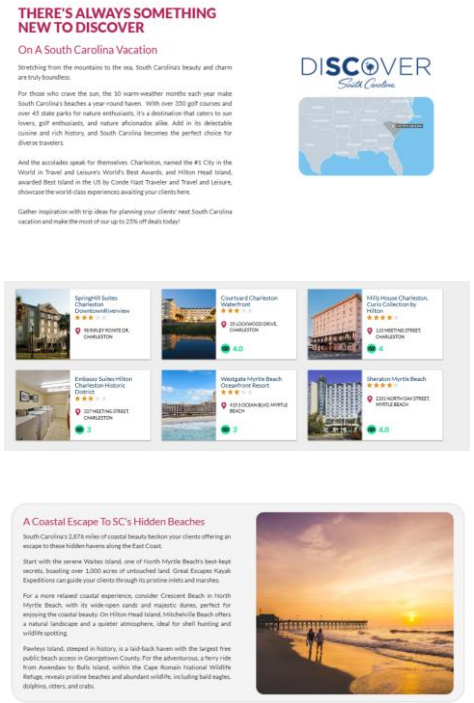
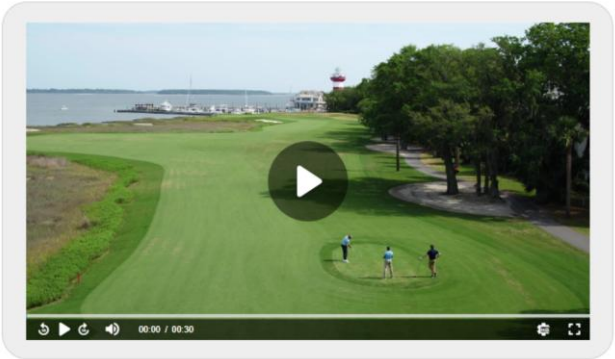
Custom Microsite









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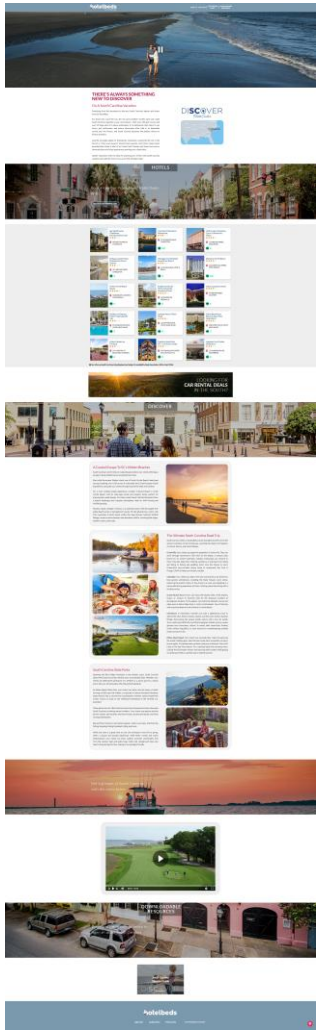
Custom Microsite

North America

Europe



LATAM

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Downloadable Resources

North America

Europe

LATAM

hotelbeds
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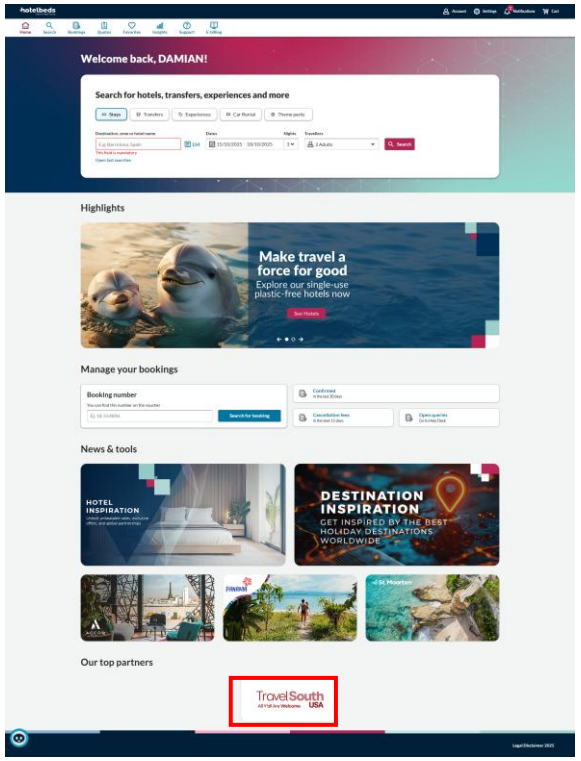
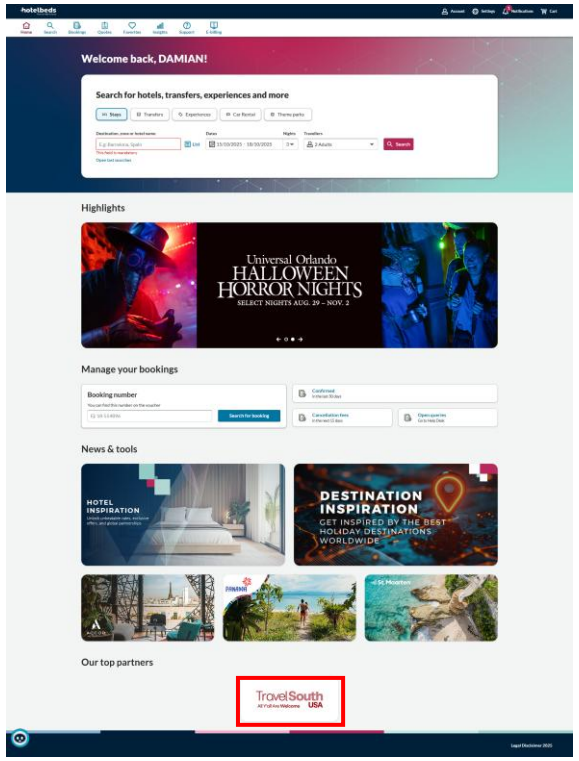
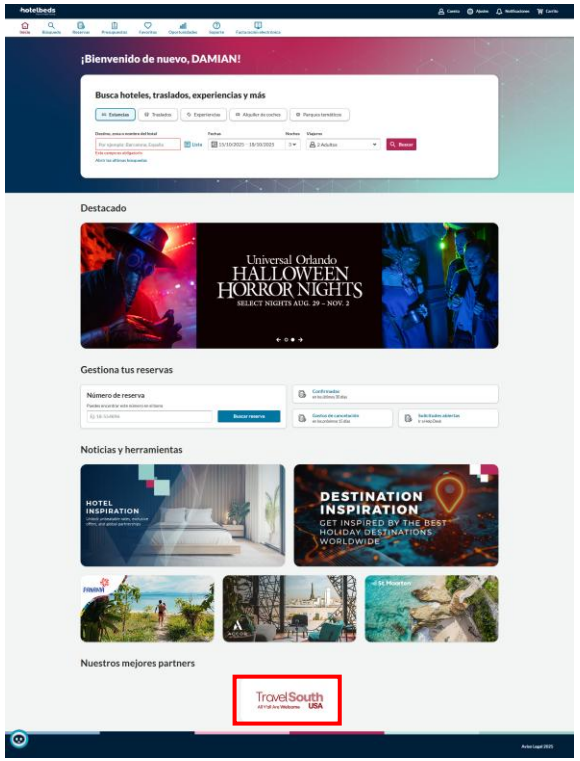
Preferred Partner Logo Feature – October 2025



North America



Europe



LATAM

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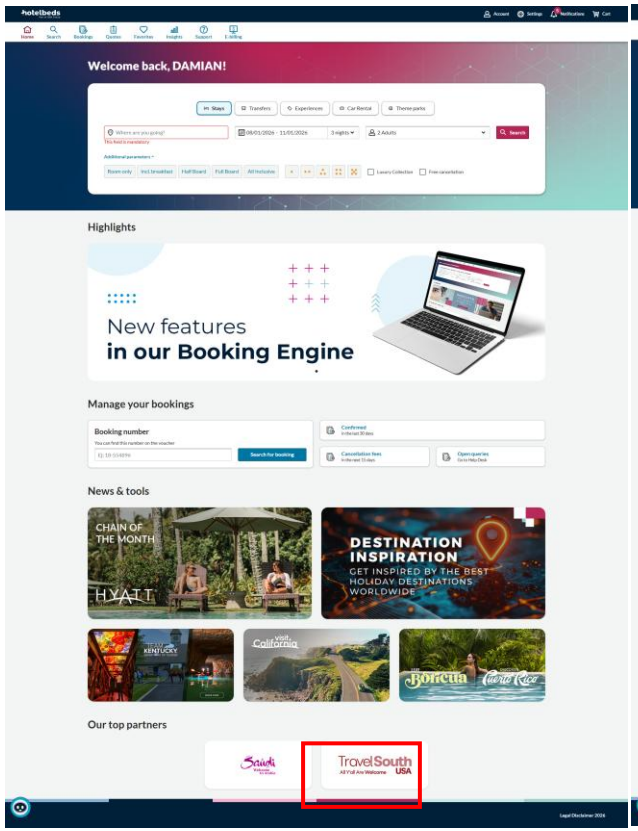
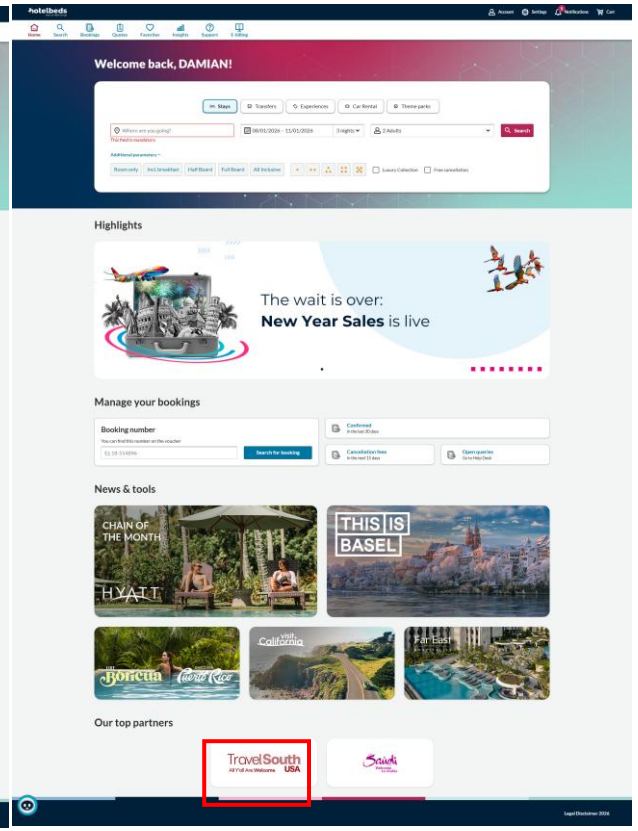
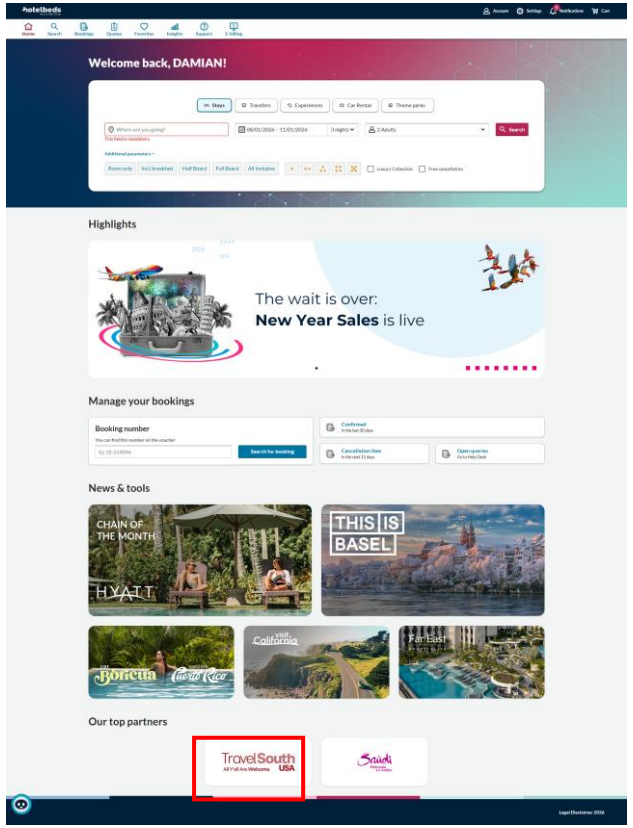
Preferred Partner Logo Feature – January 2026



North America



Europe



LATAM

hotelbeds
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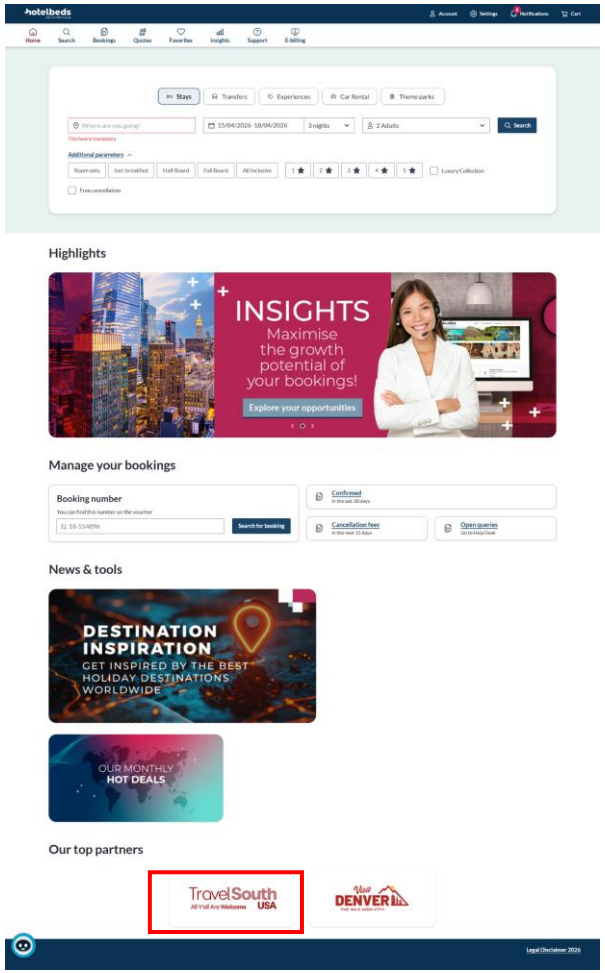
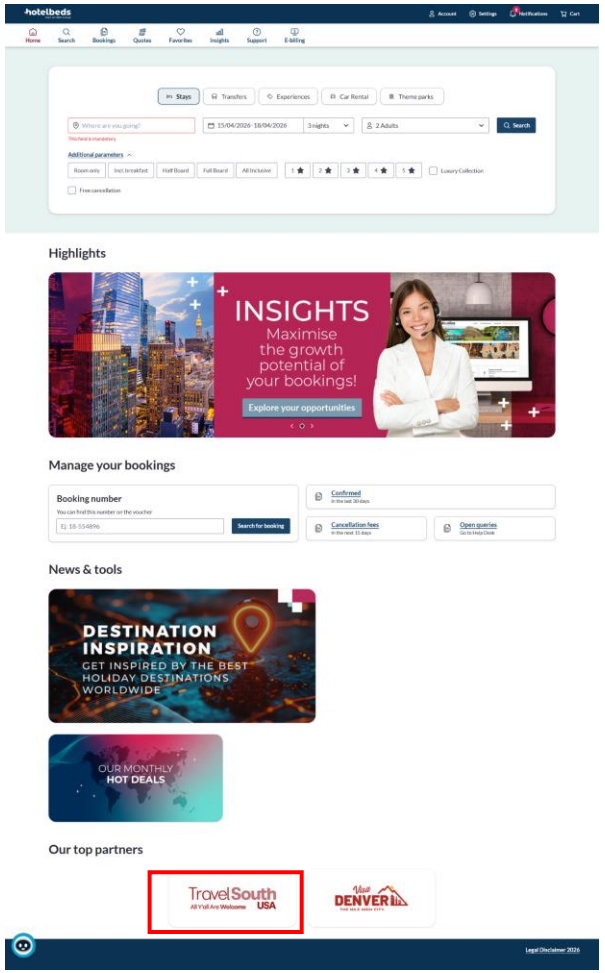
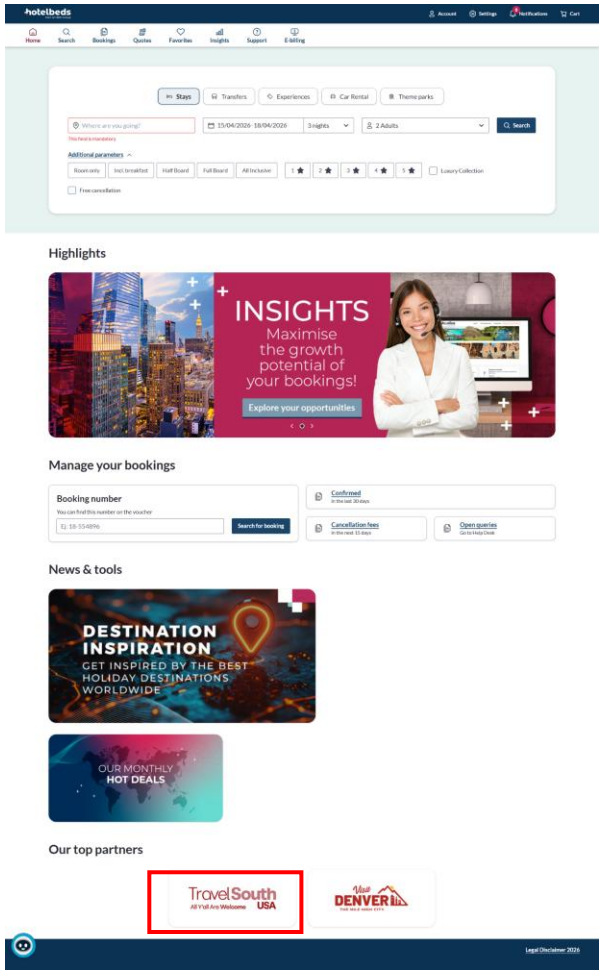
Preferred Partner Logo Feature – April 2026



North America



Europe



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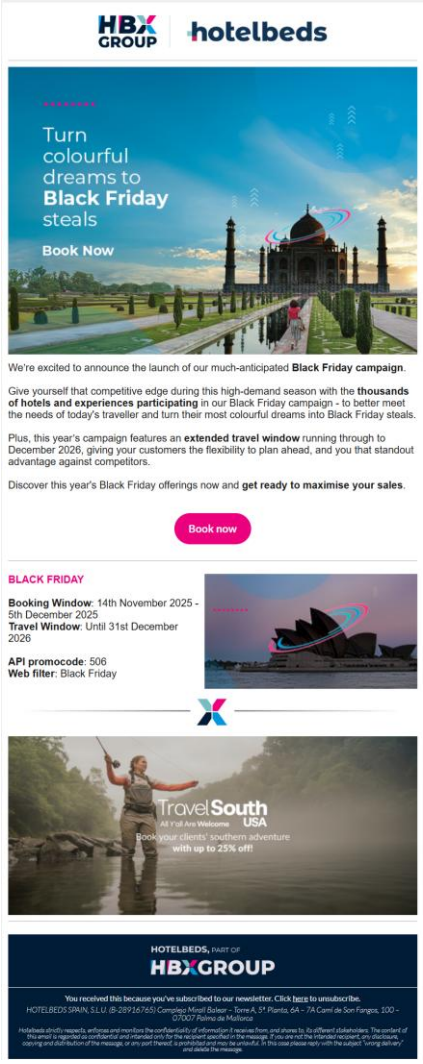
Global Sales Campaign Sponsorship #1



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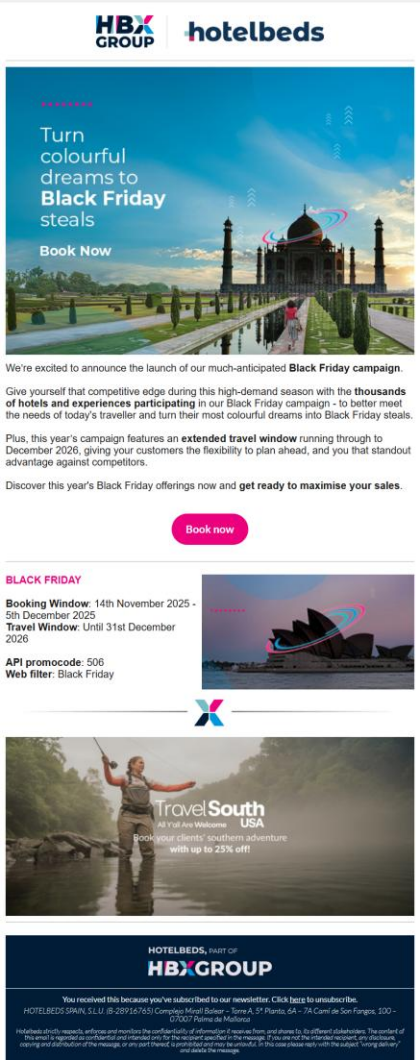

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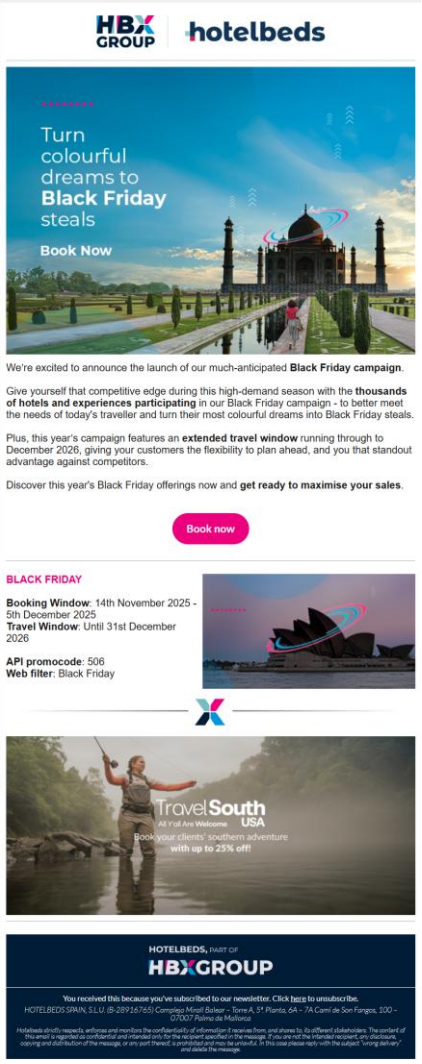

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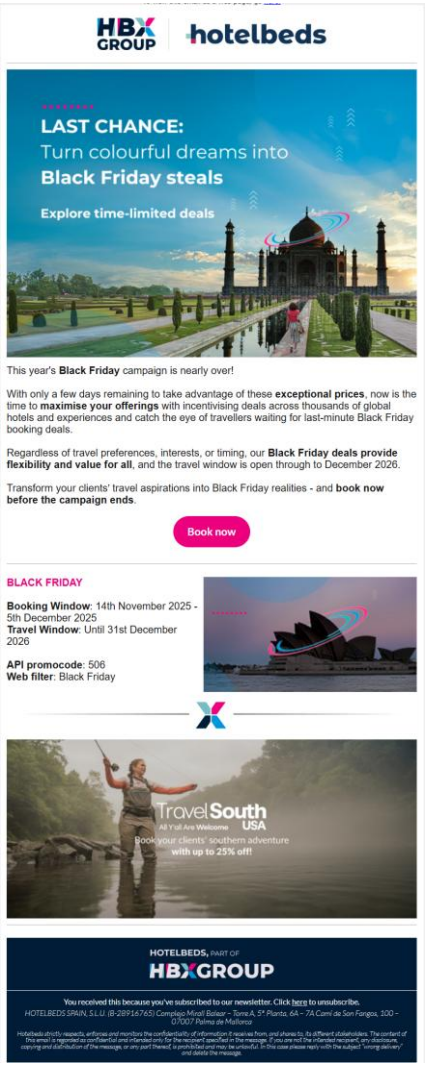
Global Sales Campaign Sponsorship #2



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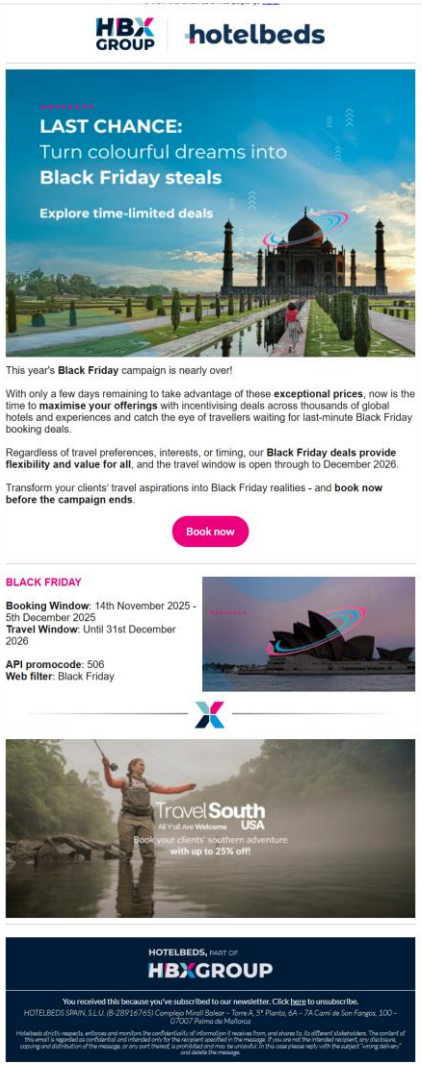

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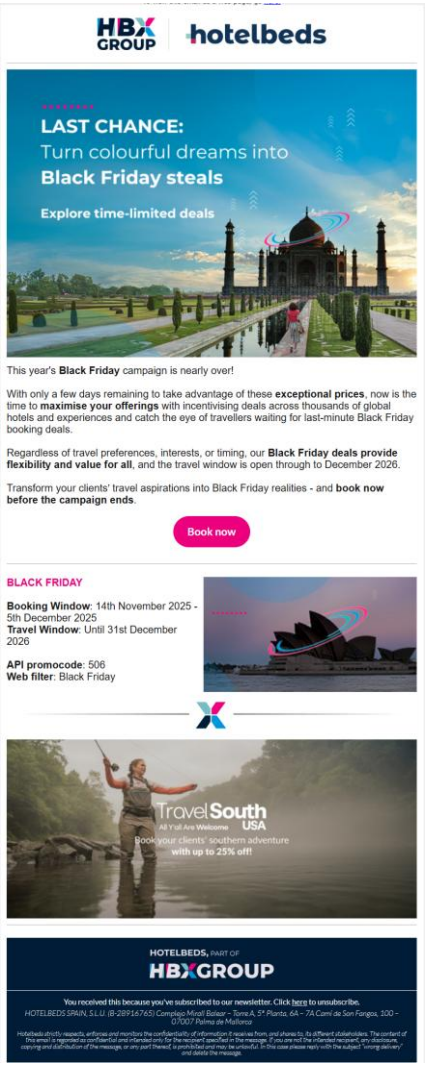

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White Label Features: WTM London

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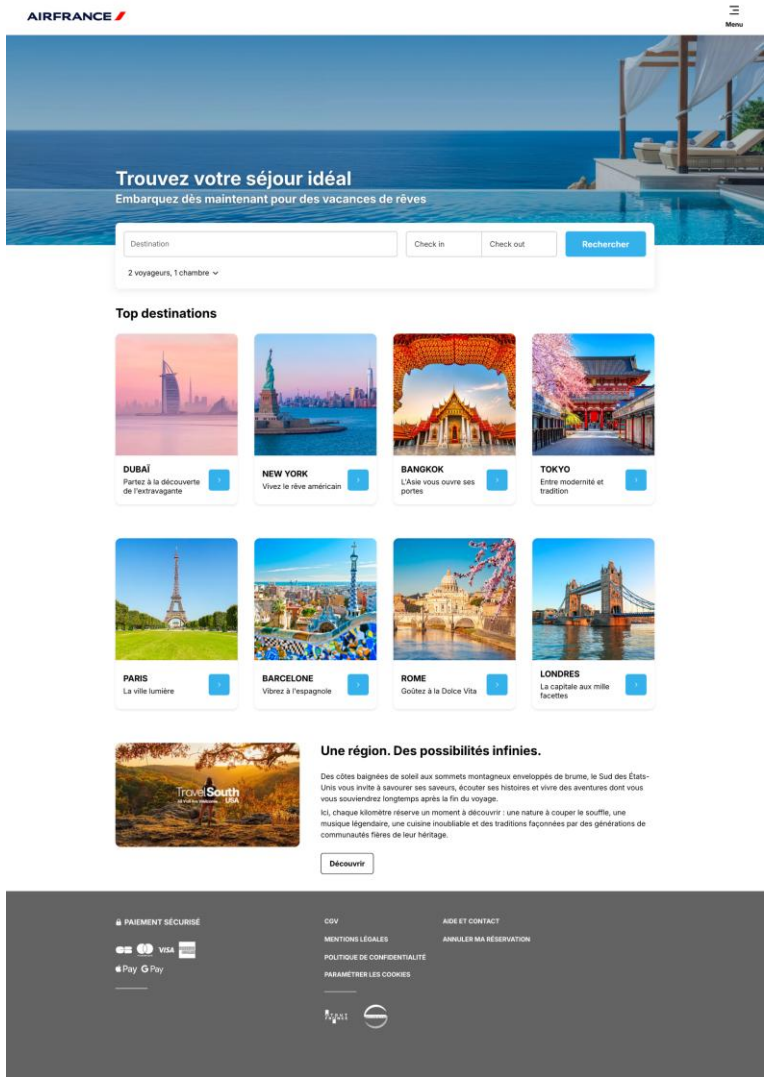
White Label Features: Air France



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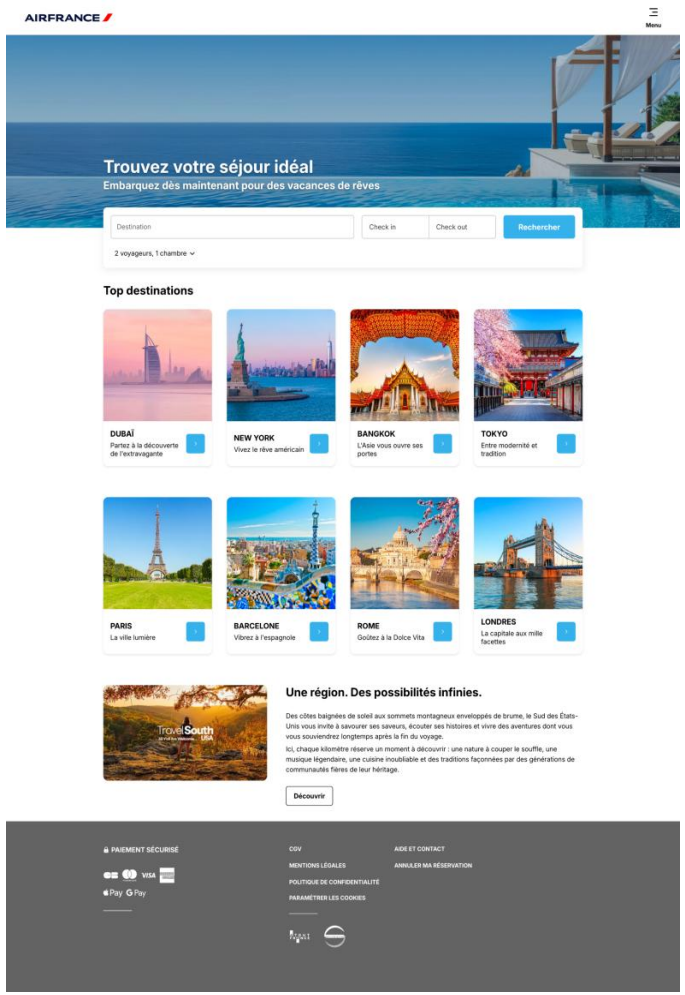
White Label Features: Air France



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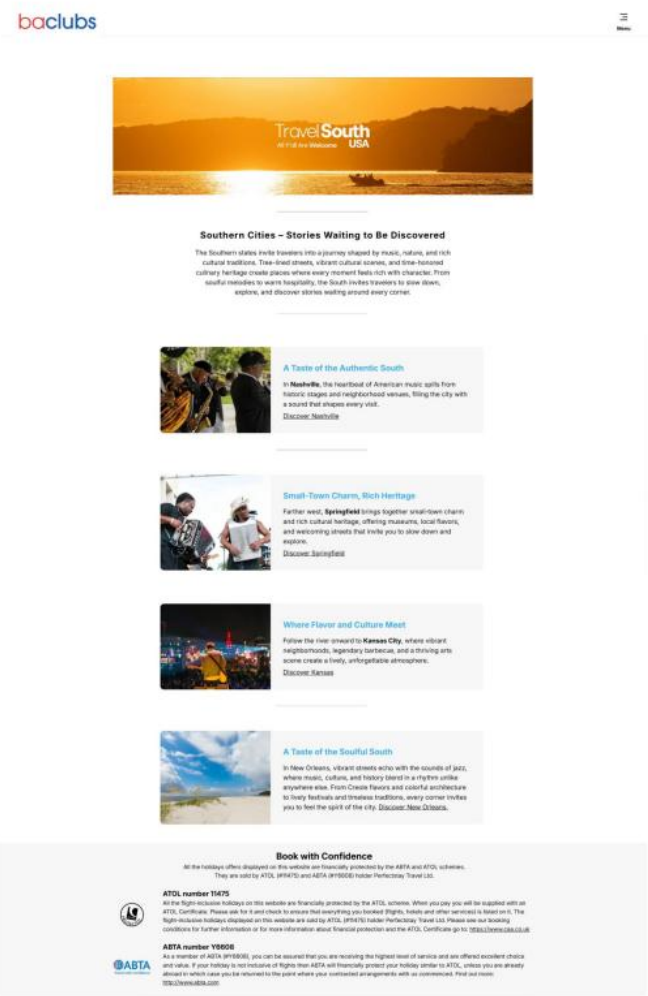
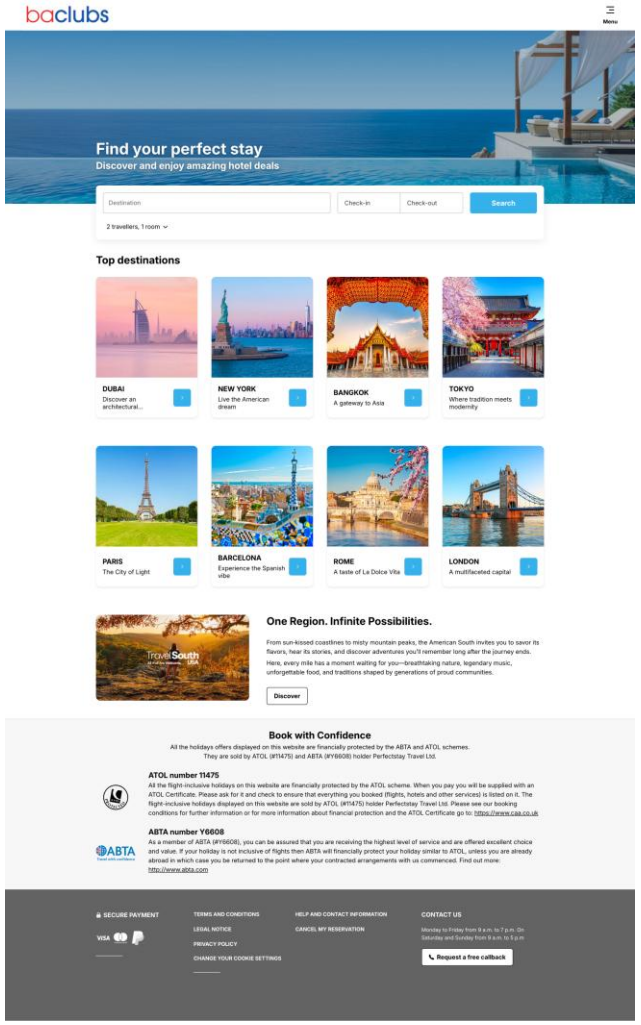
White Label Features: British Airways





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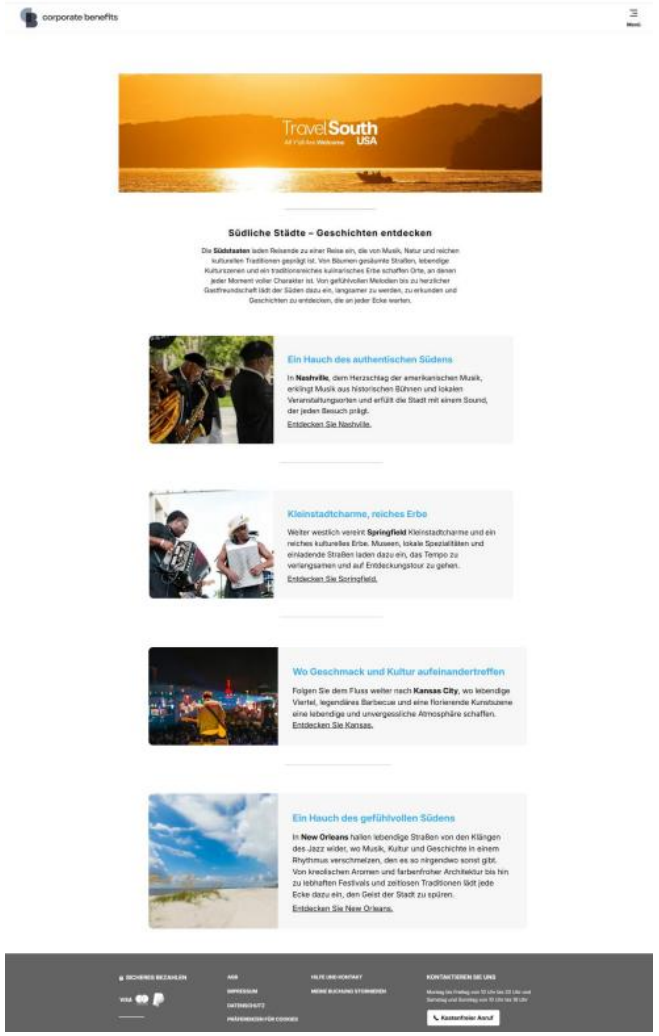
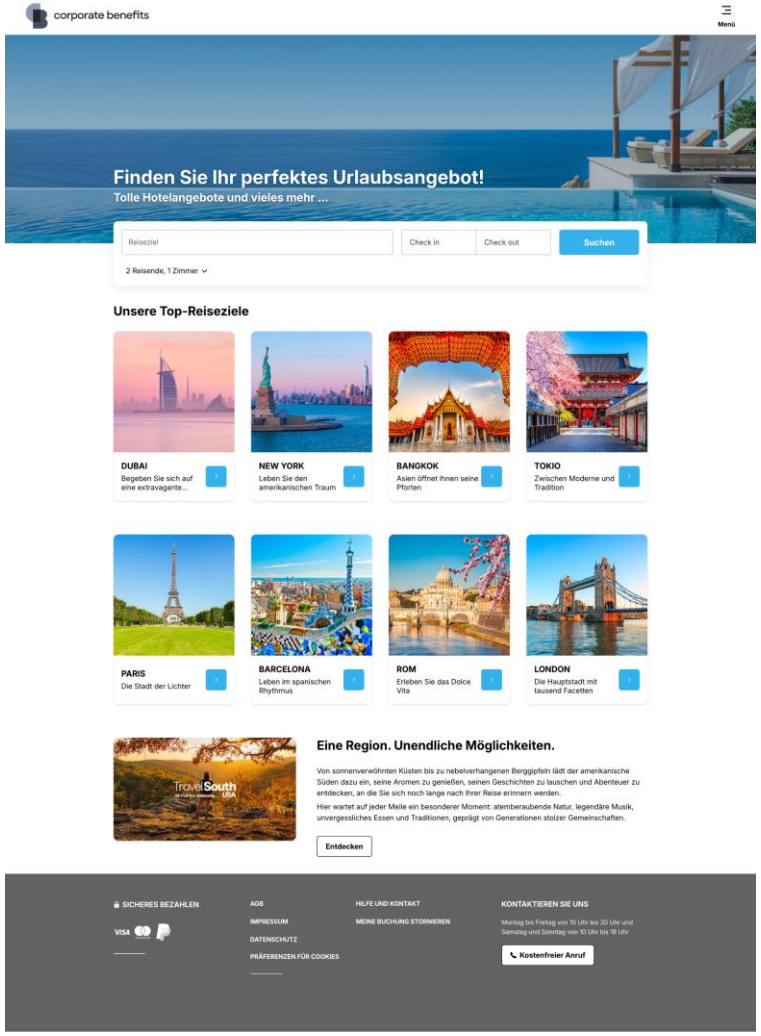
White Label Features: Corporate Benefits





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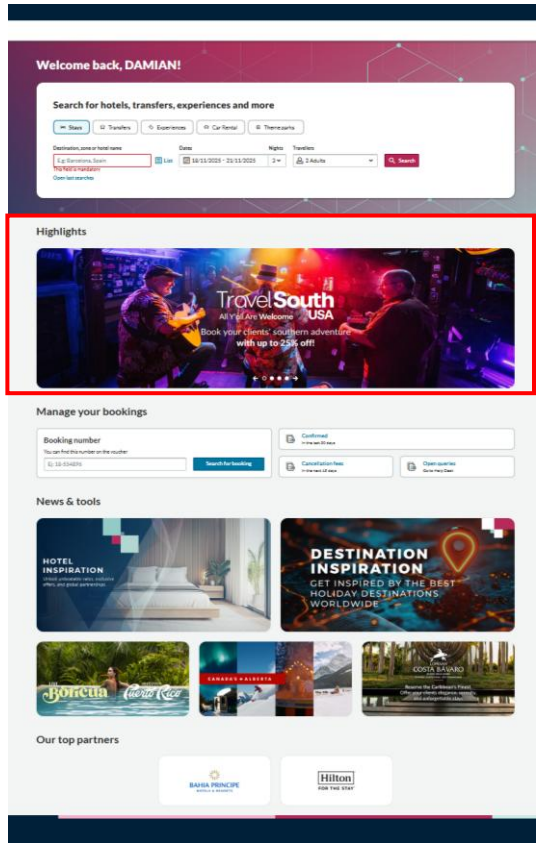
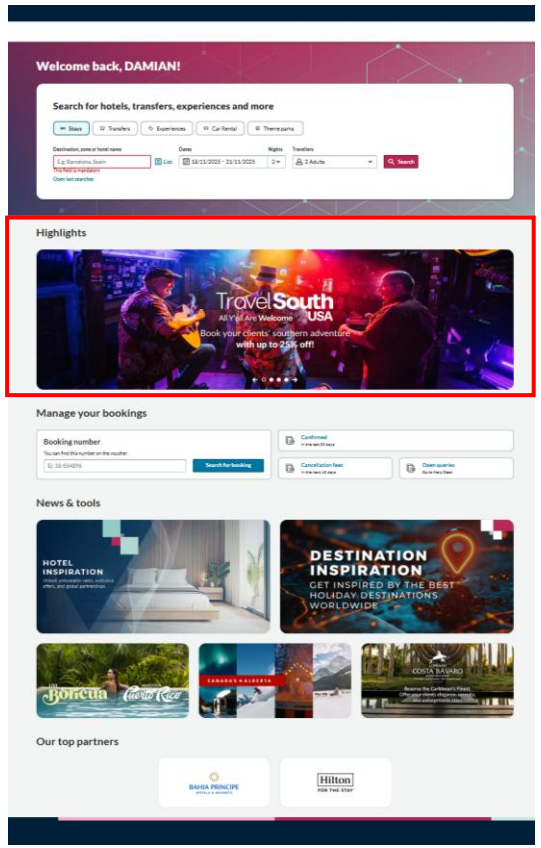
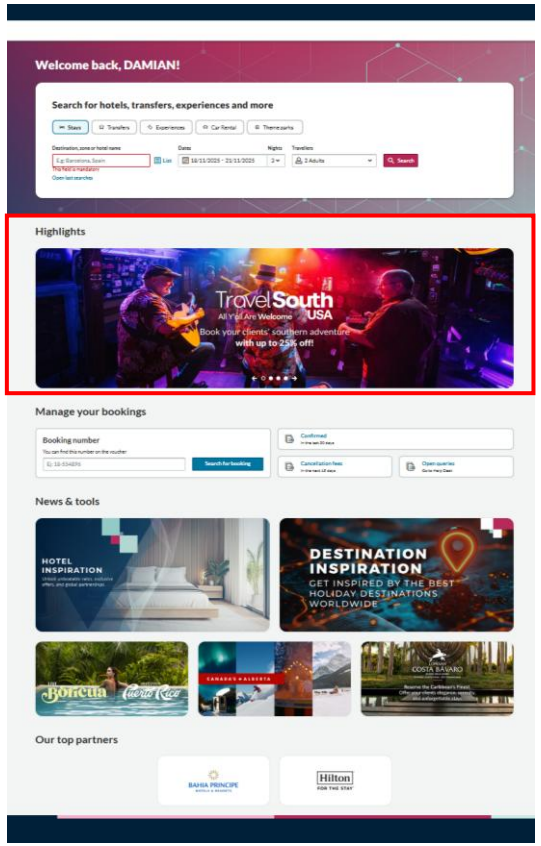
Booking Engine Featured Placement: Top Highlights - November 2025



North America



Europe



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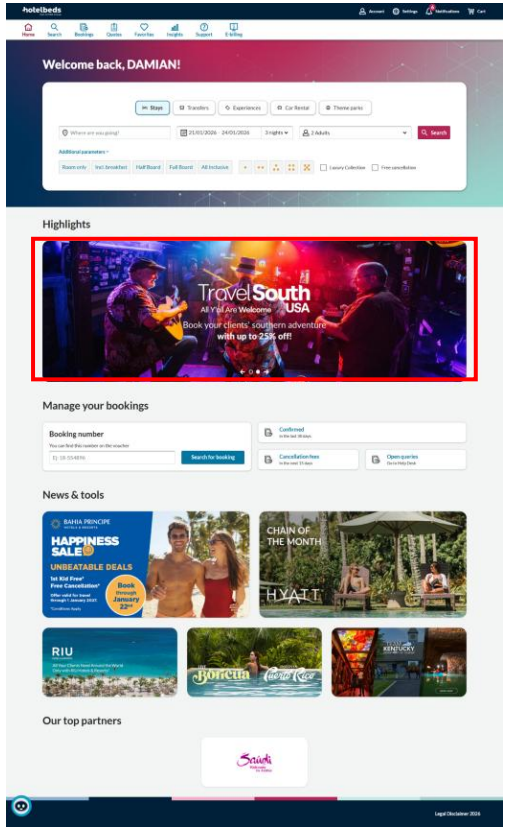
Booking Engine Featured Placement: Top Highlights – January 2026



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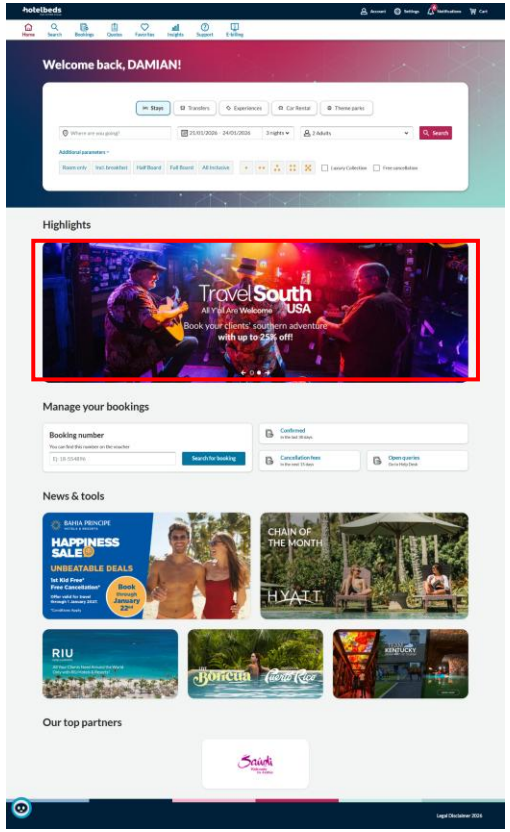

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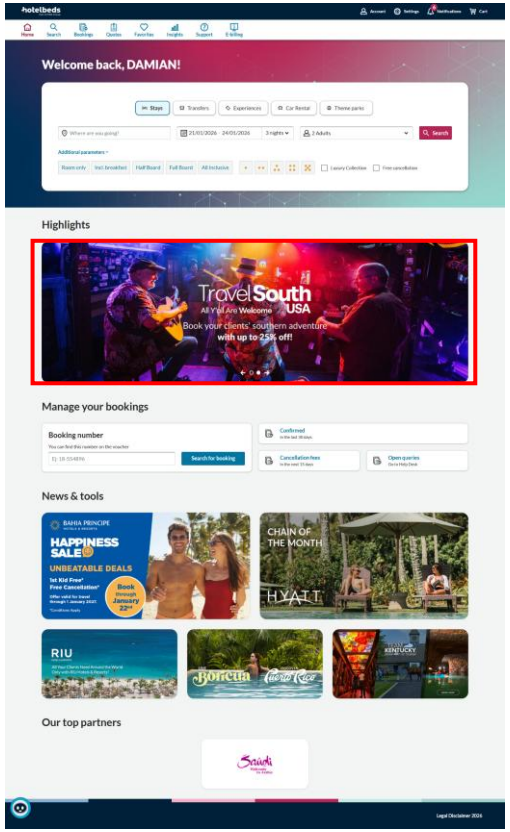

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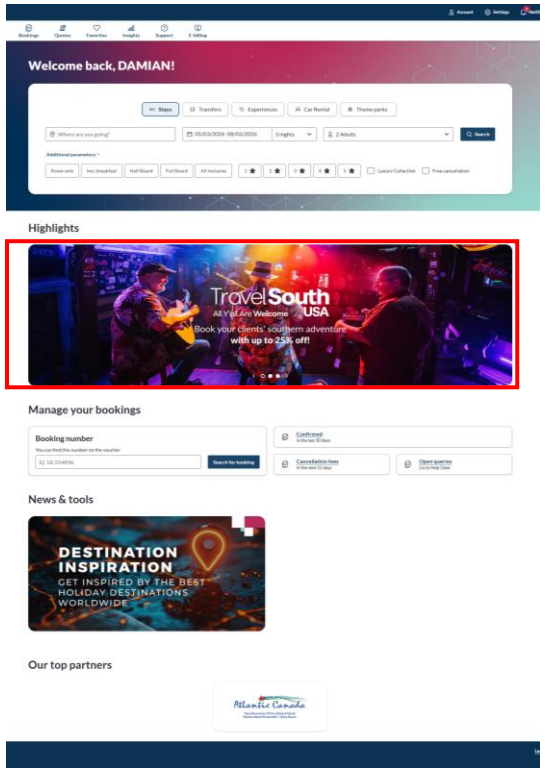
Booking Engine Featured Placement: Top Highlights – March 2026



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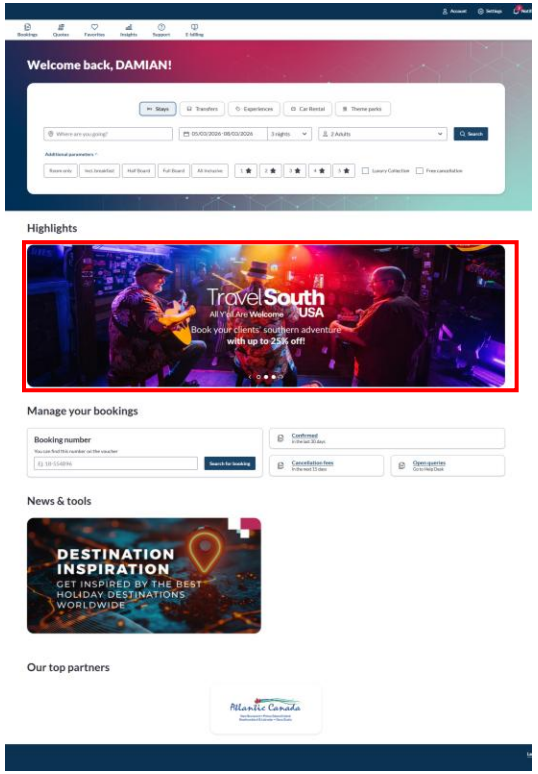

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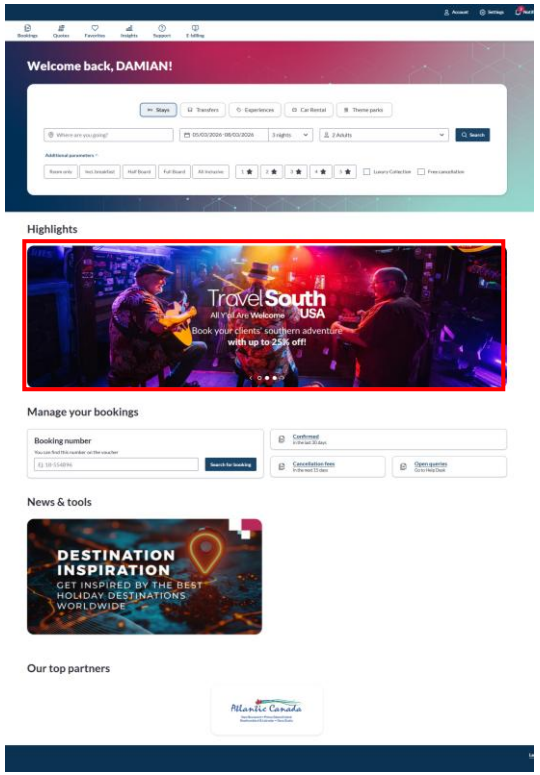

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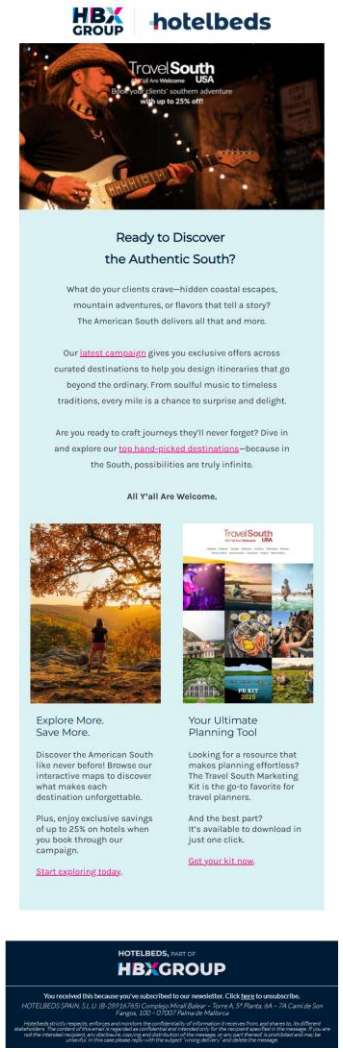
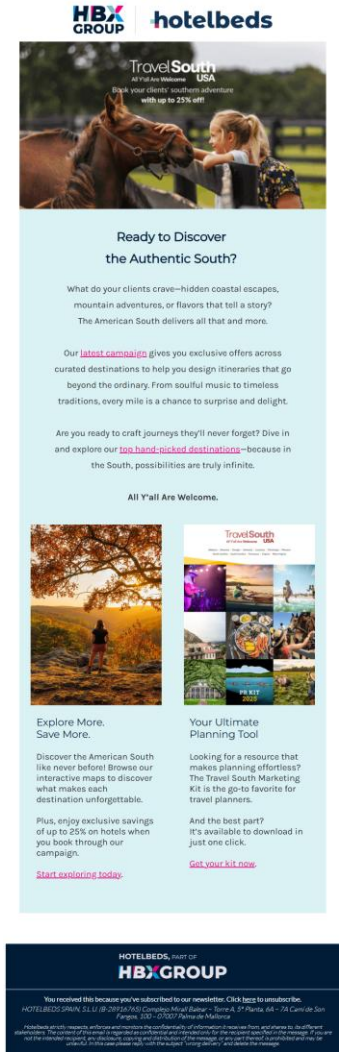
Bespoke Newsletter #1



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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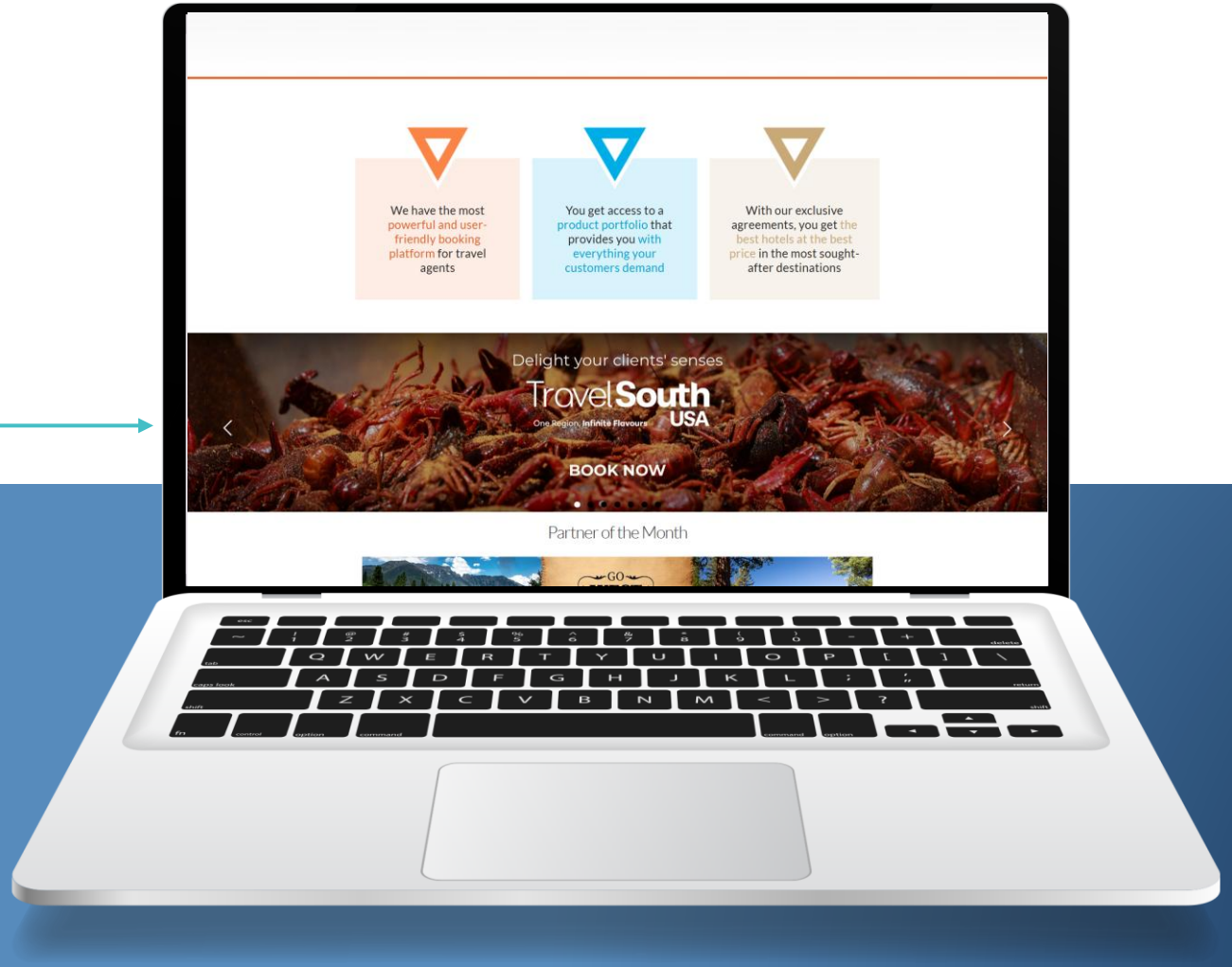
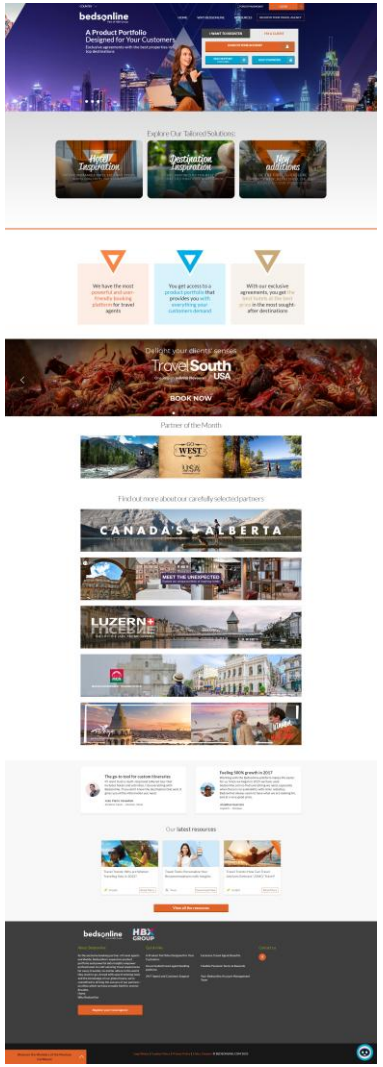
Belt Banner



bedsonline Part of HBX Group

Belt Banner



UK

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ADDITIONAL MARKETING

hotelbeds
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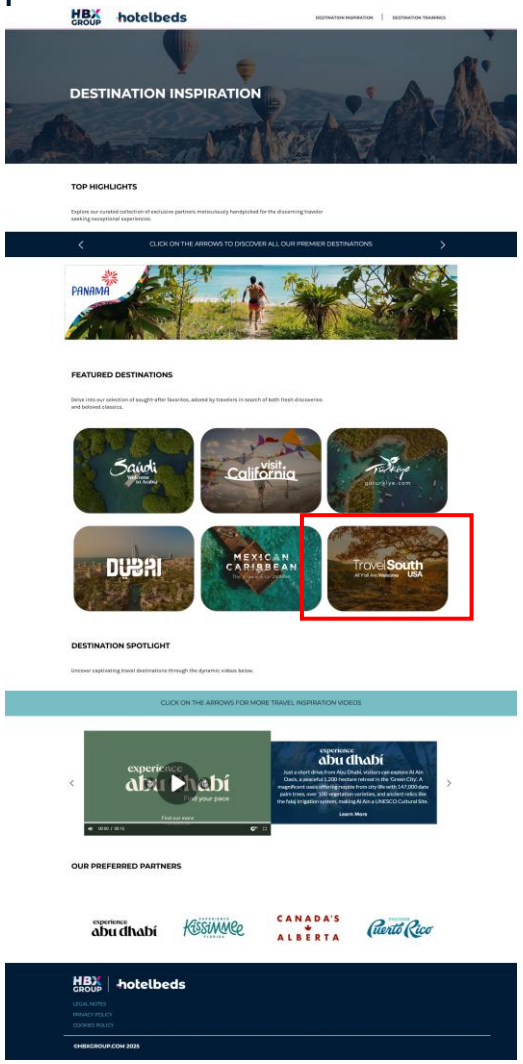
Destination HUB Feature



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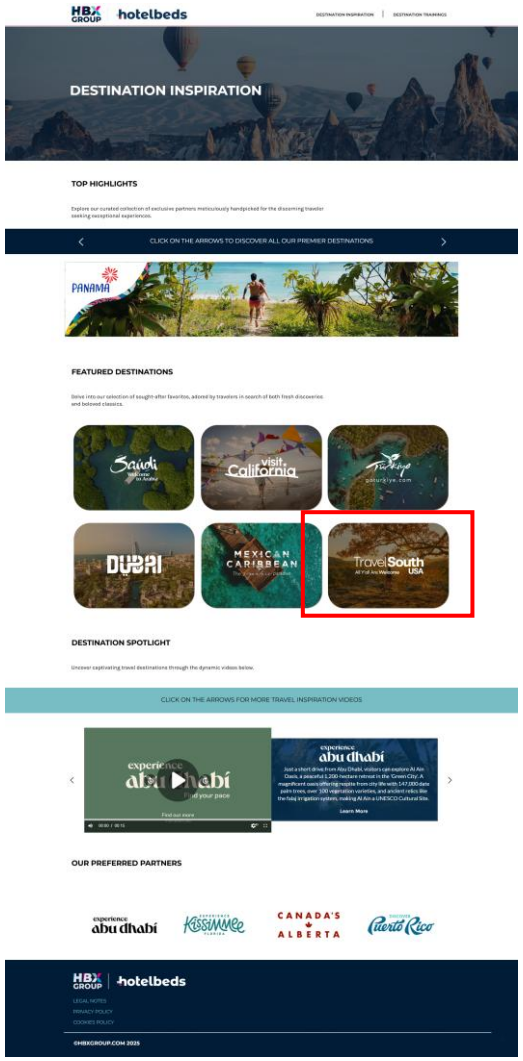

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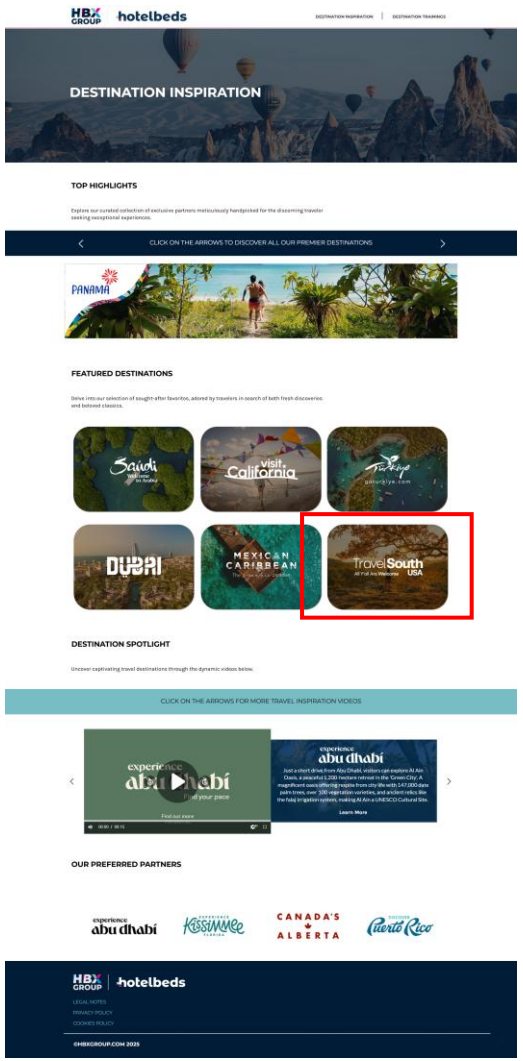

LATAM

PRODUCTION DATA

CAMPAIGN ROOM NIGHT PRODUCTION REPORT

	2024/25 Oct - Jan						2025/26 Oct - Jan				
Destination Name	CANADA	MEXICO	UK	USA	Total		CANADA	MEXICO	UK	USA	Total
Aiken - SC	94	0	0	288	382		141	0	0	592	733
Beaufort - SC	94	0	0	384	478		70	0	0	443	513
Bennettsville - SC	50	0	0	17	67		316	0	1	289	606
Charleston - SC	1,361	63	195	5,456	7,075		2,271	27	299	10,068	12,665
Columbia - SC	643	15	82	3,081	3,821		1,149	8	64	4,438	5,659
Edgefield - SC	0	0	0	0	0		22	0	0	8	30
Florence - SC	273	17	0	1,308	1,598		926	40	17	1,453	2,436
Fort Mill - SC	94	6	4	446	550		190	0	2	694	886
Greenwood - SC	5	0	0	56	61		22	0	1	119	142
Hilton Head - SC	229	3	16	1,270	1,518		116	2	41	1,436	1,595
Myrtle Beach - SC	624	27	139	3,619	4,409		643	52	72	5,148	5,915
Orangeburg - SC	158	0	0	416	574		118	0	4	846	968
Ridgeland - SC	11	0	0	69	80		2	0	0	69	71
Rock Hill - SC	506	18	8	483	1,015		390	3	3	873	1,269
Spartanburg - Greenville - SC	785	87	35	3,486	4,393		2,112	243	70	5,731	8,156
Walterboro - SC	157	1	0	333	491		387	0	2	1,030	1,419
Total	5,084	237	479	20,712	26,512		8,875	375	576	33,237	43,063
											62%

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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

South Carolina (Travel South) Bedsonline USA Microsite

South Carolina (Travel South) Bedsonline Canada Microsite

South Carolina (Travel South) Bedsonline Mexico Microsite

South Carolina (Travel South) Bedsonline UK Microsite

South Carolina (Travel South) Hotelbeds North America Microsite

South Carolina (Travel South) Hotelbeds Europe Microsite

South Carolina (Travel South) Hotelbeds LATAM Microsite

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THANK YOU!

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