



# TENNESSEE

SOUNDS PERFECT

## CAMPAIGN REPORT

TravelSouth  
All Y'all Are Welcome USA



Campaign Timeline

October 1st, 2025 – April 30th 2026

Campaign Source Markets

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

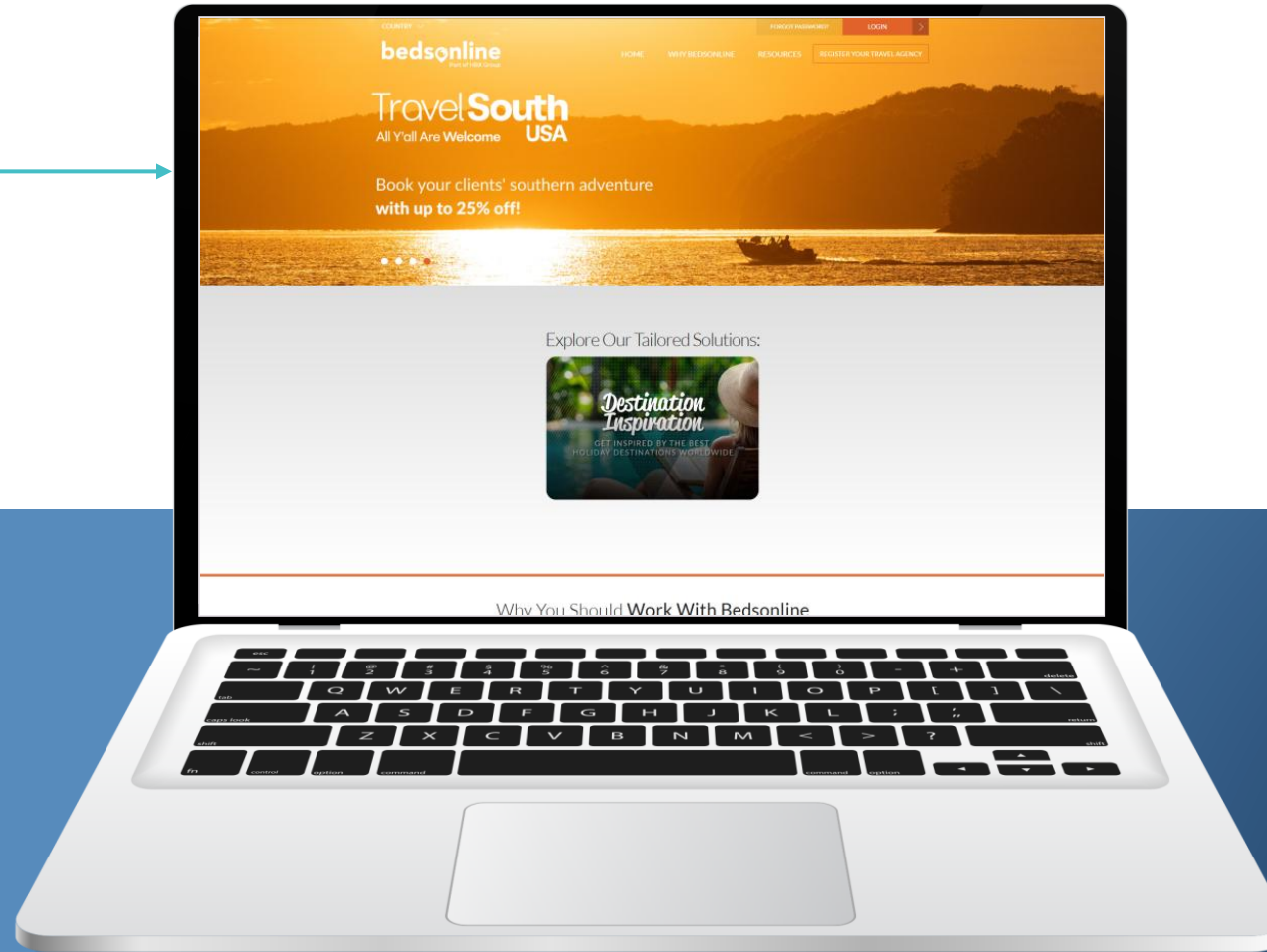


CAMP  
DELIVERA  
**beds**

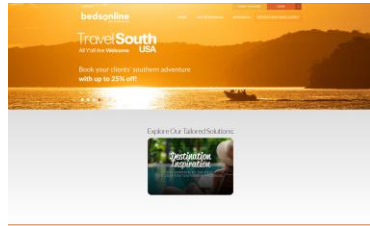
Part of HBX Group



## Premium Banner



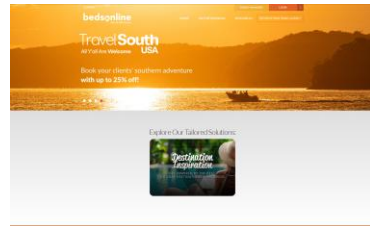
# Premium Banner



Find out more about our carefully selected partners



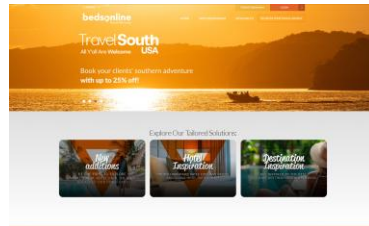
USA



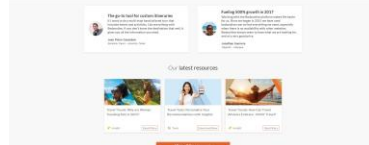
Find out more about our carefully selected partners



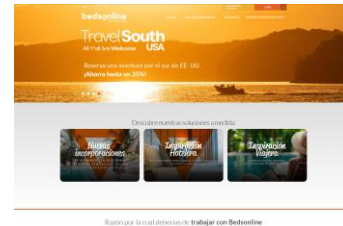
Canada



Find out more about our carefully selected partners



UK



Find out more about our carefully selected partners



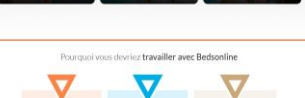
Mexico



Find out more about our carefully selected partners



Australia



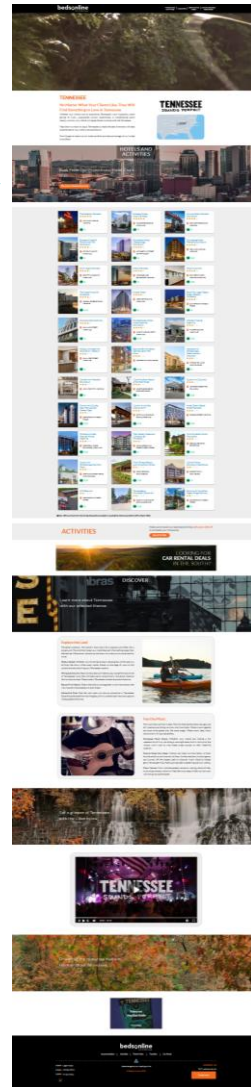
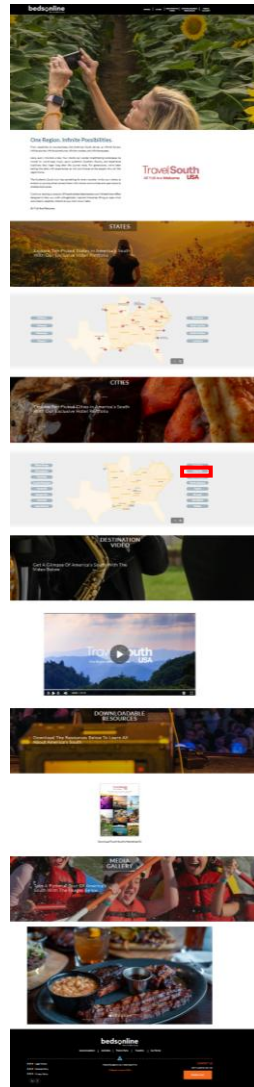
Find out more about our carefully selected partners



France

# bedsonline | Custom Microsite

Part of HBX Group



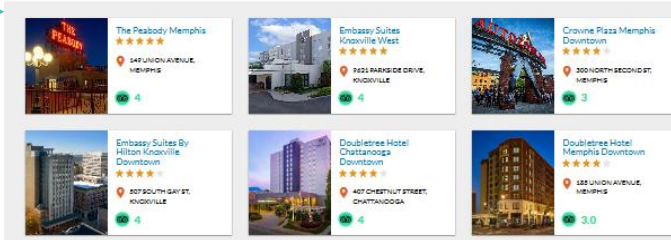
## TENNESSEE

### No Matter What Your Clients Like, They Will Find Something to Love in Tennessee

Whether your clients want to experience Tennessee's warm hospitality, seven genres of music, unparalleled culinary experiences, or breathtaking scenic beauty, we know your clients will agree there's no place quite like Tennessee.

Read below to learn all about Tennessee to create the best itineraries with best experiences for your client's next adventure.

Don't forget to check out our hotel portfolio and take advantage of our limited time offers!



## Explore the Land

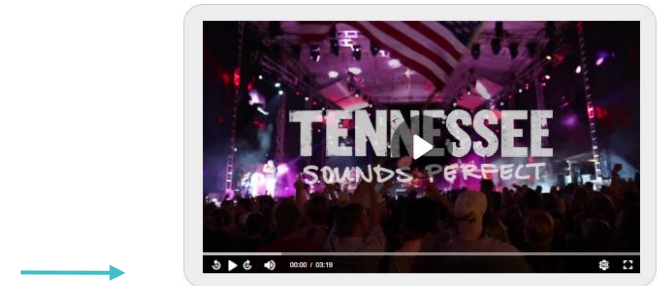
The great outdoors. The scenery that looks like a postcard and feels like a playground. The kind that makes your clients feel part of something larger than themselves. Where every adventure, and every turn dare you to come back for more!

**Make a Splash:** Whether you're looking to plan a relaxing day on the lake or a thrilling ride down white-water rapids, there's no shortage of ways to find outdoor adventure during your Tennessee vacation.

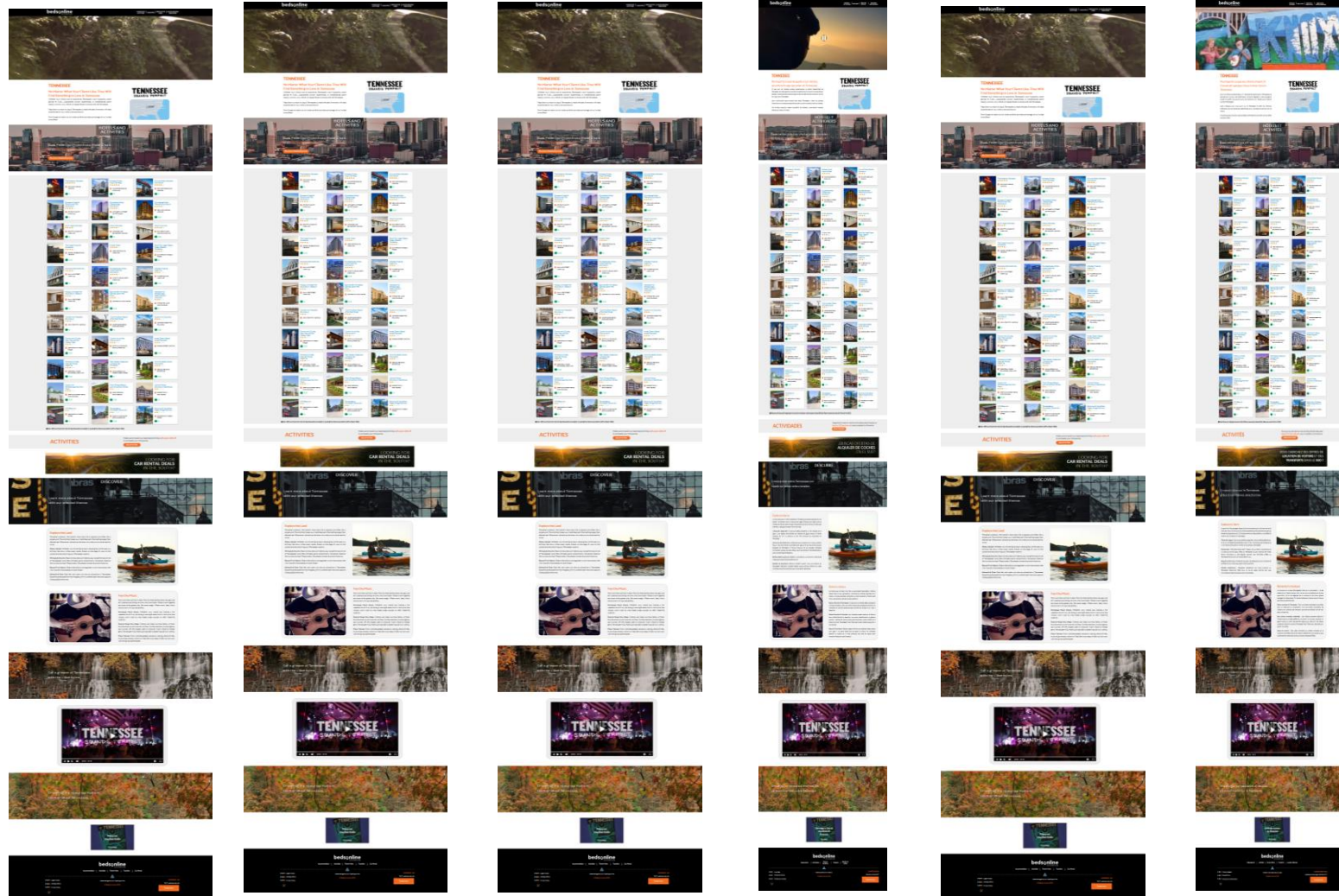
**Hiking Adventures:** Ready to be awestruck? Spend a day along the trails of one of Tennessee's more than 60 state parks. Great Smoky Mountains National Park or natural areas. These made-in-Tennessee wonders are just a hike away.

**Beauty From Above:** Take to the skies on a hang glider or zip line and enjoy the view most of which people only ever dream.

**Adrenaline Rush:** Feel the rush when you have an adventure in Tennessee. Experience the state from new heights, drink in unbelievable views and capture irreplaceable memories.



# Custom Microsite



USA

Canada

UK

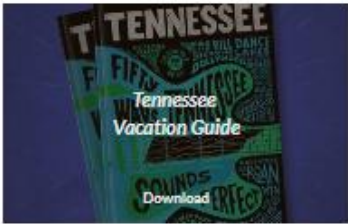
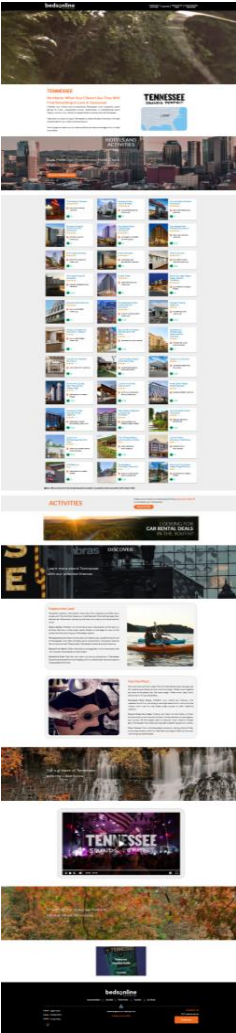
Mexico

Australia

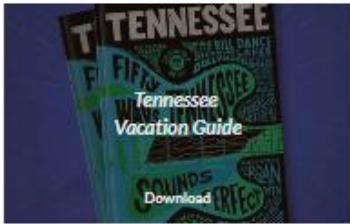
France



# Downloadable Resources



USA



Canada



UK



Mexico

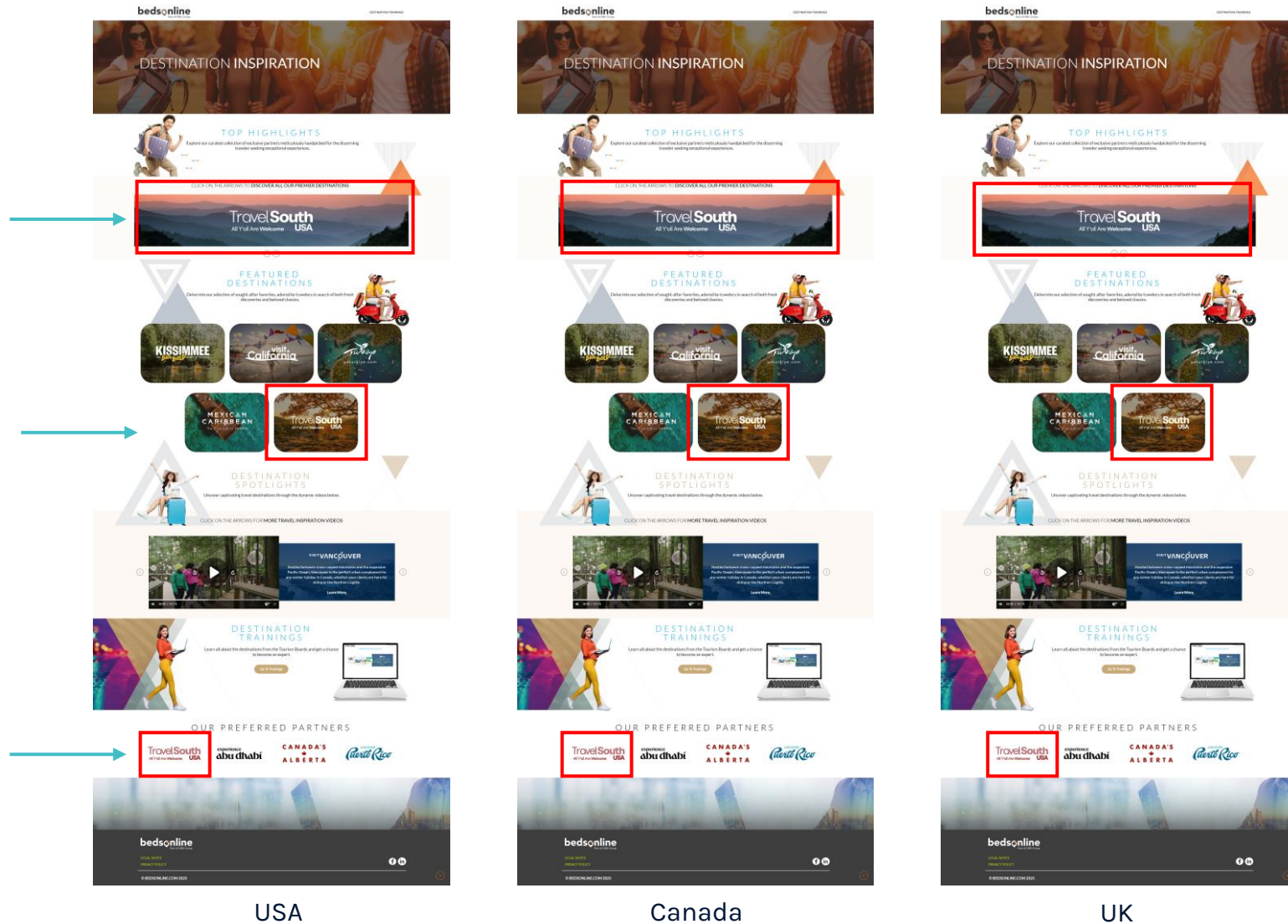


Australia

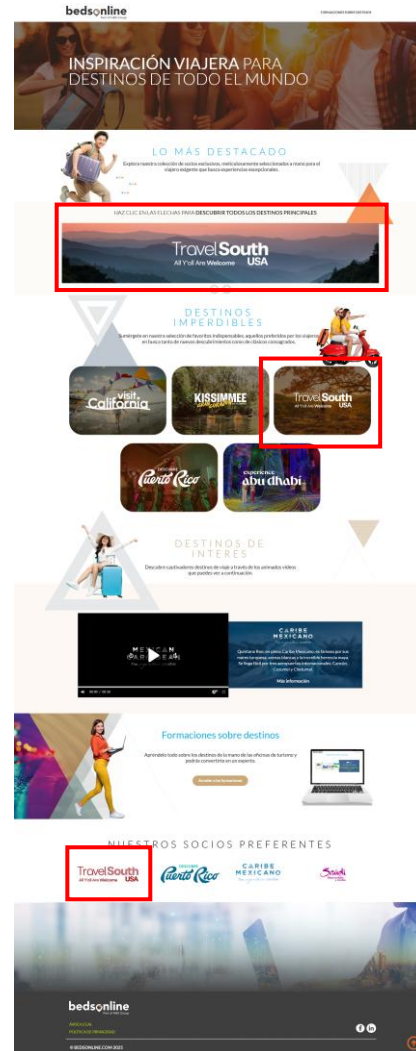


France

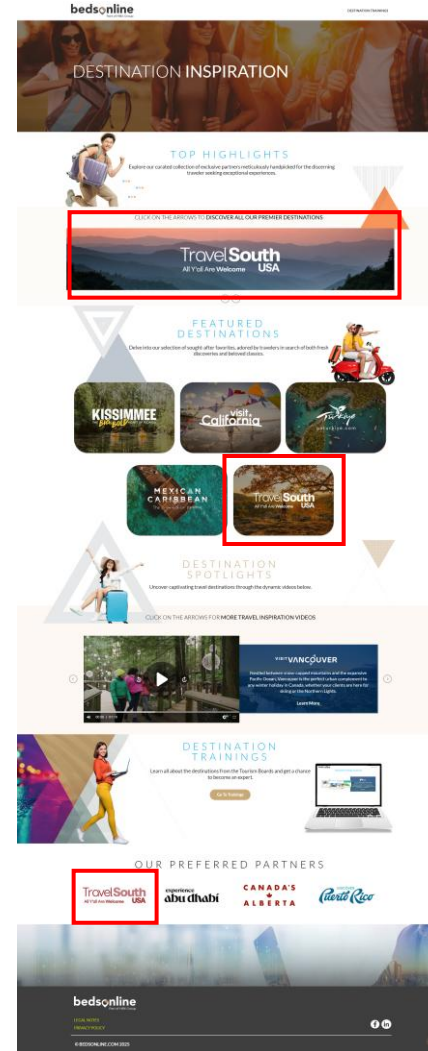
# Destination HUB Feature – Top Highlights – November 2025



# Destination HUB Feature – Top Highlights – November 2025



Mexico

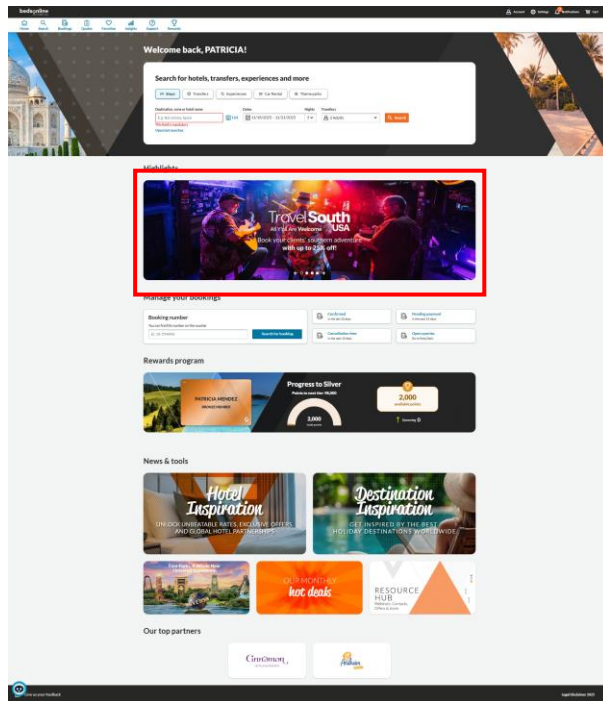


Australia

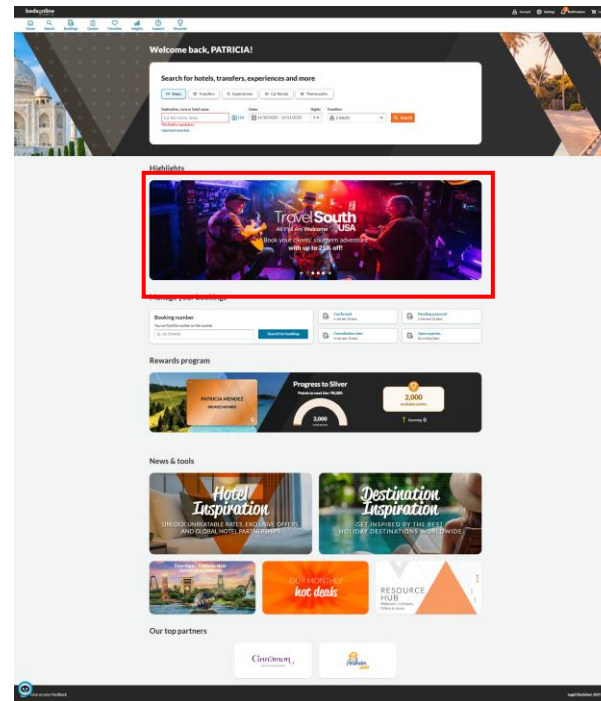


France

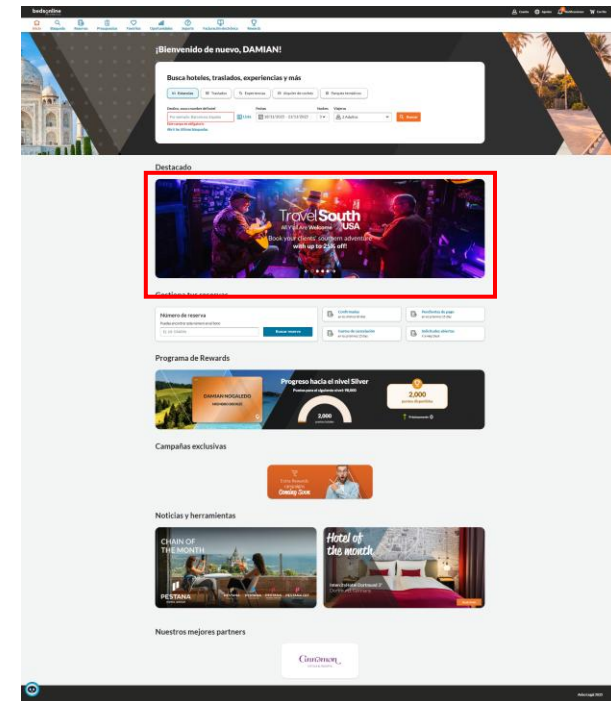
# Booking Engine Featured Placement: Top Highlights - November 2025



USA

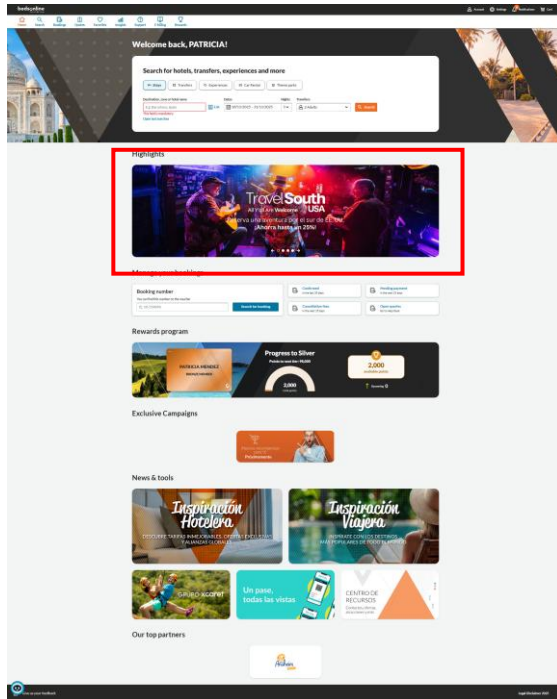


Canada

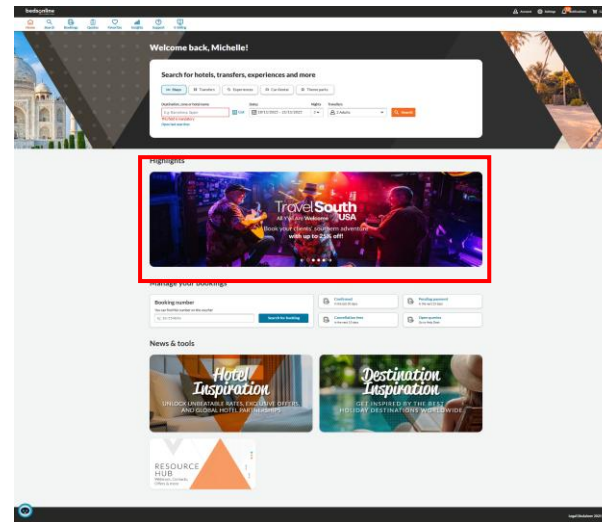


UK

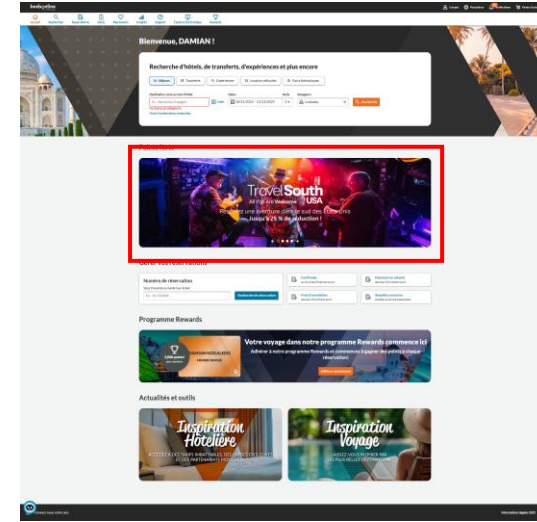
# Booking Engine Featured Placement: Top Highlights - November 2025



Mexico



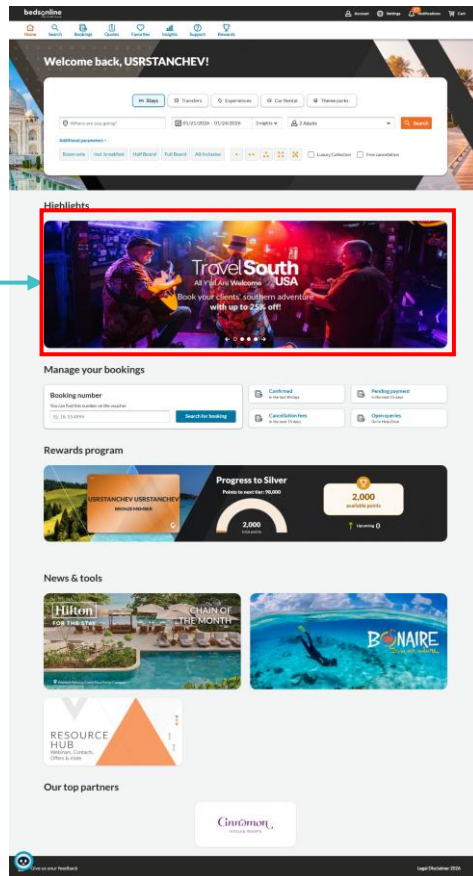
Australia



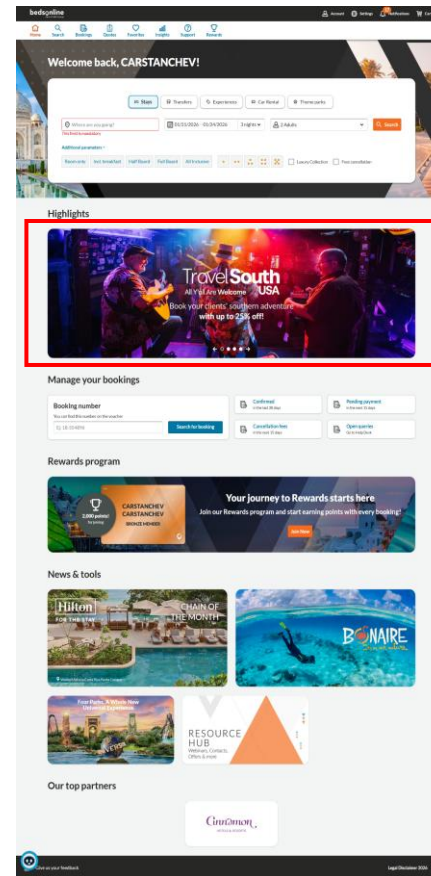
France

# Booking Engine Featured Placement: Top Highlights

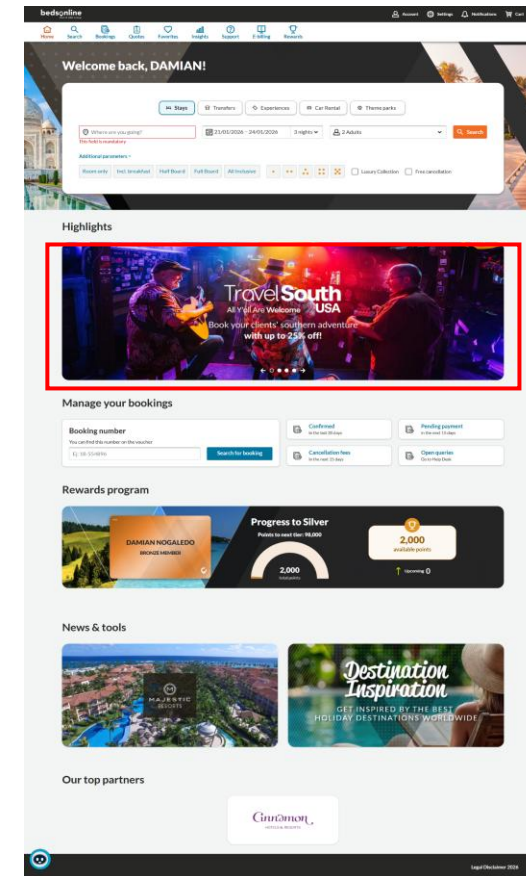
## - January 2026



USA



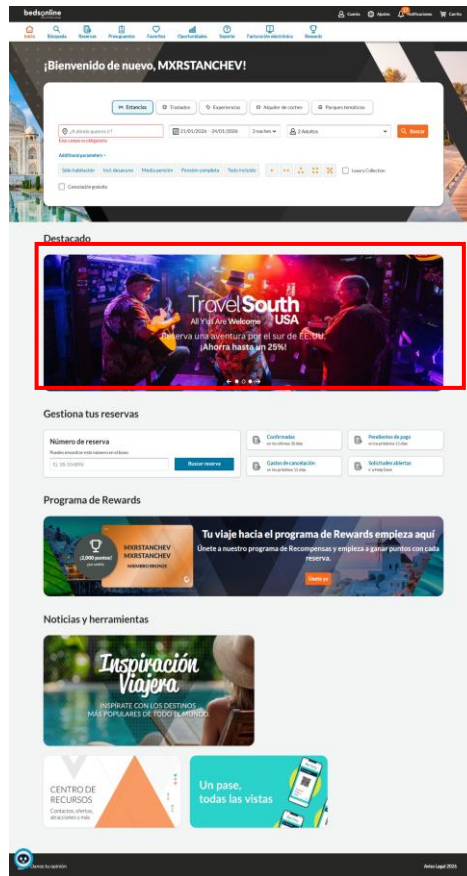
Canada



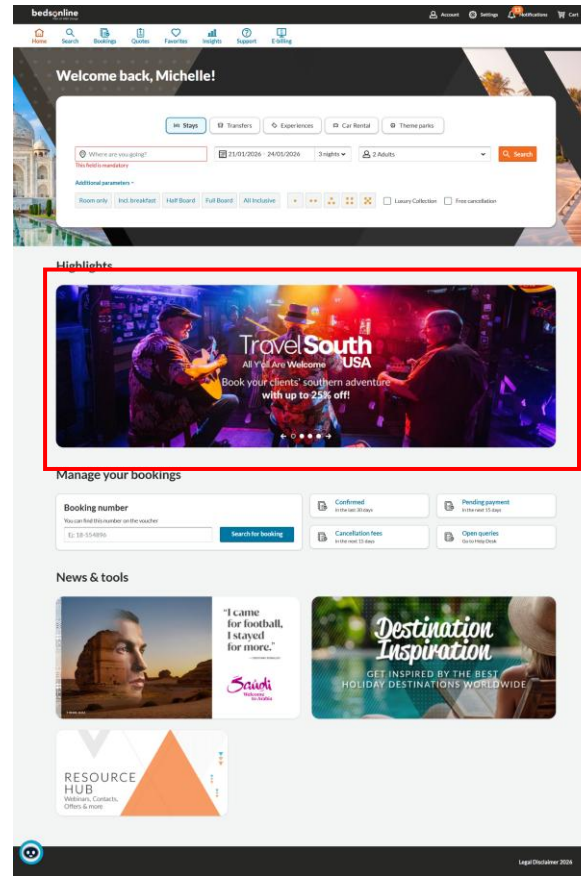
UK

# Booking Engine Featured Placement: Top Highlights

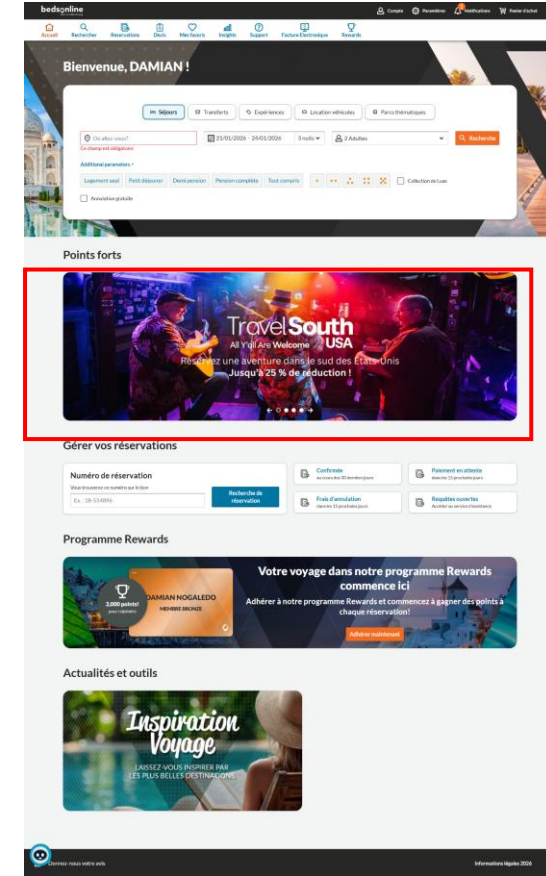
## - January 2026



Mexico



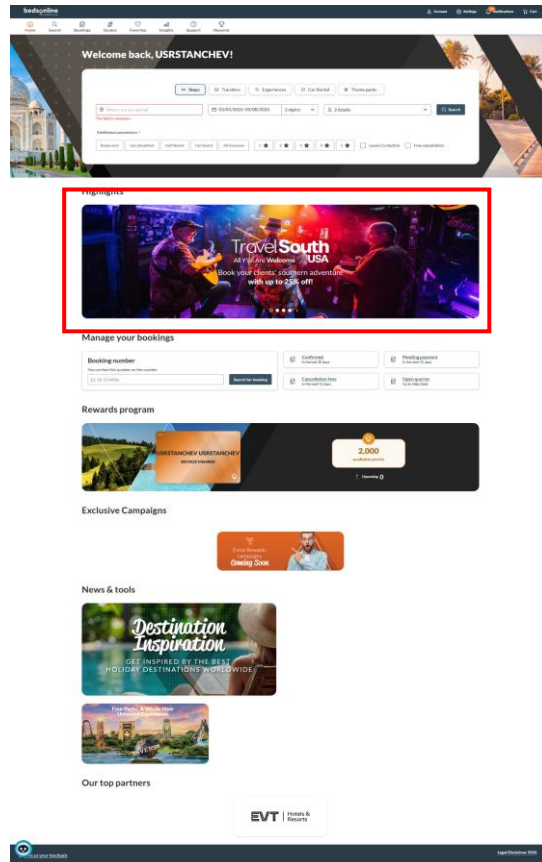
Australia



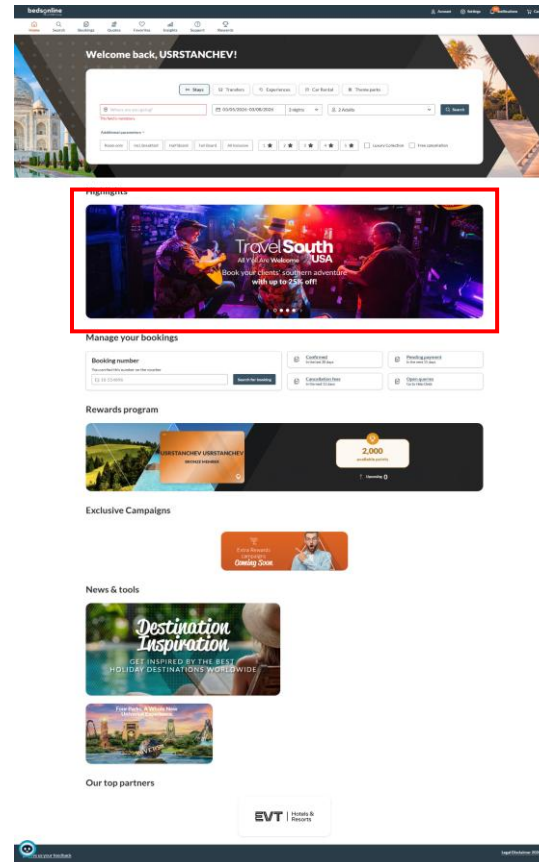
France

# Booking Engine Featured Placement: Top Highlights

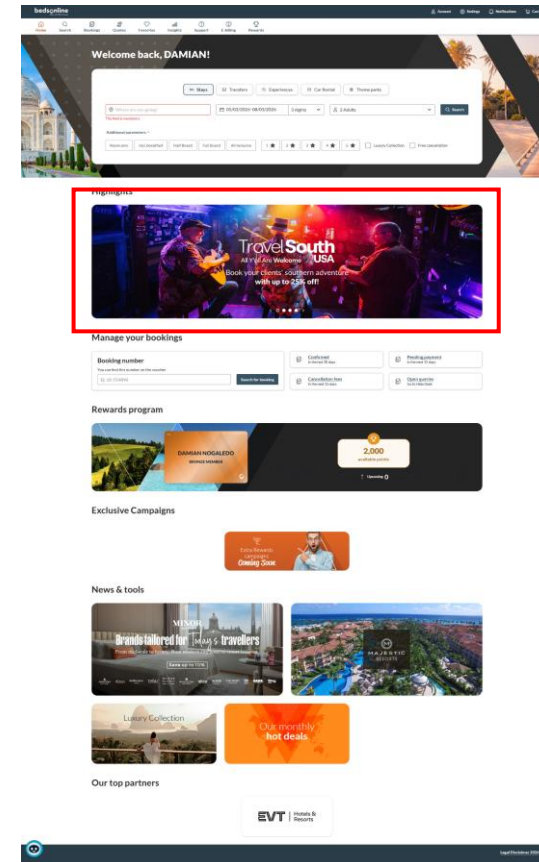
## - March 2026



USA



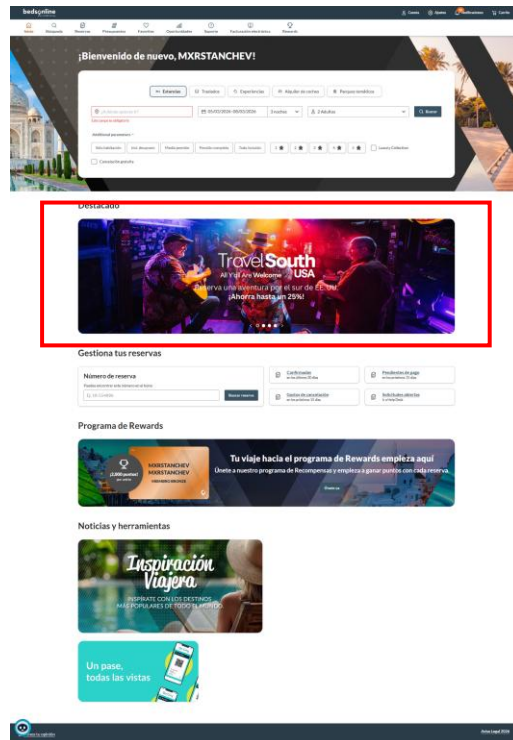
Canada



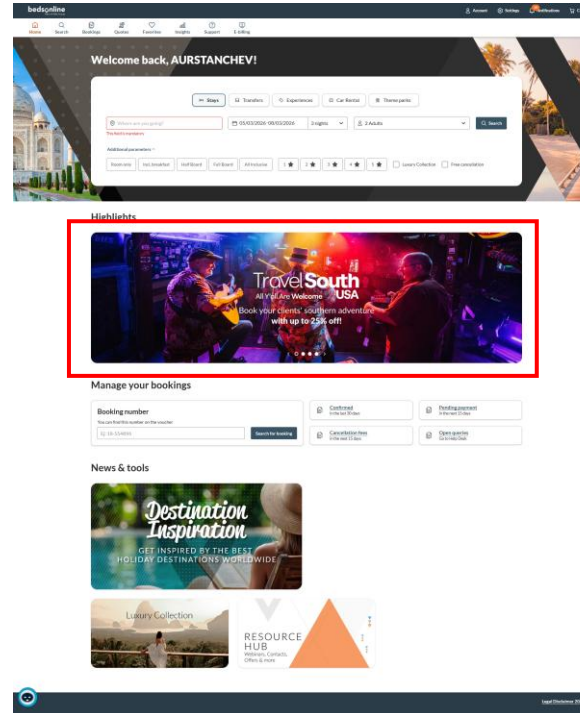
UK

# Booking Engine Featured Placement: Top Highlights

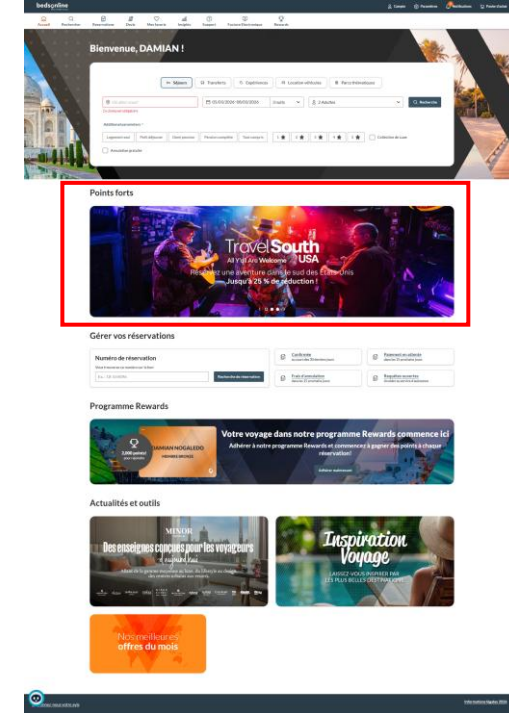
## - January 2026



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.](#)



## 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.](#)



## 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.](#)



## ¿Preparado para descubrir el auténtico Sur?

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

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

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

¡Aquí todos son bienvenidos!



Explora más.  
Ahorra más.

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

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

[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.

[Descórralo ahora.](#)



## 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.](#)



## 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 trépassées sur le vif 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'été](#)—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 du voyage.

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

[Téléchargez le dès maintenant.](#)



USA



Canada



UK



Mexico



Australia



France

# Bespoke Newsletter #2



**bedsonline**  
Parlons South

**Travel South**  
en Amérique du Sud  
USA

Écrivez une destination et tout les États-Unis  
sont à votre portée  
à partir de 25 \$ en réservation

## Prêt à découvrir le Sud américain ?

Vous clients rêvez-ils de plages secrètes, d'aventures en  
montagne ou de savouir qu'il raconte 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 triles sur le voliet 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 ébaes](#) - car dans le Sud, les possibilités sont  
infinies.

Tout le monde est le bienvenus !





**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 une  
votre 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 du voyage.

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

**Téléchargez le kit  
maintenant.**



France



## 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

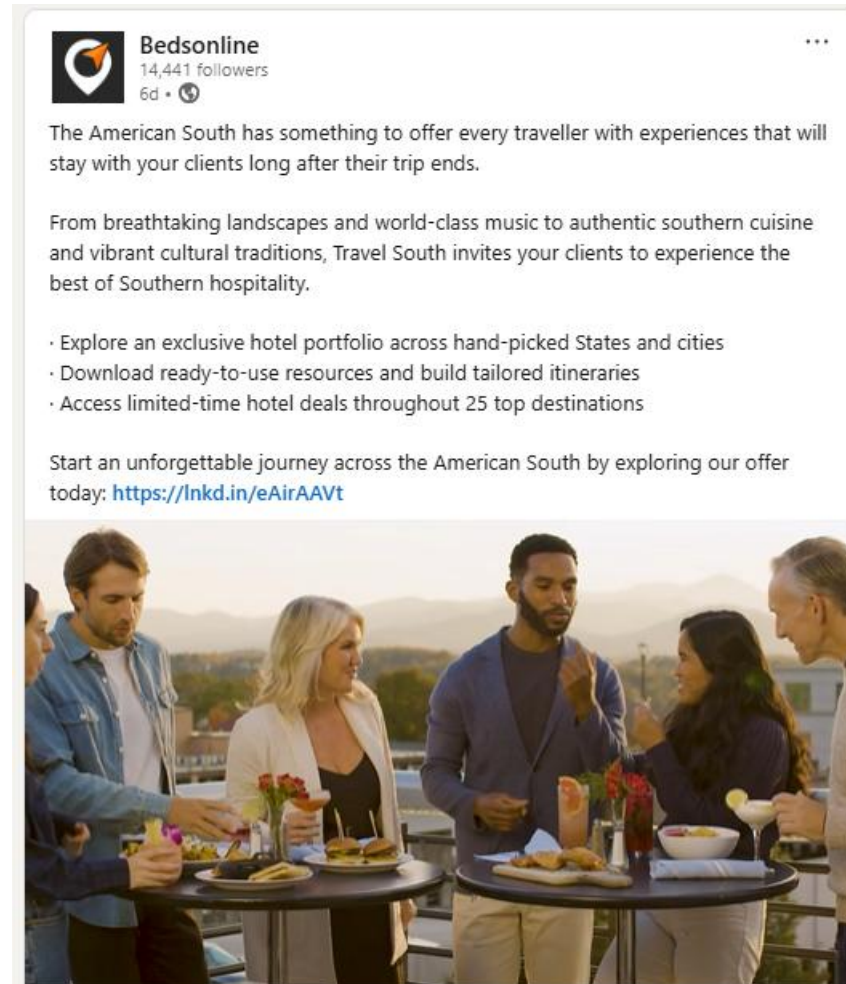
This is your gateway to crafting unforgettable journeys across the Authentic South. 👉 Explore the campaign and start planning: <https://tinyurl.com/4jbmkpva>



The video player shows a scene from a restaurant with people dining. Overlaid text reads: "Travel South USA", "One Region, Infinite Flavours", "travelsouthusa.com", and "savor." The video progress bar at the bottom shows 1:10 / 1:12.

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>



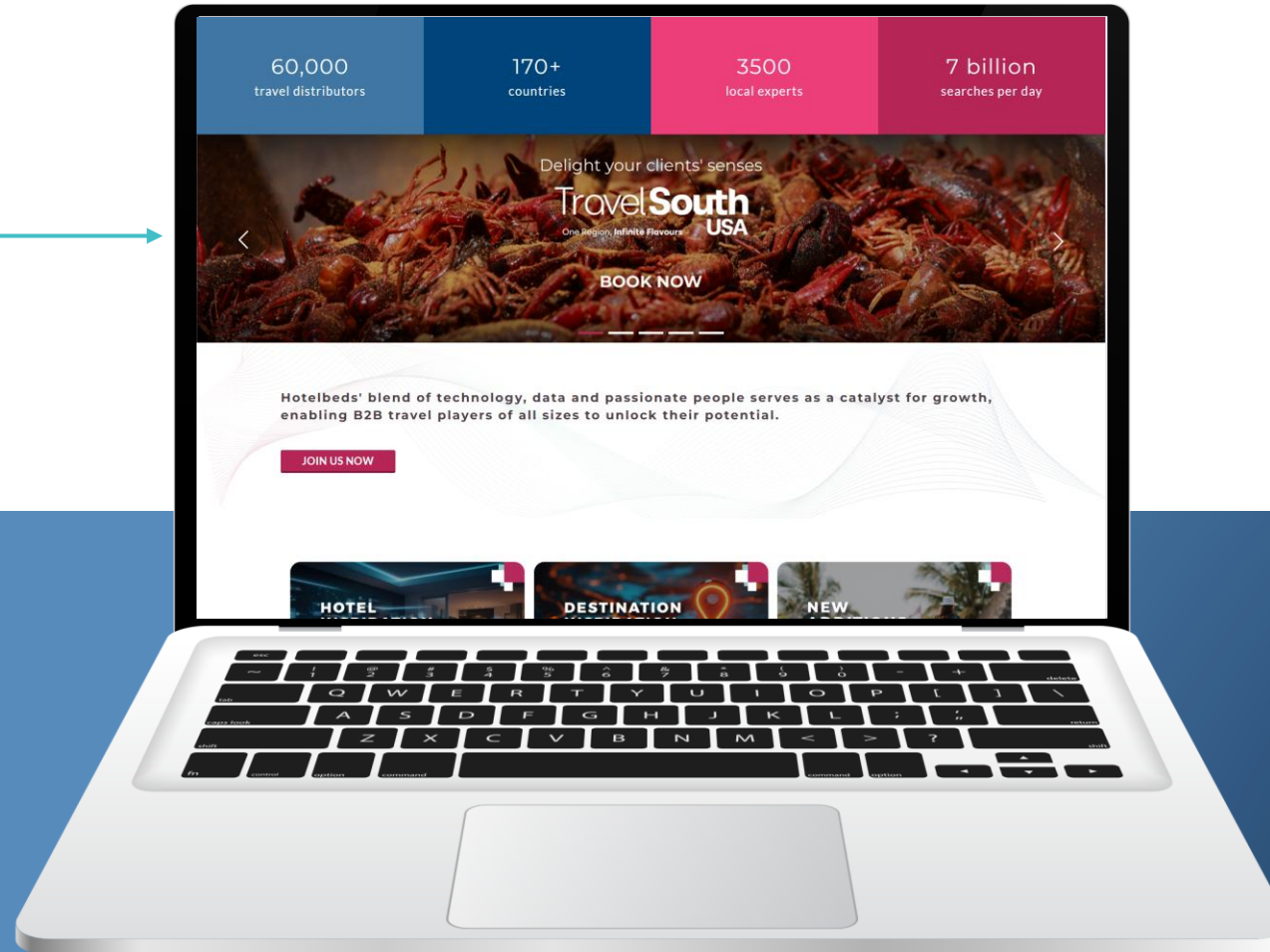
Travel South USA  
All Y'all Are Welcome  
Mississippi Delta, Mississippi



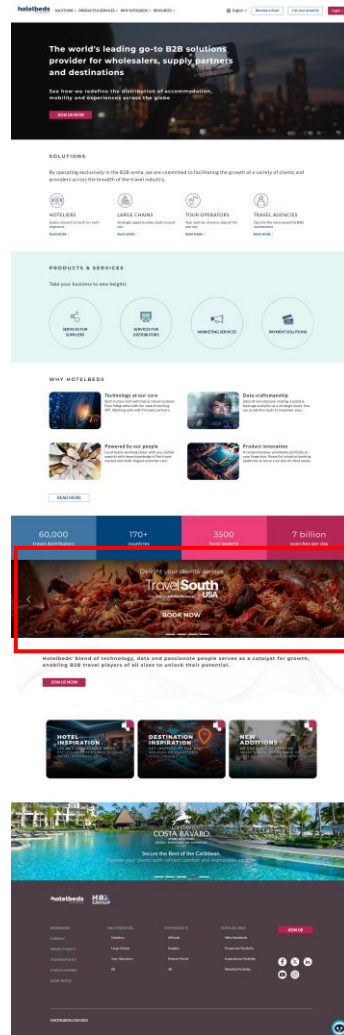
# CAMPAIGN DELIVERABLES

**hotelbeds**  
Part of HBX Group

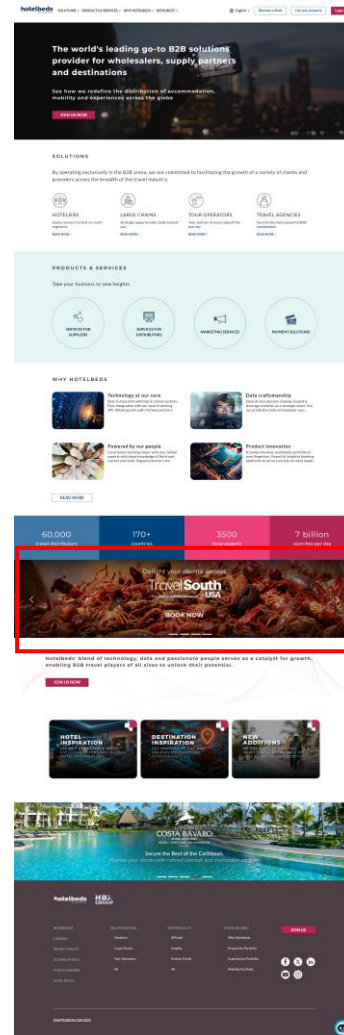
# Premium Banner



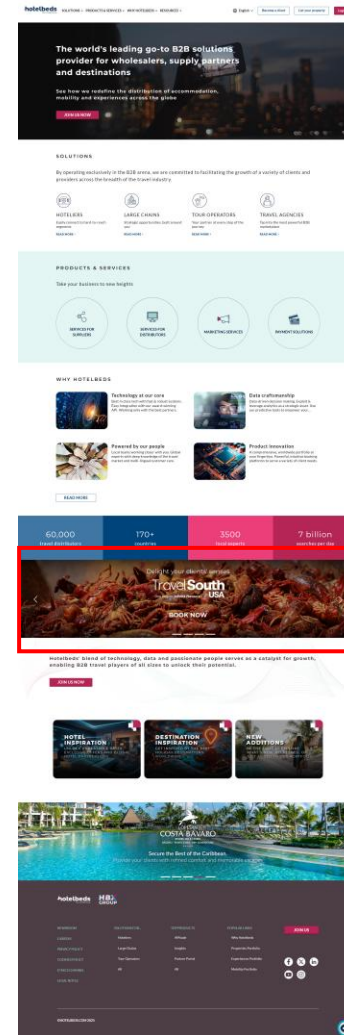
# Premium Banner



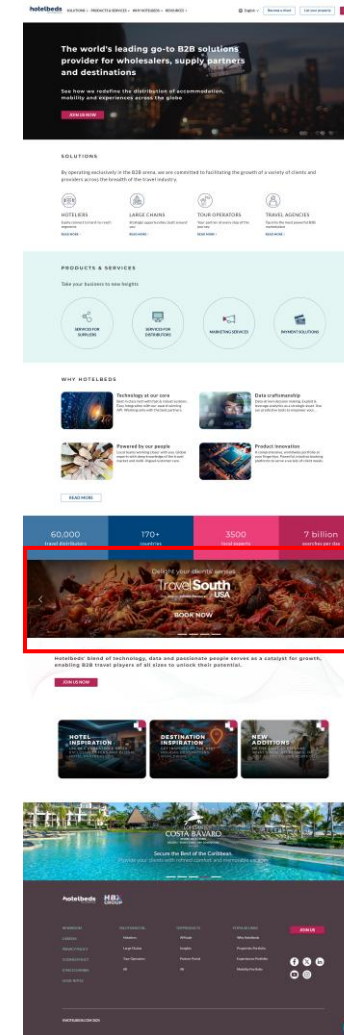
North America



Europe

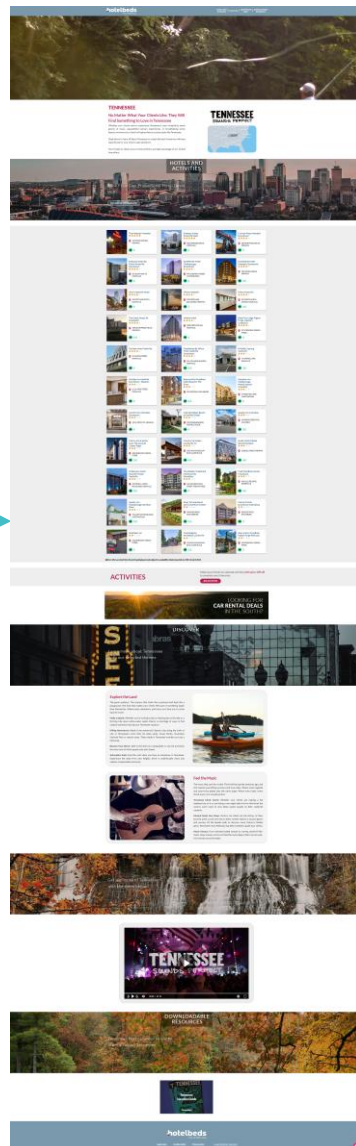
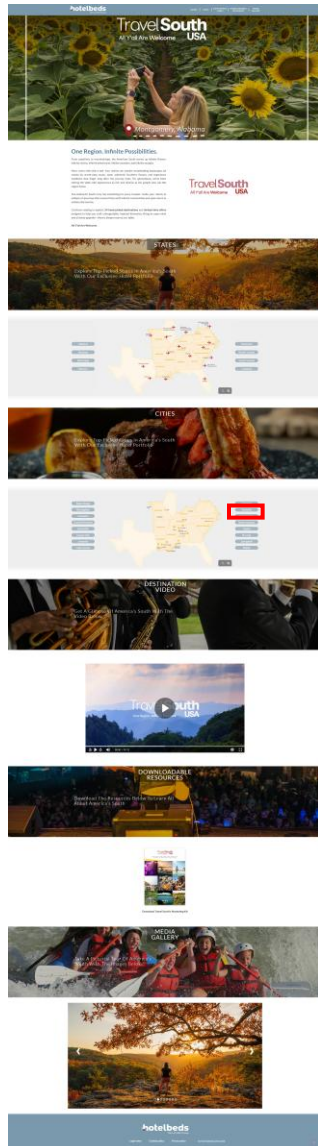


LATAM



APAC

# Custom Microsite



## TENNESSEE

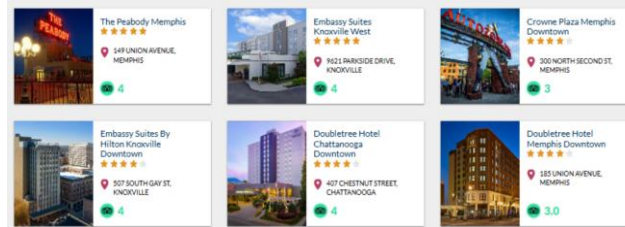
### No Matter What Your Clients Like, They Will Find Something to Love in Tennessee

Whether your clients want to experience Tennessee's warm hospitality, seven genres of music, unparalleled culinary experiences, or breathtaking scenic beauty, we know your clients will agree there's no place quite like Tennessee.

Read below to learn all about Tennessee to create the best itineraries with best experiences for your client's next adventure.

Don't forget to check out our hotel portfolio and take advantage of our limited time offers!

## TENNESSEE



### Explore the Land

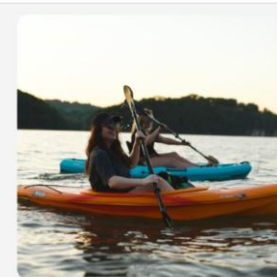
The great outdoors. The scenery that looks like a postcard and feels like a playground. The kind that makes your clients feel part of something larger than themselves. Where every adventure, and every turn dare you to come back for more!

**Make a Syllabus:** Whether you're looking to plan a relaxing day on the lake or a thrilling ride down white-water rapids, there's no shortage of ways to find outdoor adventure during your Tennessee vacation.

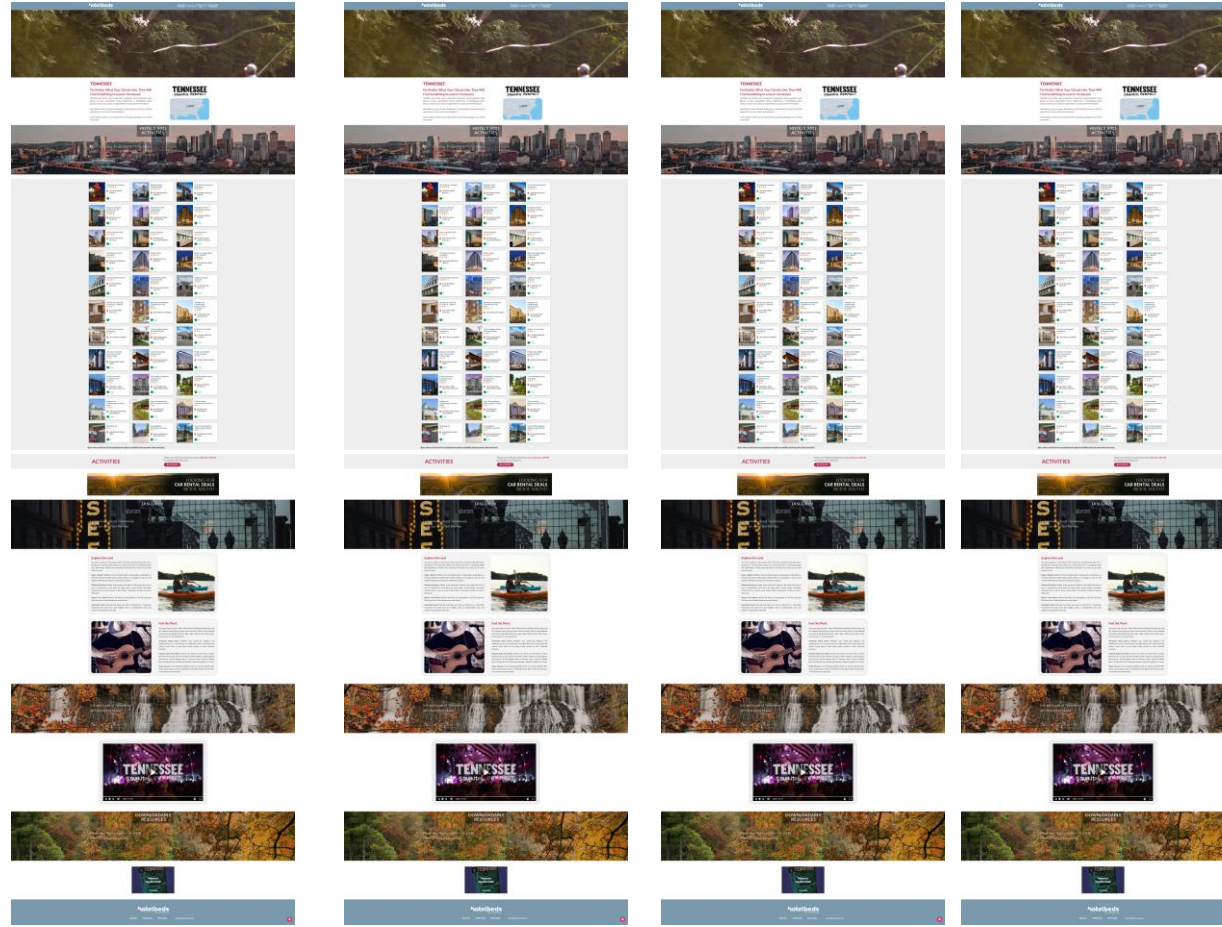
**Hiking Adventures:** Ready to be awestruck? Spend a day along the trails of one of Tennessee's more than 60 state parks, Great Smoky Mountains National Park or natural areas. These made-in-Tennessee wonders are just a hike away.

**Beauty From Above:** Take to the skies on a hang glider or zip line and enjoy the view most of which people only ever dream.

**Adrenaline Rush:** Feel the rush when you have an adventure in Tennessee. Experience the state from new heights, drink in unbelievable views and capture irreplaceable memories.



# Custom Microsite



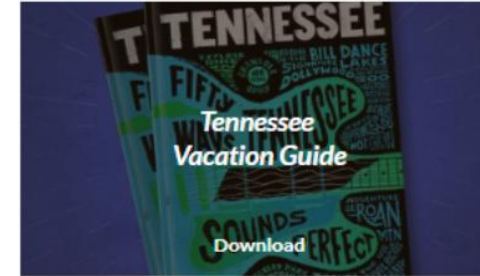
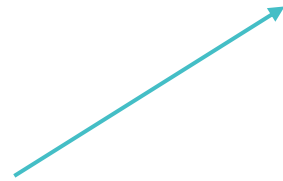
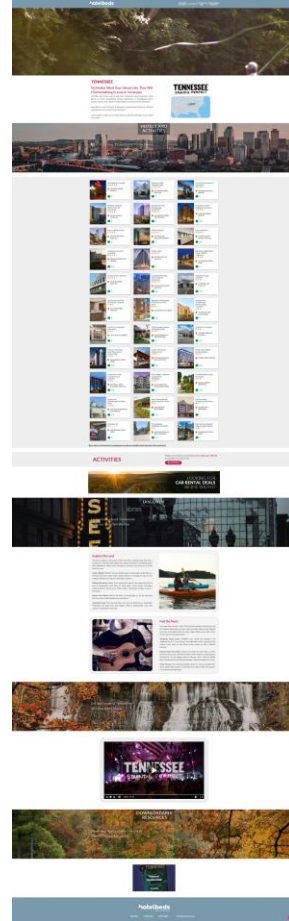
North America

Europe

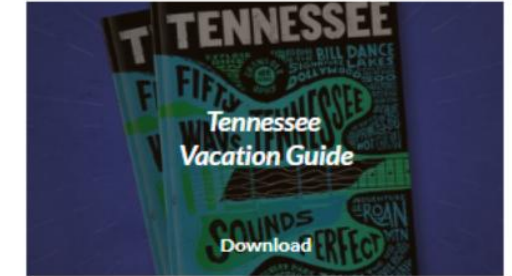
LATAM

APAC

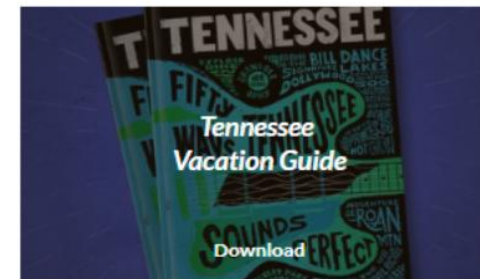
# Downloadable Resources



North America



Europe

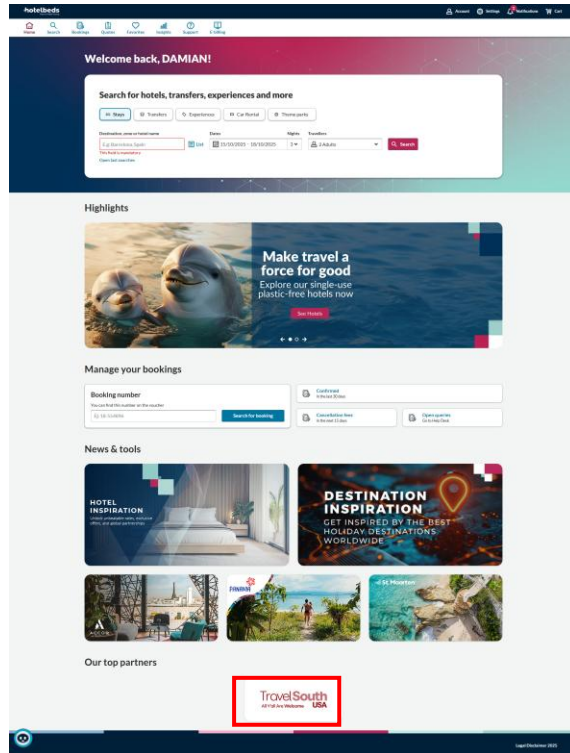


LATAM

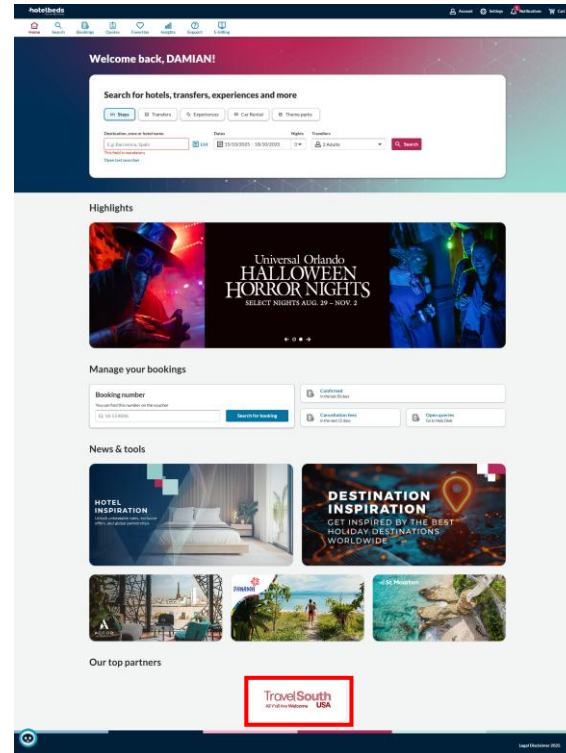


APAC

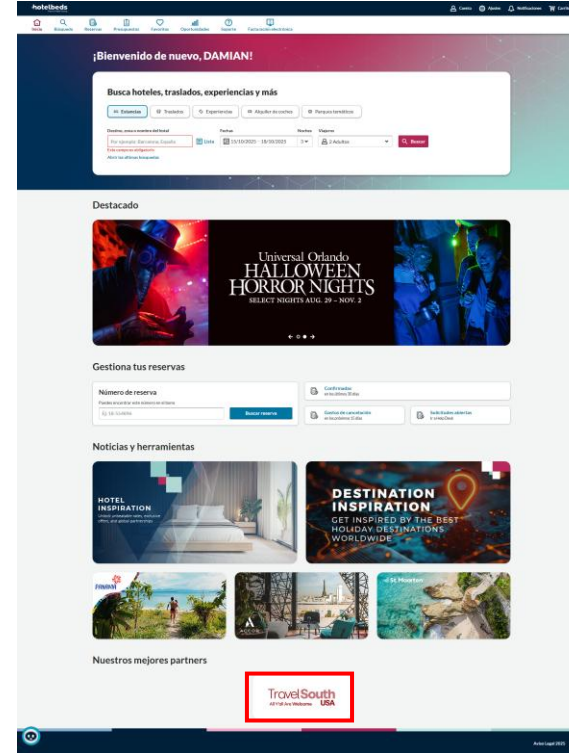
## Preferred Partner Logo Feature – October 2025



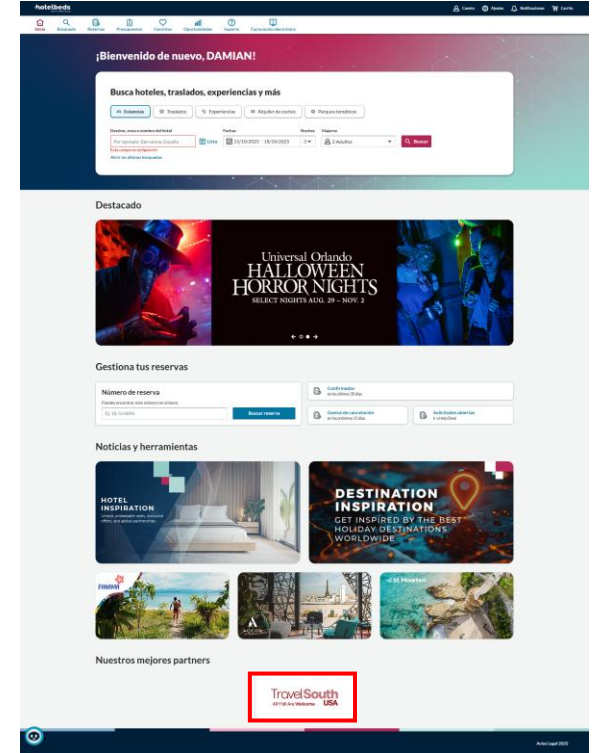
North  
America



Europe

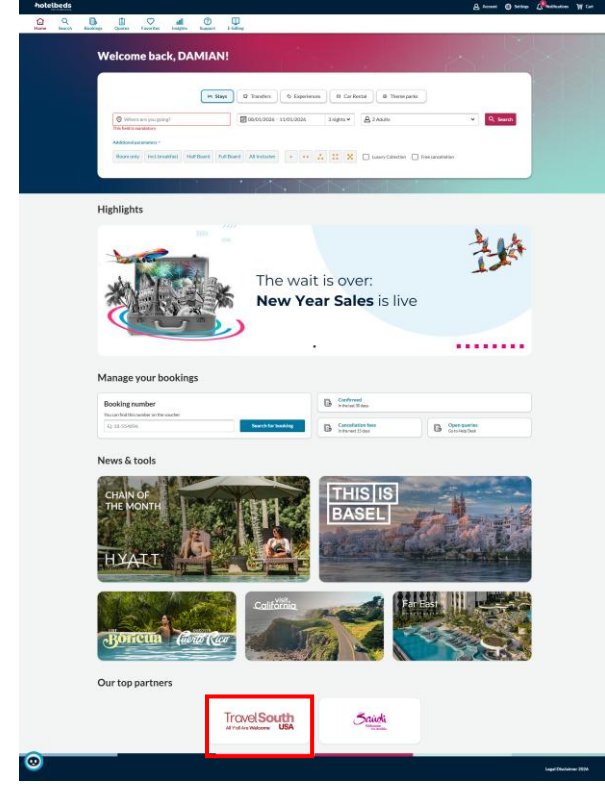
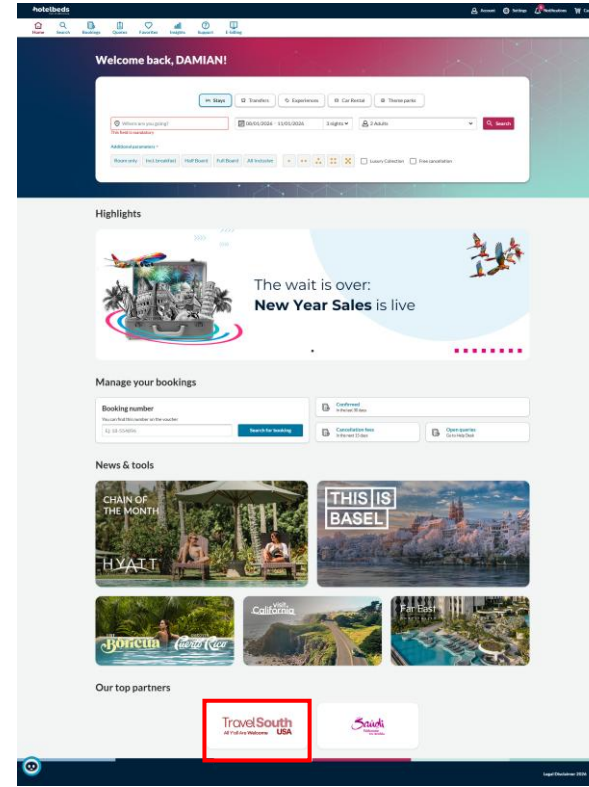
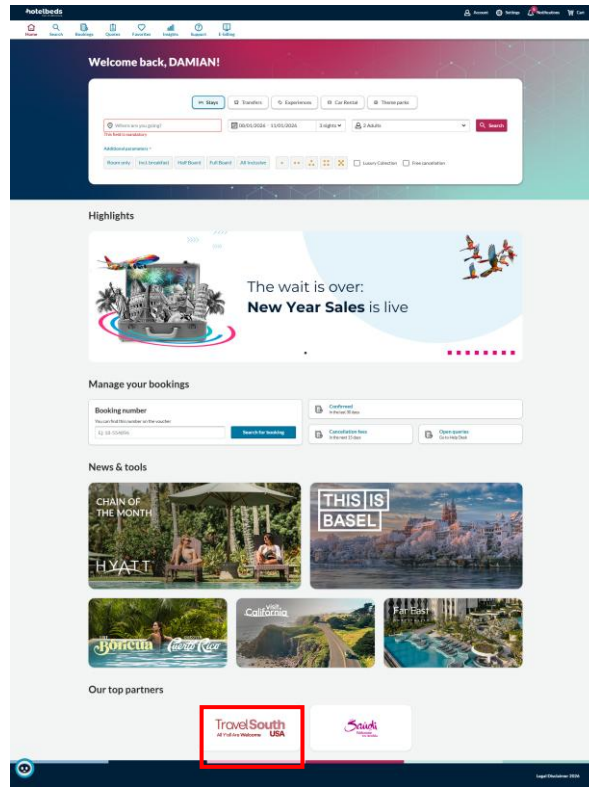
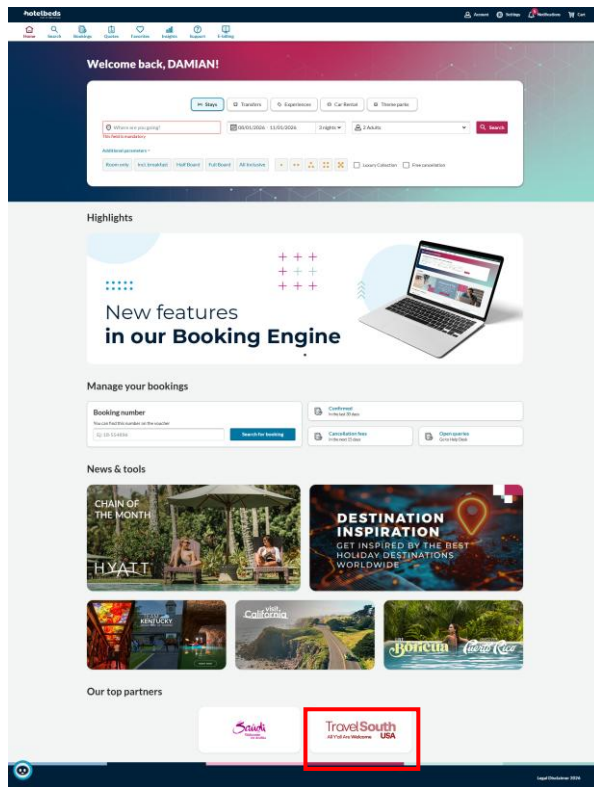


LATAM

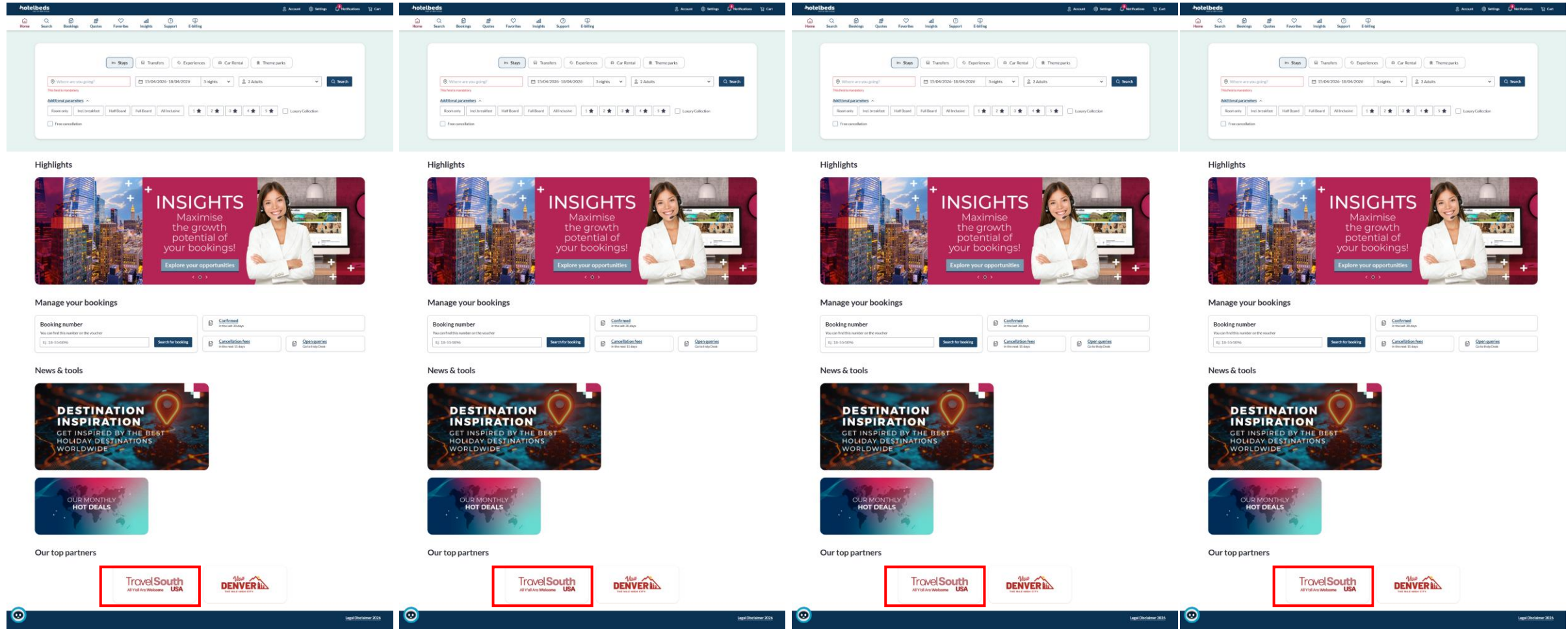


APAC

# Preferred Partner Logo Feature – January 2026



# Preferred Partner Logo Feature – April 2026



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 standout 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



Travel South USA

All You Are Welcome

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

**HOTELBEDS, PART OF HBX GROUP**

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

HOTELBEDS SPAIN, S.L.U. (B-28916765) Compagny Miami Baker - Torre A, 5ª Planta, 6A - 7A Camí de San Fancisco, 100 - 07007 Palma de Mallorca

Hotelbeds shall respect, enforce and monitor the confidentiality of information it receives from and shares to its different stakeholders. The content of this email is regarded as confidential and intended only for the recipient specified in the message. If you are not the intended recipient, any disclosure, copying and distribution of the message, or any part thereof, is prohibited and may be unlawful. In this case please reply with the subject 'Wrong delivery' and delete the message.

North America



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 standout 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



Travel South USA

All You Are Welcome

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

**HOTELBEDS, PART OF HBX GROUP**

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

HOTELBEDS SPAIN, S.L.U. (B-28916765) Compagny Miami Baker - Torre A, 5ª Planta, 6A - 7A Camí de San Fancisco, 100 - 07007 Palma de Mallorca

Hotelbeds shall respect, enforce and monitor the confidentiality of information it receives from and shares to its different stakeholders. The content of this email is regarded as confidential and intended only for the recipient specified in the message. If you are not the intended recipient, any disclosure, copying and distribution of the message, or any part thereof, is prohibited and may be unlawful. In this case please reply with the subject 'Wrong delivery' and delete the message.

Europe



Turn colourful dreams to Black Friday steals

Book Now

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

Plus, this year's campaign features an **extended travel window** running through to December 2026, giving your customers the flexibility to plan ahead, and you that standout 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



Travel South USA

All You Are Welcome

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

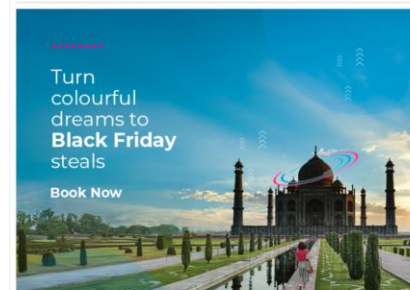
**HOTELBEDS, PART OF HBX GROUP**

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

HOTELBEDS SPAIN, S.L.U. (B-28916765) Compagny Miami Baker - Torre A, 5ª Planta, 6A - 7A Camí de San Fancisco, 100 - 07007 Palma de Mallorca

Hotelbeds shall respect, enforce and monitor the confidentiality of information it receives from and shares to its different stakeholders. The content of this email is regarded as confidential and intended only for the recipient specified in the message. If you are not the intended recipient, any disclosure, copying and distribution of the message, or any part thereof, is prohibited and may be unlawful. In this case please reply with the subject 'Wrong delivery' and delete the message.

LATAM



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 standout 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



Travel South USA

All You Are Welcome

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

**HOTELBEDS, PART OF HBX GROUP**

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

HOTELBEDS SPAIN, S.L.U. (B-28916765) Compagny Miami Baker - Torre A, 5ª Planta, 6A - 7A Camí de San Fancisco, 100 - 07007 Palma de Mallorca

Hotelbeds shall respect, enforce and monitor the confidentiality of information it receives from and shares to its different stakeholders. The content of this email is regarded as confidential and intended only for the recipient specified in the message. If you are not the intended recipient, any disclosure, copying and distribution of the message, or any part thereof, is prohibited and may be unlawful. In this case please reply with the subject 'Wrong delivery' and delete the message.

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 deals.

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

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

**Book now**

### BLACK FRIDAY

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

**Travel Window:** Until 31st December 2026

**API** promo code: 506

**Web filter:** Black Friday







**TravelSouth**  
USA

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

**HOTELBEDS, PART OF**  
**HBX GROUP**

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

HOTELBEDS SPAIN, S.L.U. (B-28916765) | Complejo Hotel Bolívar - Torres A, 5ª Planta, 6A - 7A Carril de San Fong, 100 - 41013 San Fong de la Sierra

Hotelbeds strictly requests, refuses and reserves the confidentiality of all information received from its partners. It is not responsible for the use of the information received. The content of the email is intended for your personal use and should not be distributed. If you are not the intended recipient, any disclosure, copying and distribution of the message, or any part thereof, is prohibited and may be unlawful. In this case please reply with the subject "wrong address" and delete the message.

## North America




RECENTLY

## 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 bookings deals.

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

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

**Book now**

**BLACK FRIDAY**

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

**API promo code:** 508  
**Web filter:** Black Friday






TravelSouth  
USA

At all 40 destinations

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



HOTELBEDS, PART OF

**HBX GROUP**

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

HOTELBEDS SPAIN, S.L.U. (B-28916765) Compagny Mairi Barber - TorrelA, 51 Planta, 6A - 7A Cami de San Joan, 100 - 07007 Palma de Mallorca

Hotelbeds, hotels, resorts, airlines and members are not the liability of responsibility or insurance from and shown by its different stakeholders. The content of "Promoted" is regarded as non-financial and is obtained only by the publisher and/or the advertiser. It is not and the intended recipient of its content. The issuing and publication of the message, or any part thereof, is prohibited and may be unlawful. In this case please reply with the subject "verwijder bericht" and delete the message.

Europe




# 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 2026

**Travel Window:** Until 31st December 2026

**API promo code:** 506

**Web filter:** Black Friday







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

### HOTELBEDS, PART OF

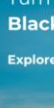
## HBX GROUP

You received this because you've subscribed to our newsletter. Click here to unsubscribe.

HOTELBEDS SPAIN, S.L.U. (B-28916765) Calleja de Morón, 10 - Torre A, 5ª Planta, 6A - 7A Carril de San Fernando, 300 - 41012 Puerto de Sanlúcar

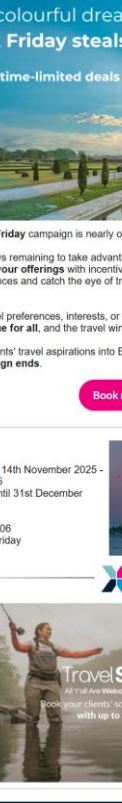
Hotelbeds directly markets, organizes and manages the confidentiality of information it receives from and shares to its different stakeholders. The content of this email is confidential and intended only for the individual named in the message. If you are not the intended recipient, you should not disseminate, copy or distribute the message, or any part thereof, without prior written consent. In this case please notify with the subject "wrong email" and delete the message.

LATAM




**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:** 596  
**Web filter:** Black Friday






**TravelSouth**  
**USA**  
 All 48 Any Weekends  
 Book your clients' southern adventure  
 with up to 25% off!



**HOTELBEDS, PART OF**  
**HBX GROUP**

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

HOTELBEDS SPAIN, S.L.U. (B-28916763) Compañía Hotel Bedcom - Torrela, 5ª Planta, 6A - 7A Carril de San Fancisco, 300 - 03007 Playa de Marbella

Hotelbeds Group respects, and uses and protects the confidentiality of information received from you, and shares it with its affiliated subsidiaries. The content of this email is generated on our behalf and is intended only for the recipient specified in the message. If you are not the intended recipient, any distribution, copying and distribution of the message, or any part thereof, is prohibited and may be unlawful. In this case please reply with the subject "wrong delivery" and delete the message.

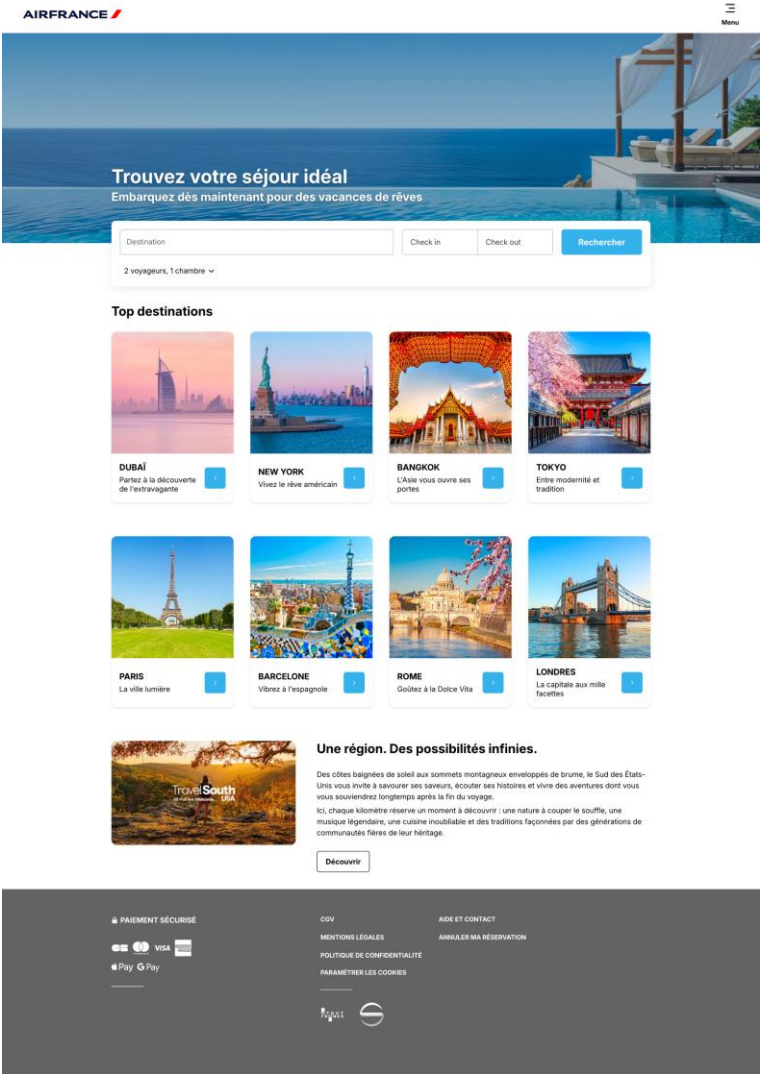
APAC

# White Label Features: WTM London



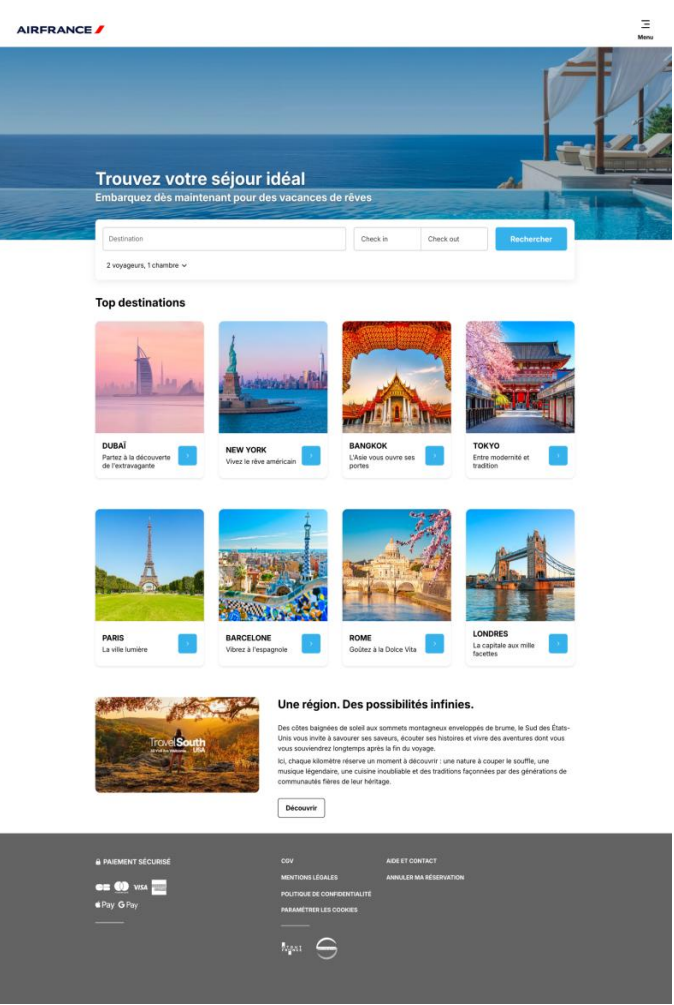


# White Label Features: Air France



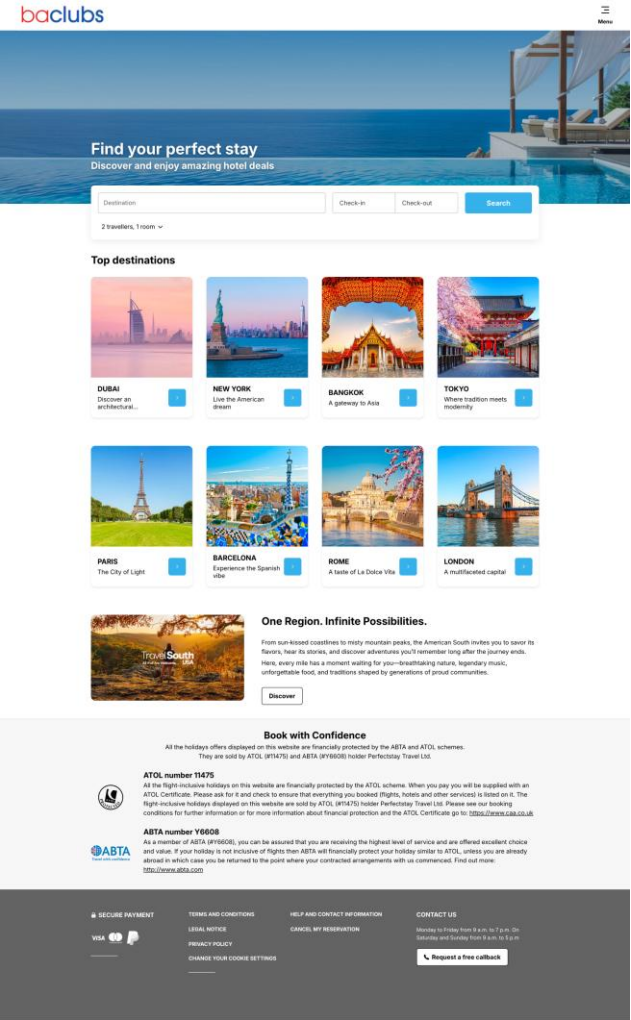
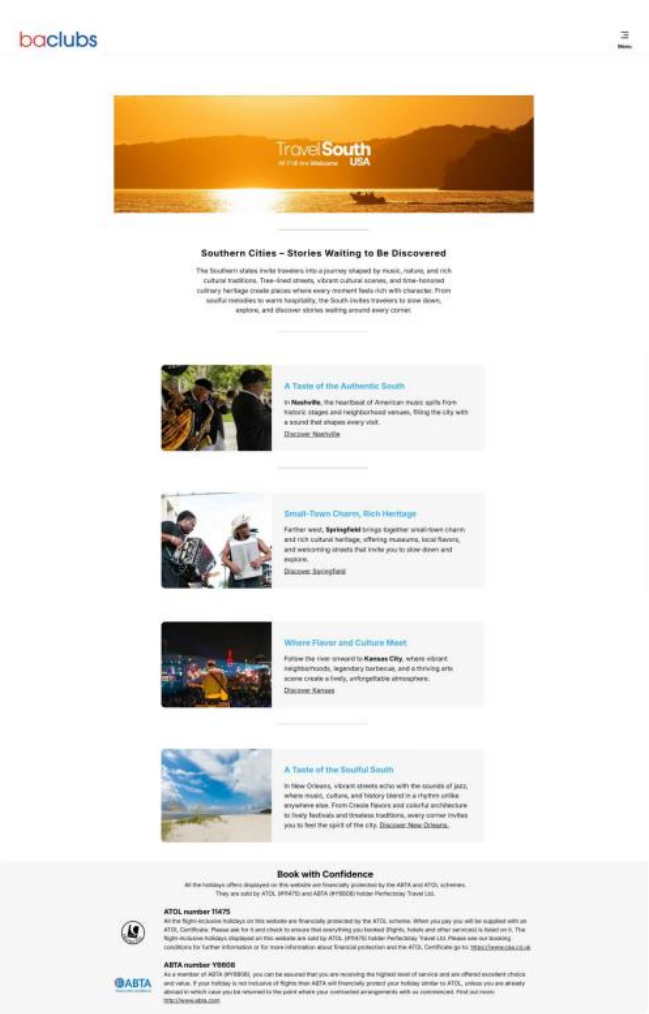


# White Label Features: Air France





# 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-gestanzten Straßen, lebendiger Kulturszenen und ein traditionelles kulinarisches Erbe schaffen Orte, an denen jeder Moment voller Charakter ist. Von geliebten Meilen bis zu herzlichen Gastfreundschaft lädt der Süden dazu ein, langsam zu 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 lebendige Vielfalt, legendäre Bluesmusik und eine florierende Kunstszene eine lebendige und unvergessliche Atmosphäre schaffen. Entdecken Sie Kansas.



**Ein Hauch des gefühlvollen Südens**

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

SICHERES BEZAHLEN  
VISA

HILFE UND KONTAKT  
AGB  
IMPRESSUM  
DATENSCHUTZ  
PRÄFERENZEN FÜR COOKIES

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

corporate benefits

Finden Sie Ihr perfektes Urlaubsangebot!  
Tolle Hotelangebote und vieles mehr ...

Reiseziel  Check in  Check out  Suchen

2 Reisende, 1 Zimmer

### Unsere Top-Reiseziele



**DUBAI**  
Begleiten Sie sich auf eine extravagante...



**NEW YORK**  
Leben Sie den amerikanischen Traum



**BANGKOK**  
Asien öffnet Ihnen seine Pforten



**TOKYO**  
Zwischen Moderne und Tradition



**PARIS**  
Die Stadt der Lichter



**BARCELONA**  
Leben im spanischen Rhythmus



**ROM**  
Erleben Sie das Dolce Vita



**LONDON**  
Die Hauptstadt mit tausend Facetten



**Eine Region. Unendliche Möglichkeiten.**

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

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

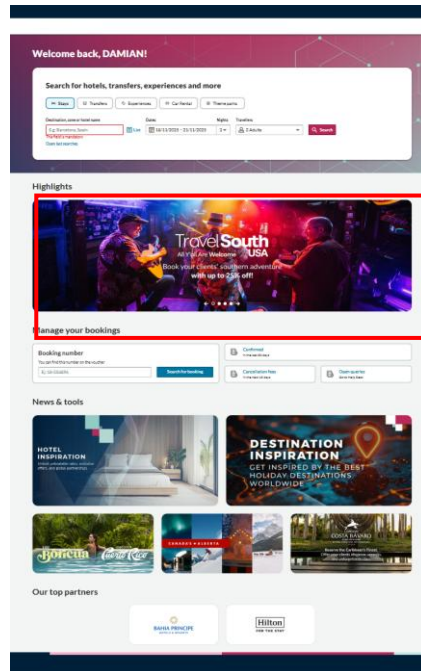
Entdecken

SICHERES BEZAHLEN  
VISA

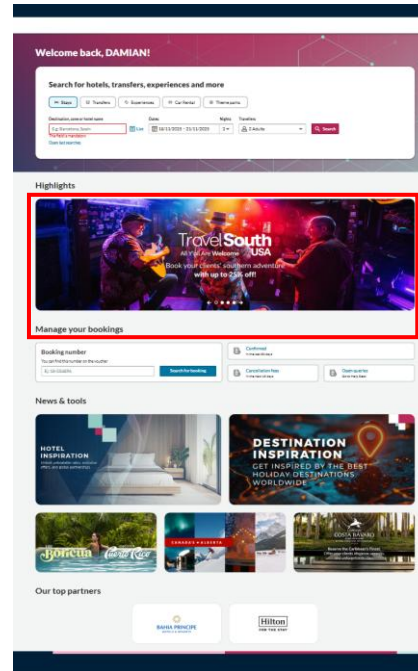
HILFE UND KONTAKT  
AGB  
IMPRESSUM  
DATENSCHUTZ  
PRÄFERENZEN FÜR COOKIES

KONTAKTIEREN SIE UNS  
Montag bis Freitag von 10 Uhr bis 20 Uhr und Samstag und Sonntag von 10 Uhr bis 18 Uhr  
Kostenfreier Anruf

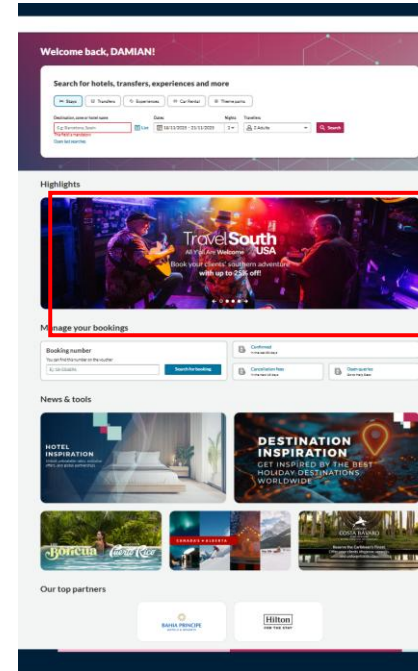
# Booking Engine Featured Placement: Top Highlights - November 2025



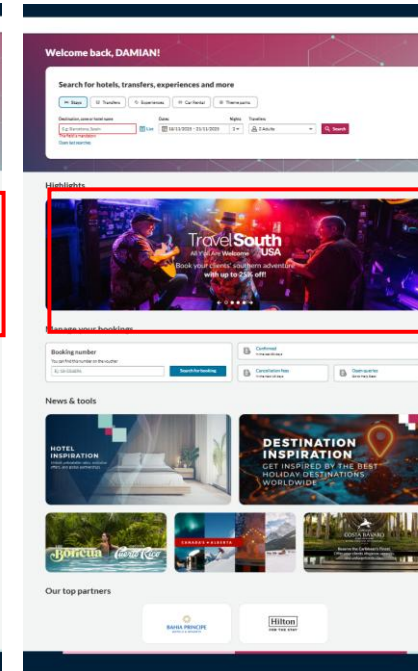
North  
America



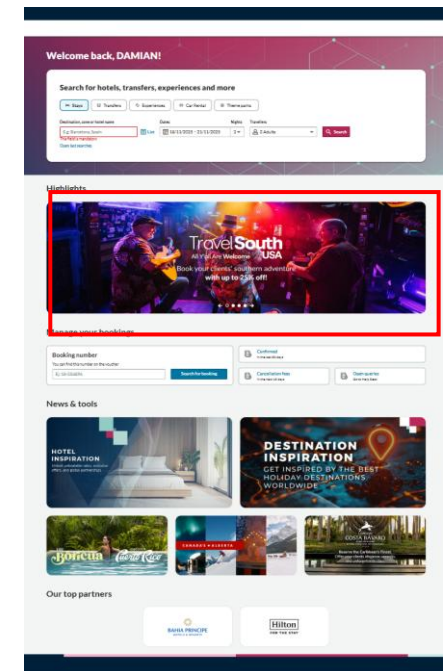
Europe



LATAM

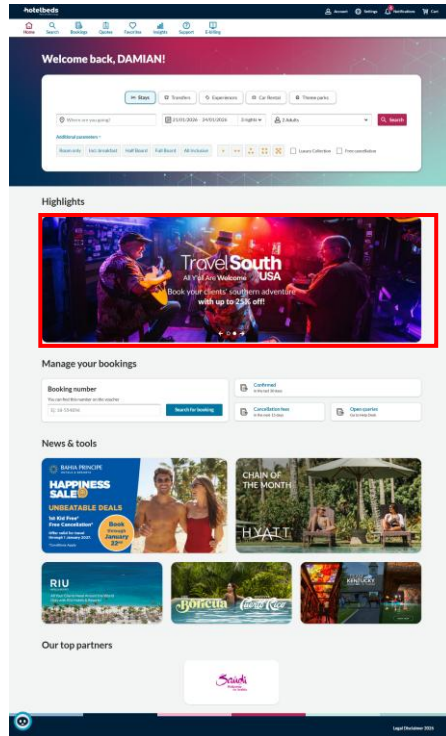


APAC

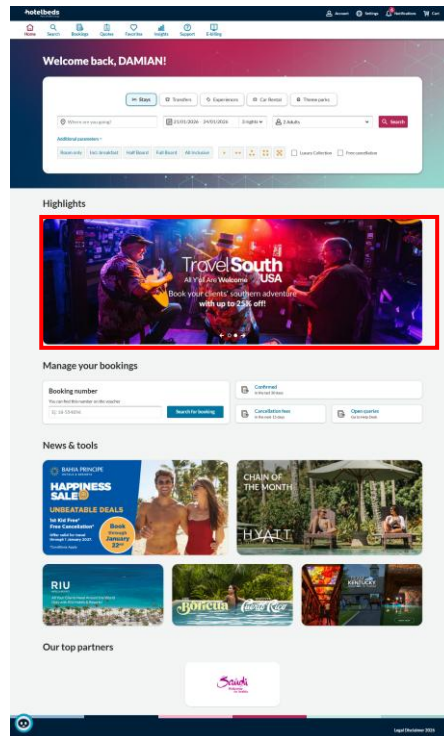


Brazil

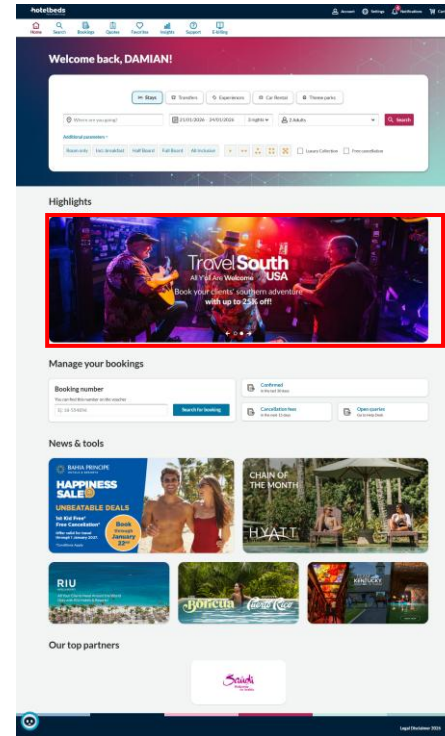
# Booking Engine Featured Placement: Top Highlights – January 2026



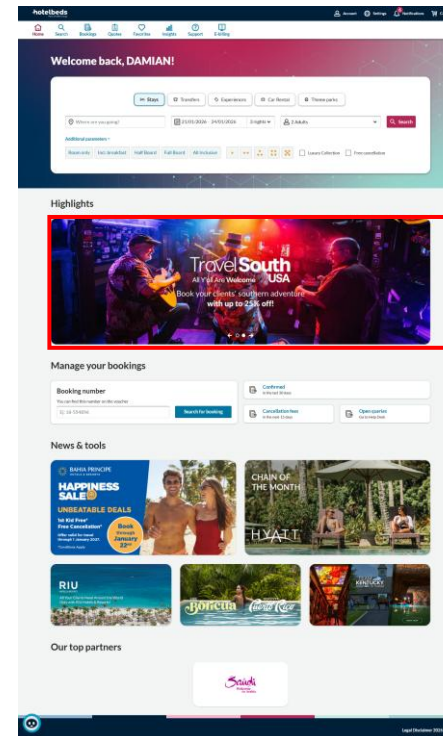
North  
America



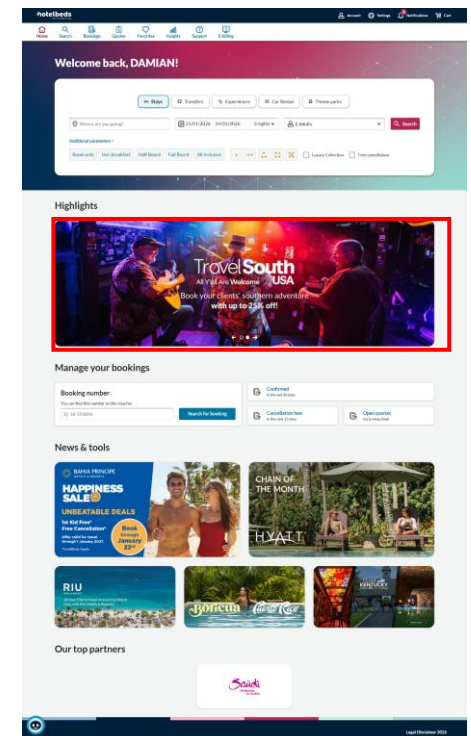
Europe



LATAM

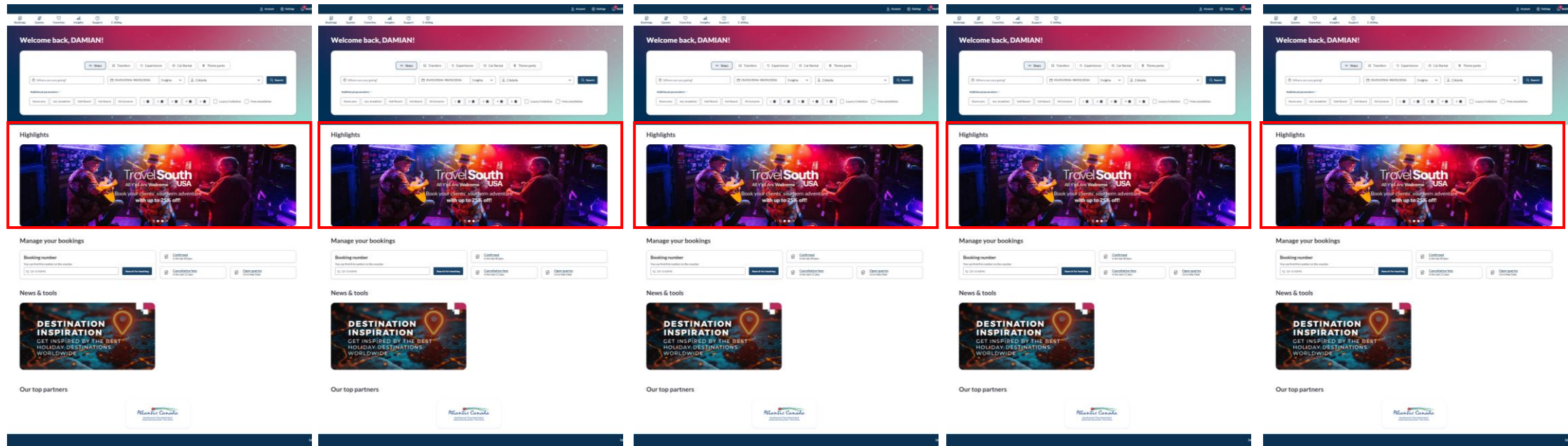


APAC



Brazil

# Booking Engine Featured Placement: Top Highlights – March 2026

North  
America

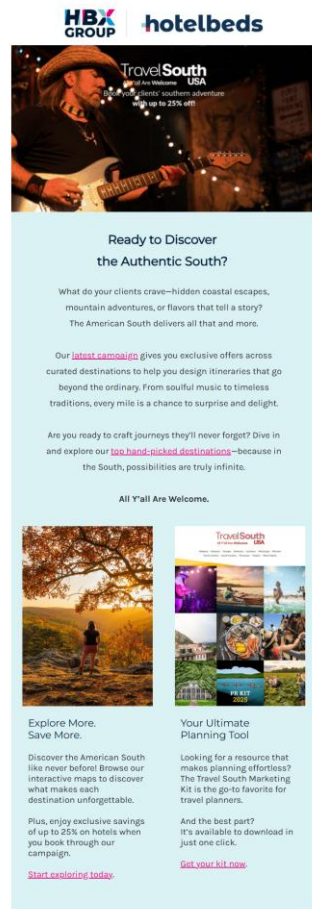
Europe

LATAM

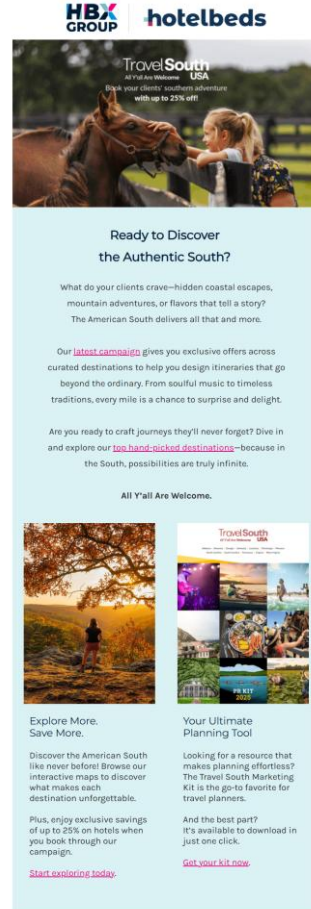
APAC

Brazil

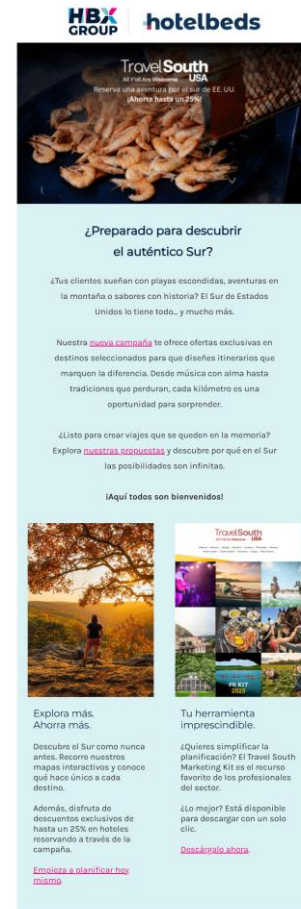
# Bespoke Newsletter #1



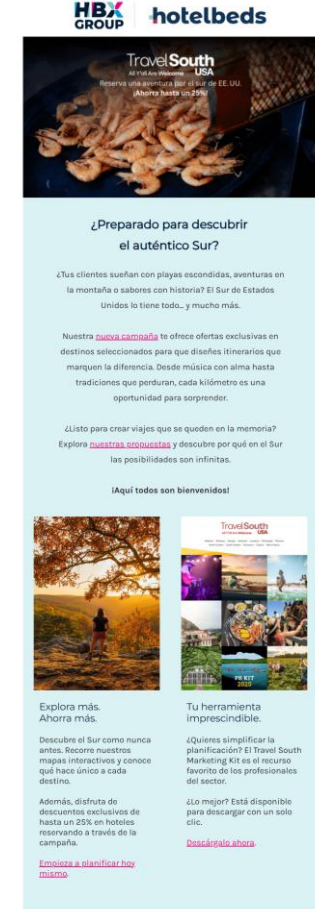
North America



Europe

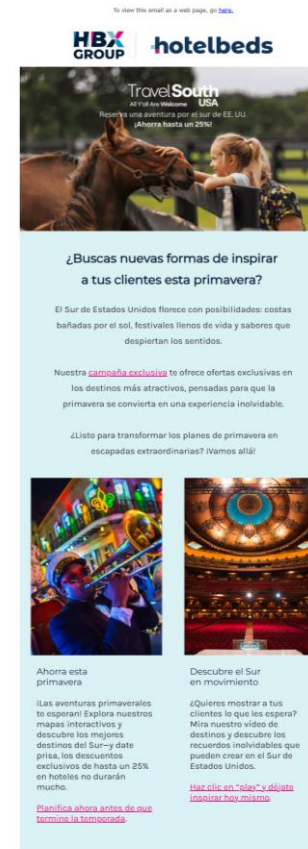


LATAM



Brazil

# Bespoke Newsletter #2



## North America

Europe

LATAM

Brazil

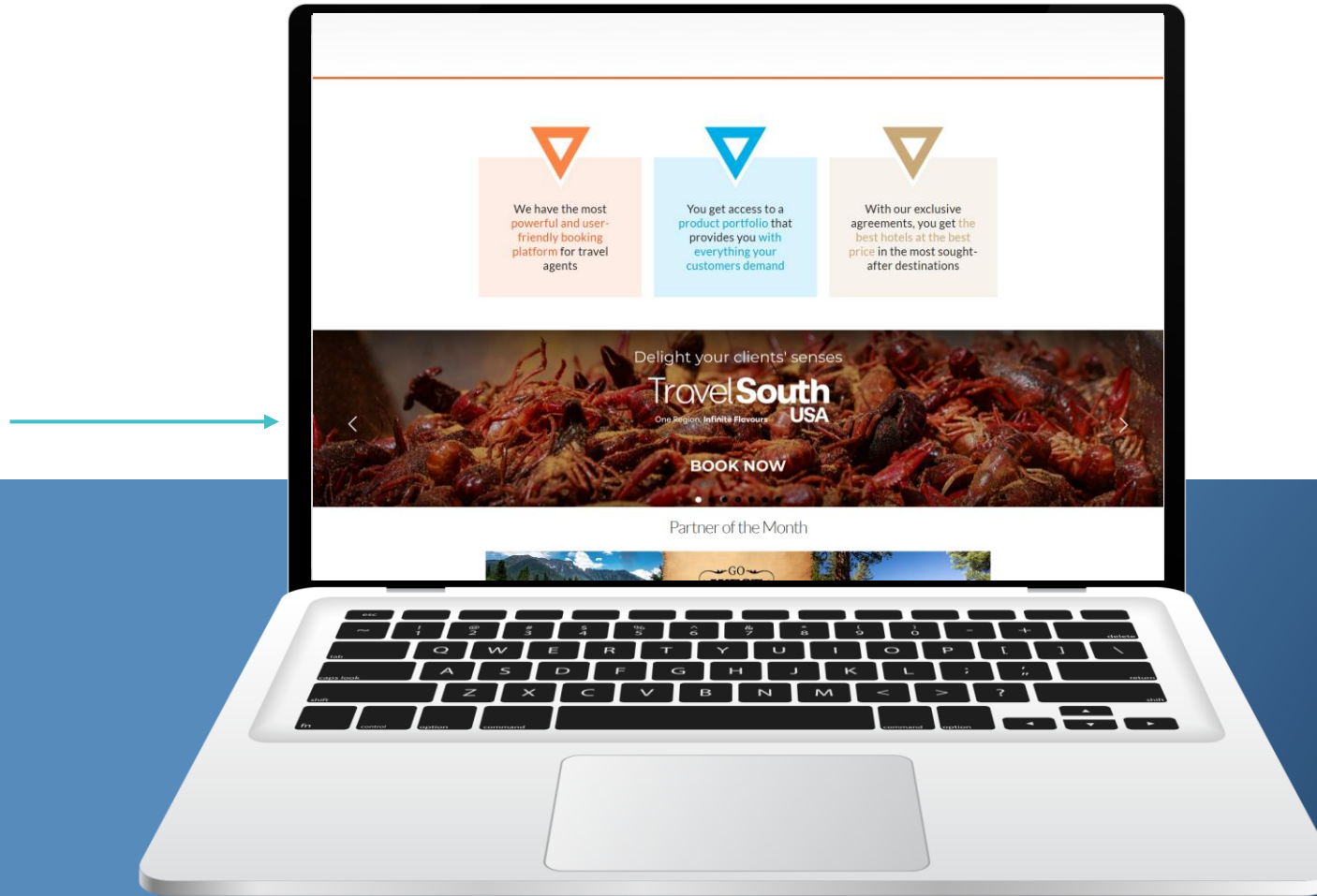


**bedsonline**

Part of HBX Group

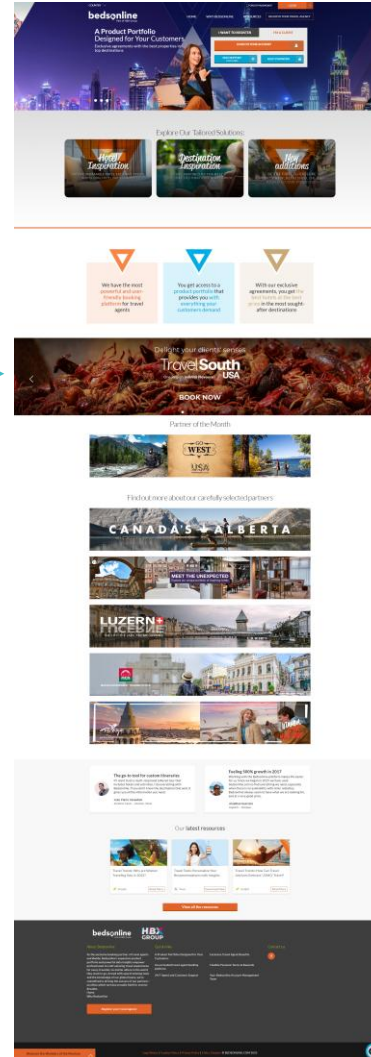
# ADDITIONAL MARKETING

# Belt Banner





# Belt Banner



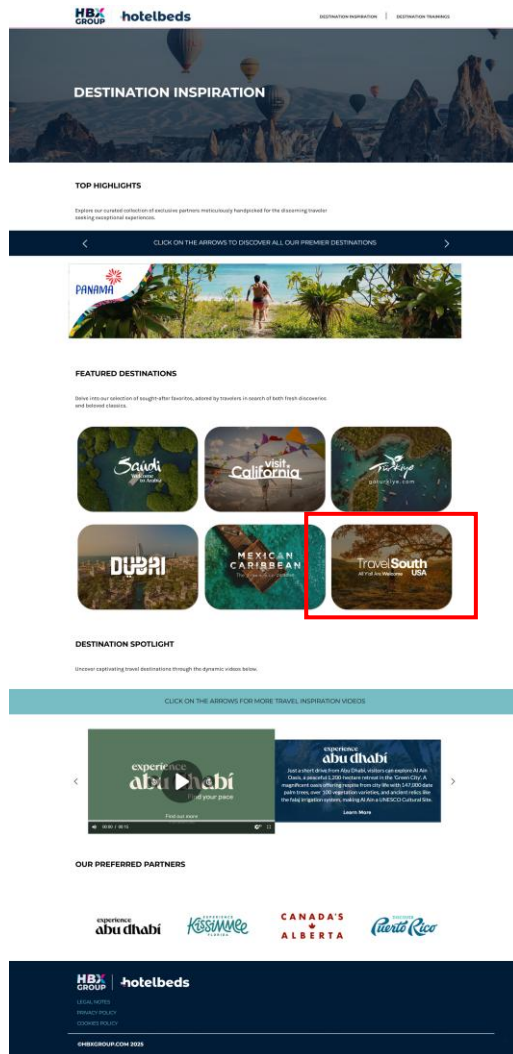
UK



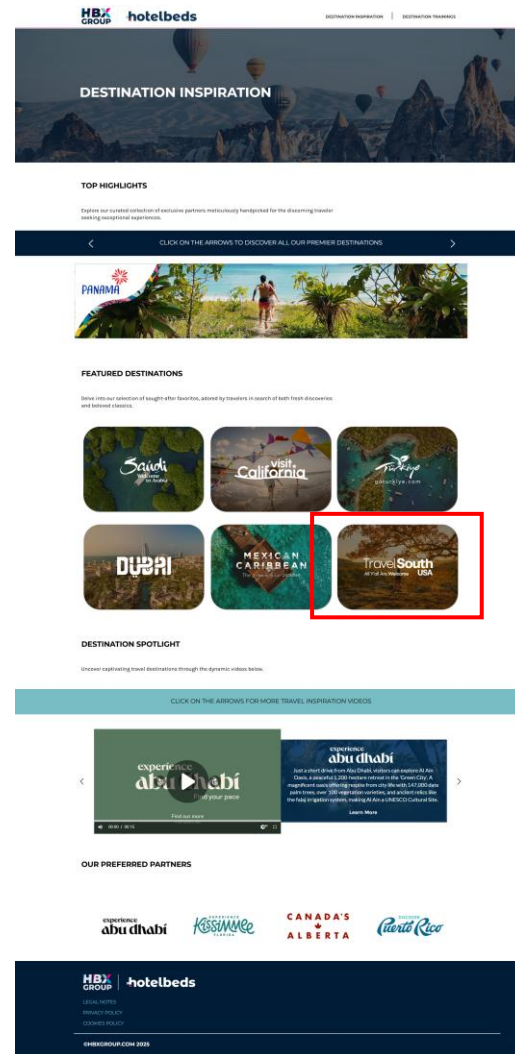
Part of HBX Group

# ADDITIONAL MARKETING

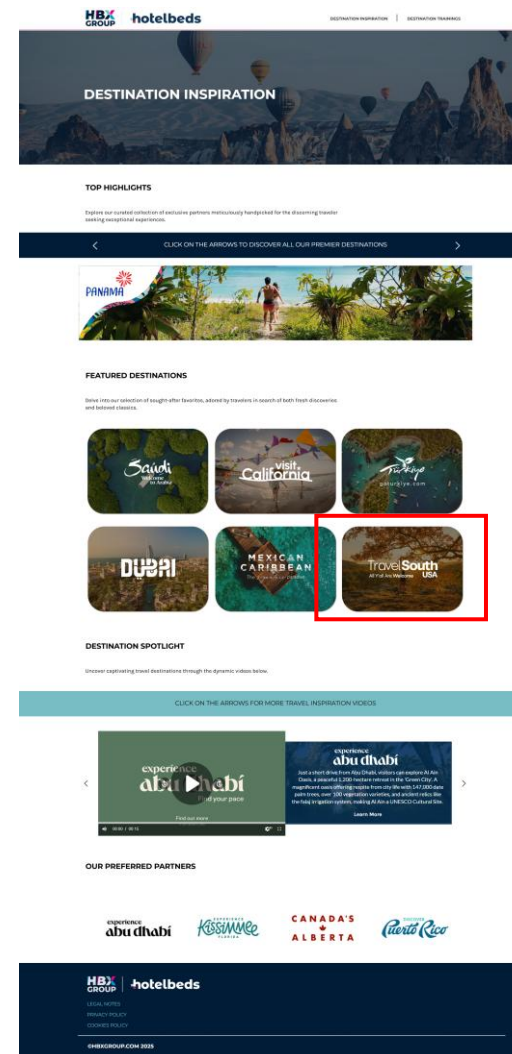
# Destination HUB Feature



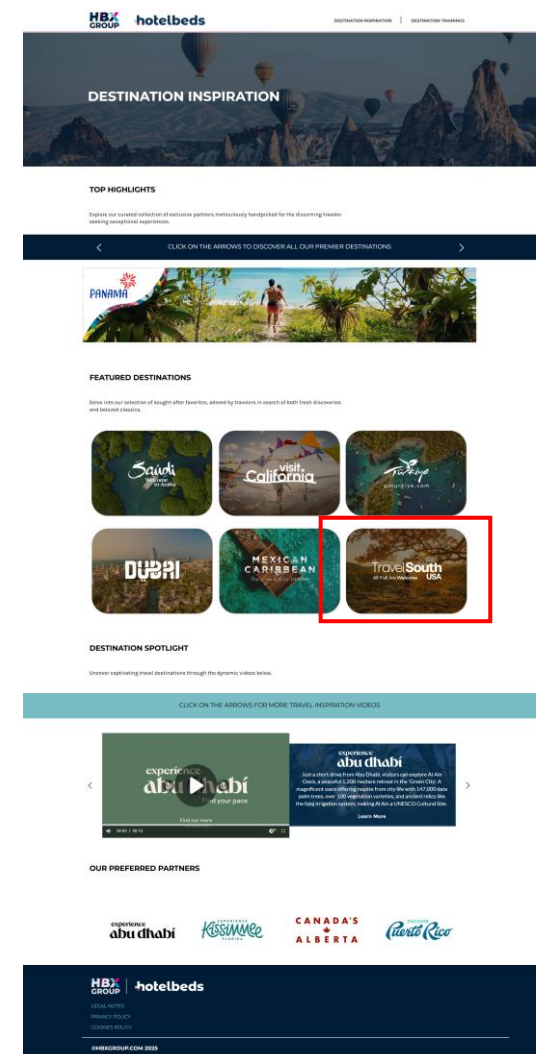
North America



Europe



LATAM



Brazil

# PRODUCTION DATA

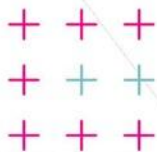


# CAMPAIGN ROOM NIGHT PRODUCTION REPORT

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



# INSIGHTS

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

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

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

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

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



# LINKS



# Links

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

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

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

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

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

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

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

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

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

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

