



CAMPAIGN REPORT

TravelSouth
All Y'all Are Welcome USA



Campaign Timeline

October 1st, 2025 – April 30th, 2026

Campaign Source Markets

 Part of HBX Group	USA, Canada, UK, Mexico
 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

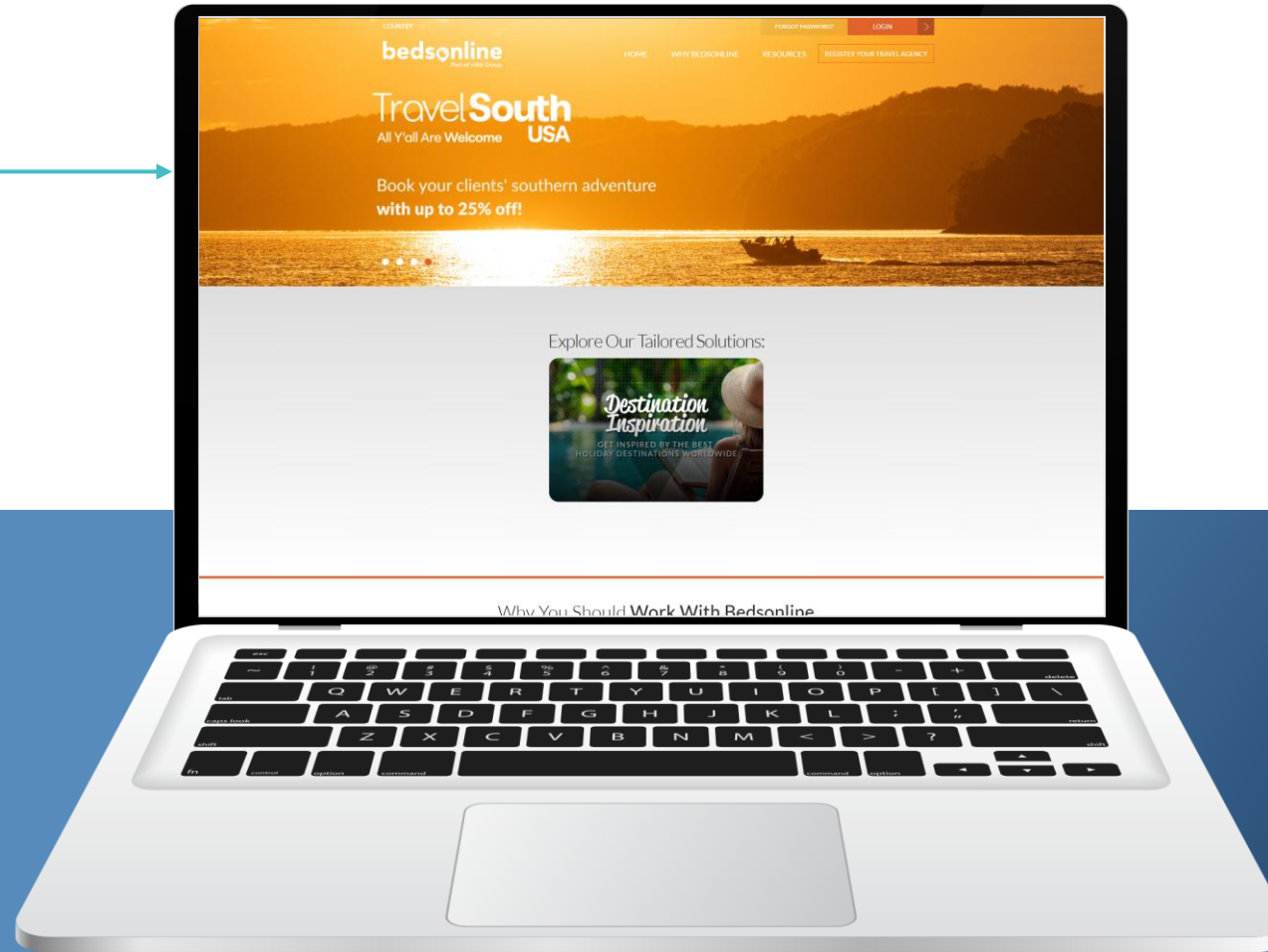


CAMP
DELIVERA
beds

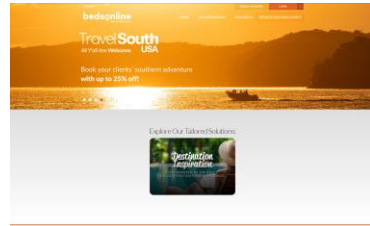
Part of HBX Group



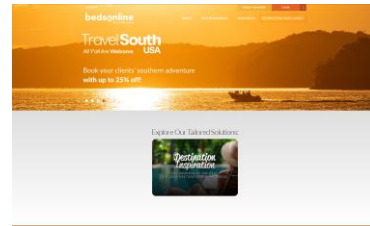
Premium Banner



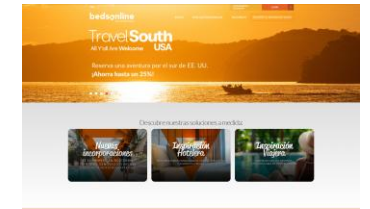
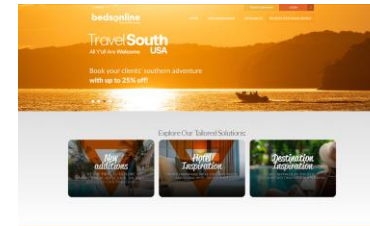
bedsonline | Premium Banner



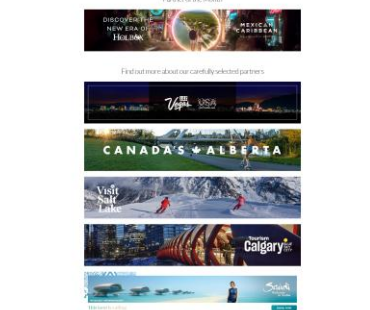
Why You Should Work With Bedsonline



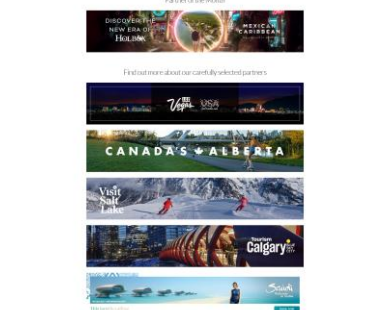
Why You Should Work With Bedsonline



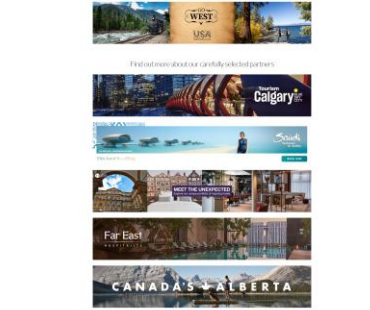
Razones para trabajar con Bedsonline



USA



Canada



UK

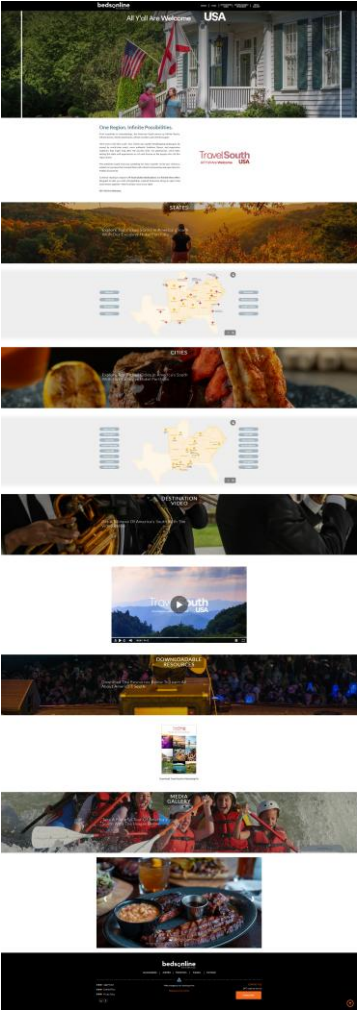


Mexico

bedsonline

Part of HBX Group

Custom Microsite



One Region. Infinite Possibilities.

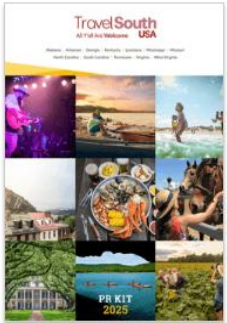
From coastlines to mountaintops, the American South serves up infinite flavors, infinite stories, infinite adventures, infinite wonders, and infinite escapes.

Here, every mile tells a tale. Your clients can wander breathtaking landscapes, be moved by world-class music, savor authentic Southern flavors, and experience traditions that linger long after the journey ends. For generations, we've been setting the table with experiences as rich and diverse as the people who call this region home.

The Authentic South truly has something for every traveler. Invite your clients to embark on journeys that connect them with vibrant communities and open doors to endless discoveries.

Continue reading to explore 24 hand-picked destinations and limited-time offers designed to help you craft unforgettable, inspired itineraries. Bring an open mind and a hearty appetite—there's always room at our table.

All Y'all Are Welcome.

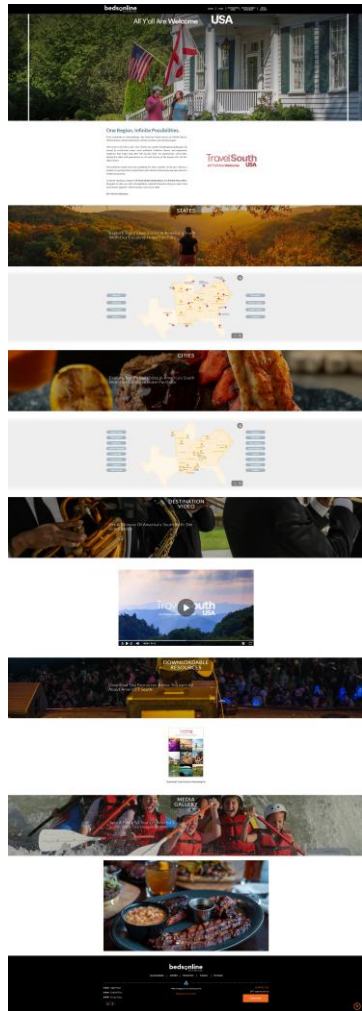


Download Travel South's Marketing Kit

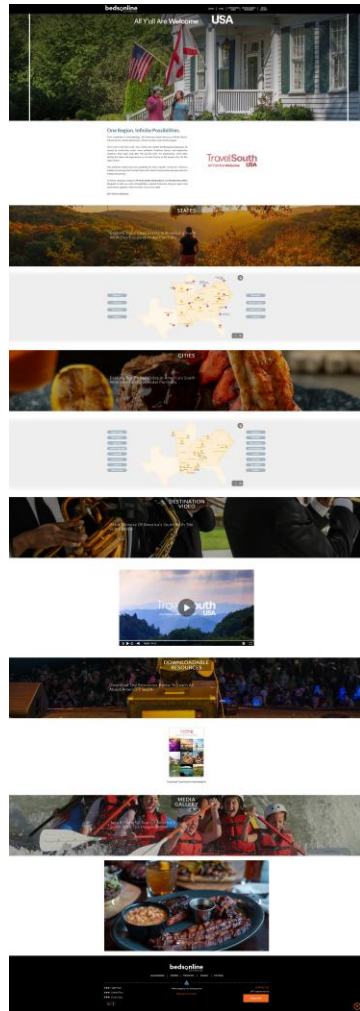


bedsonline Custom Microsite

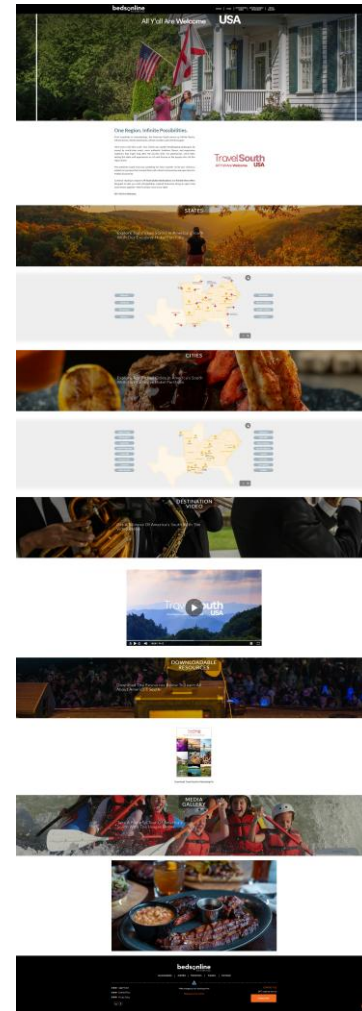
Part of HBX Group



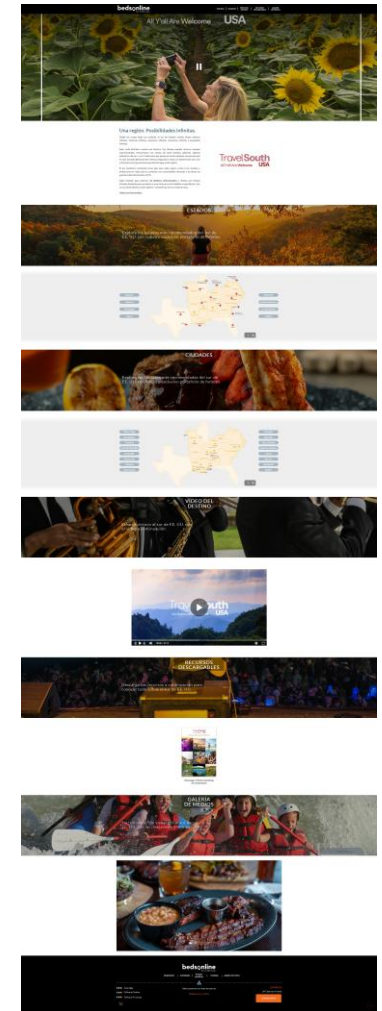
USA



Canada



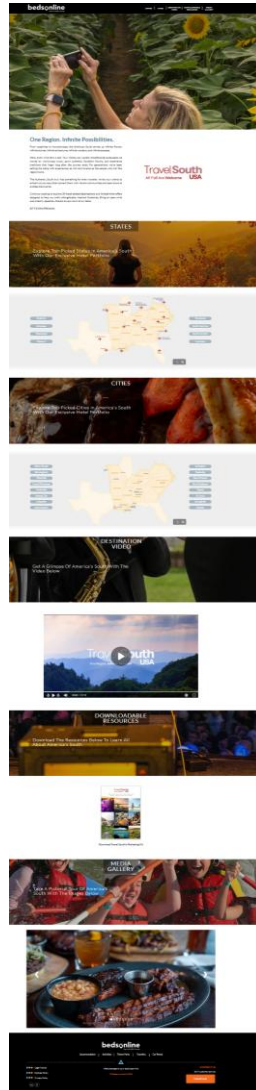
UK



Mexico



Downloadable Resources

[Download Travel South's Marketing Kit](#)

USA



[Download Travel South's Marketing Kit](#)

Canada



[Download Travel South's Marketing Kit](#)

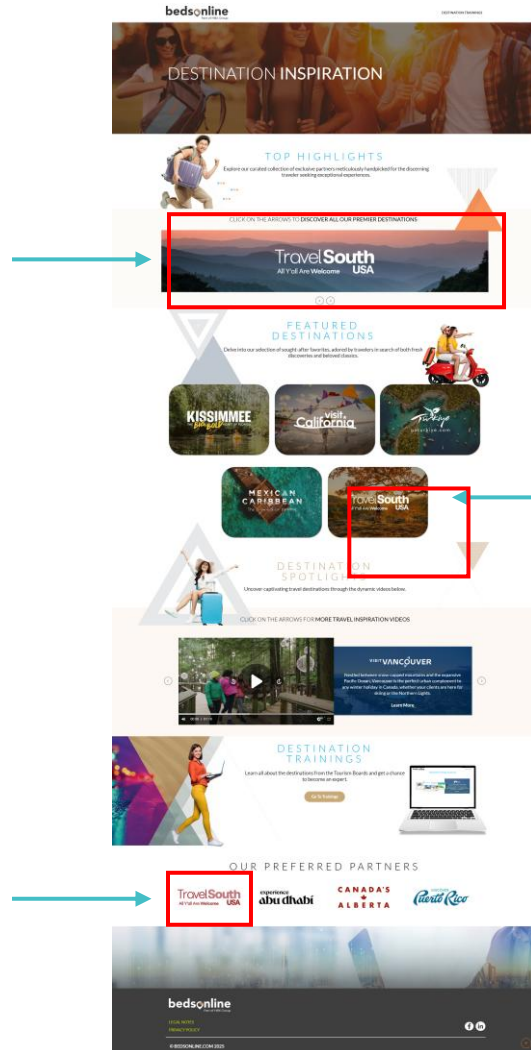
UK



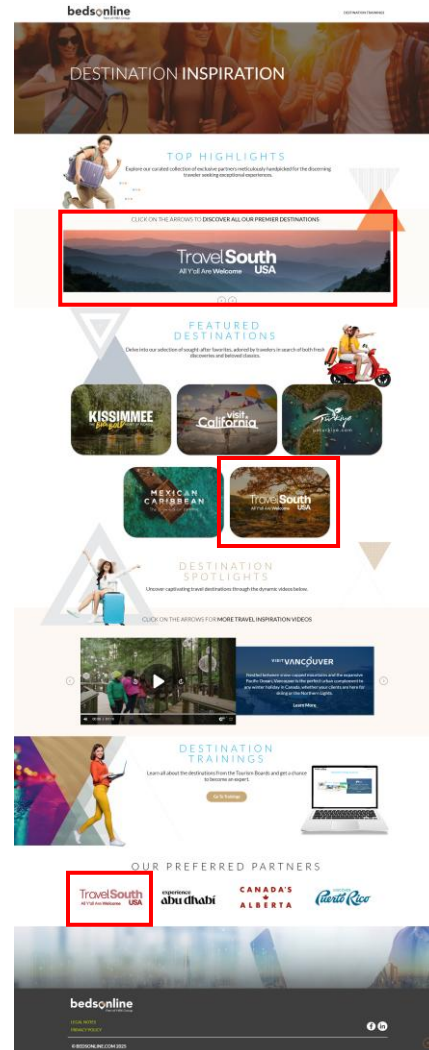
Descargar el kit de marketing
de Travel South

Mexico

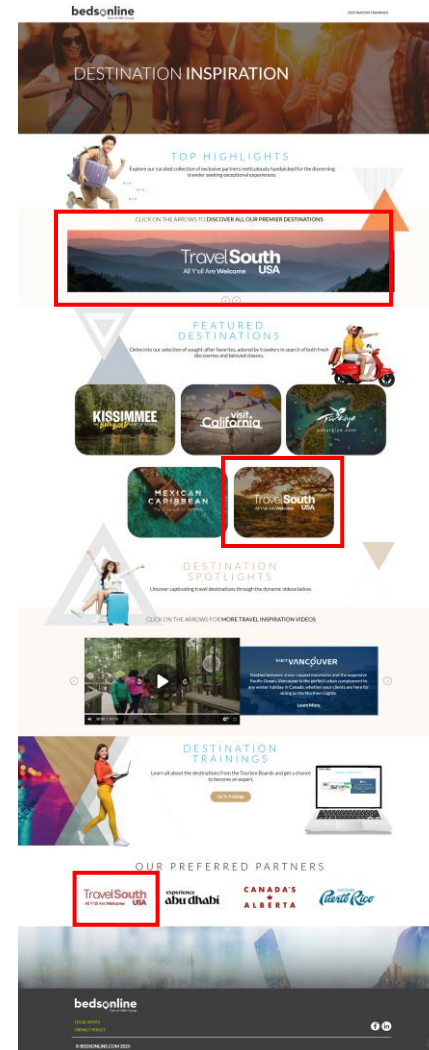
Destination HUB Feature



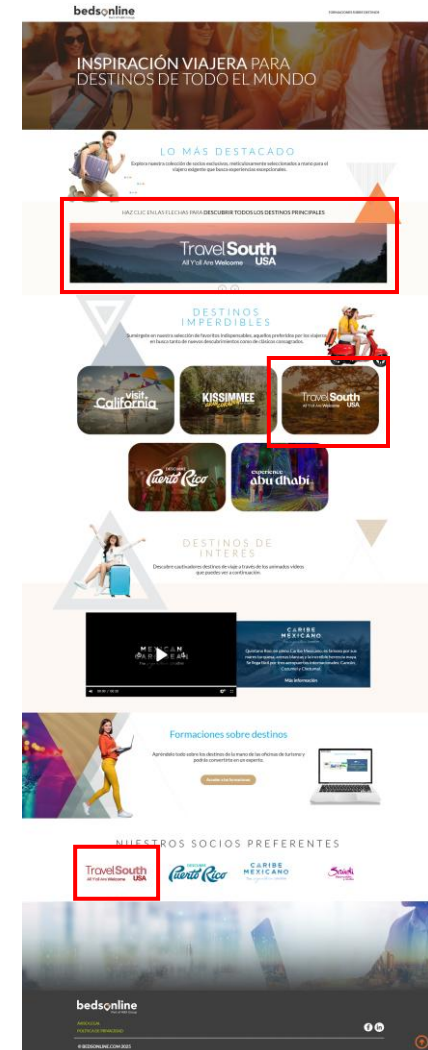
USA



Canada



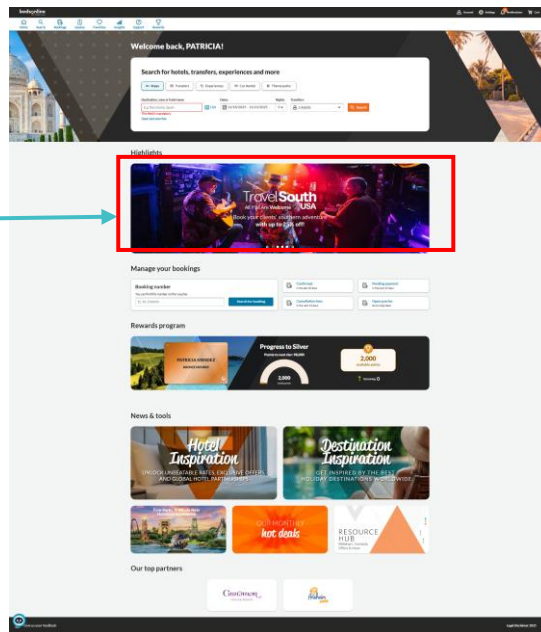
UK



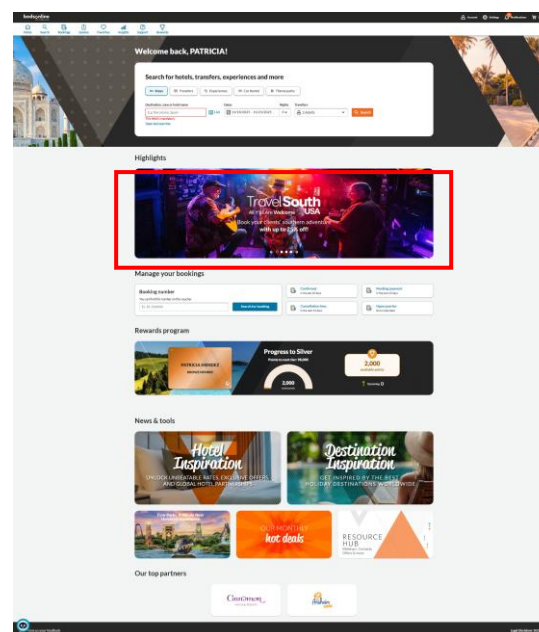
Mexico

Booking Engine Featured Placement: Top Highlights

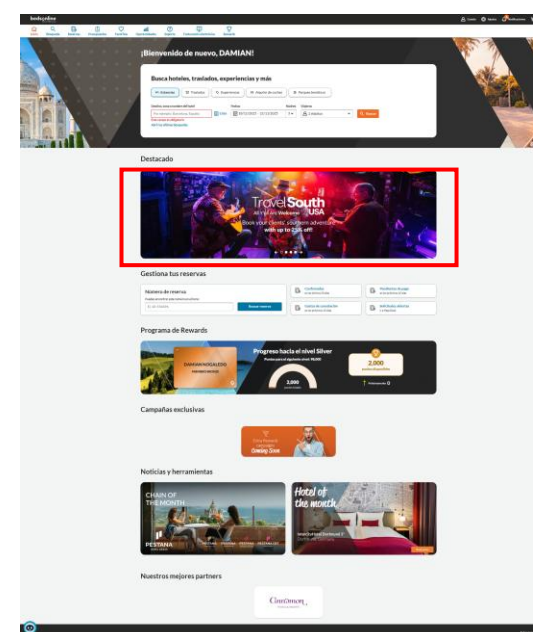
- November 2025



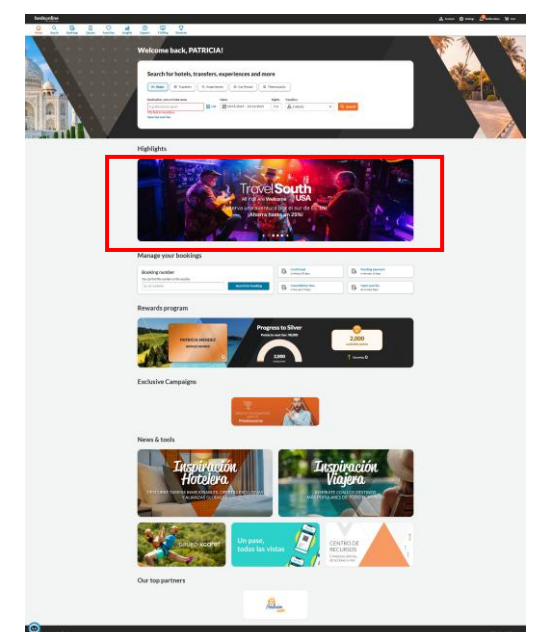
USA



Canada



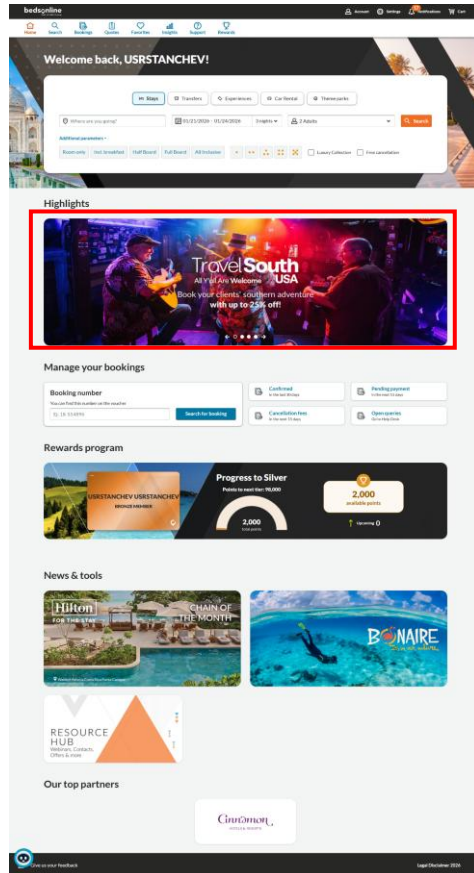
UK



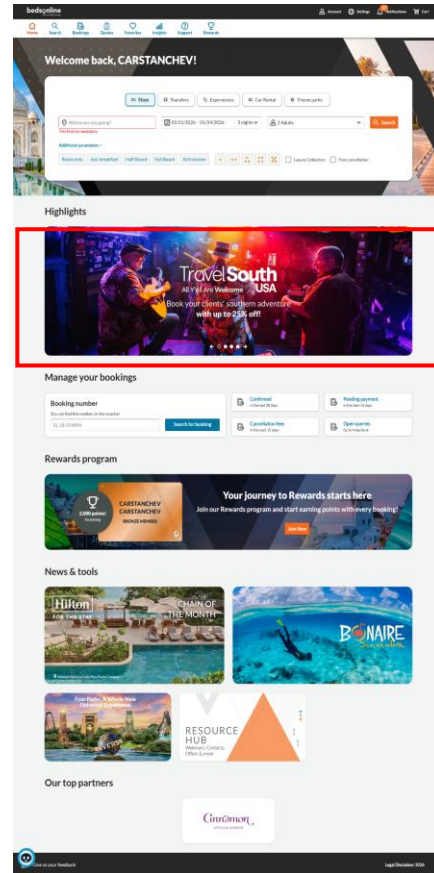
Mexico

Booking Engine Featured Placement: Top Highlights

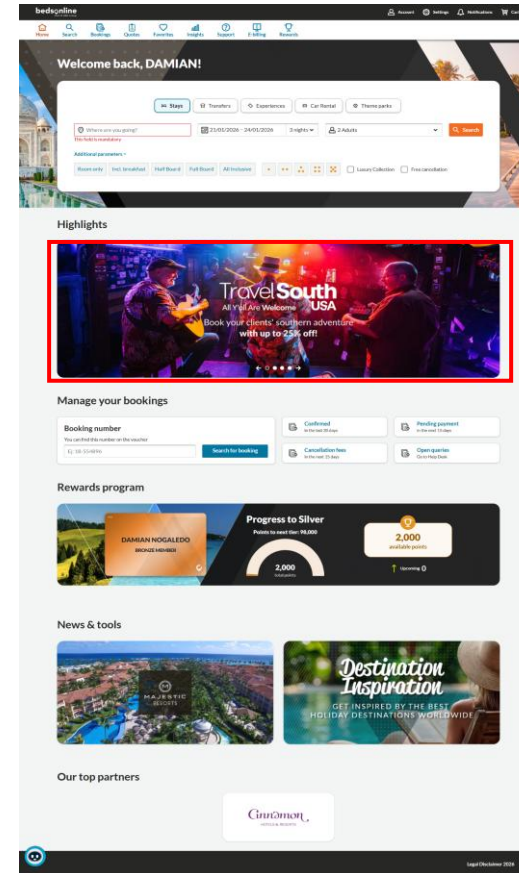
- January 2026



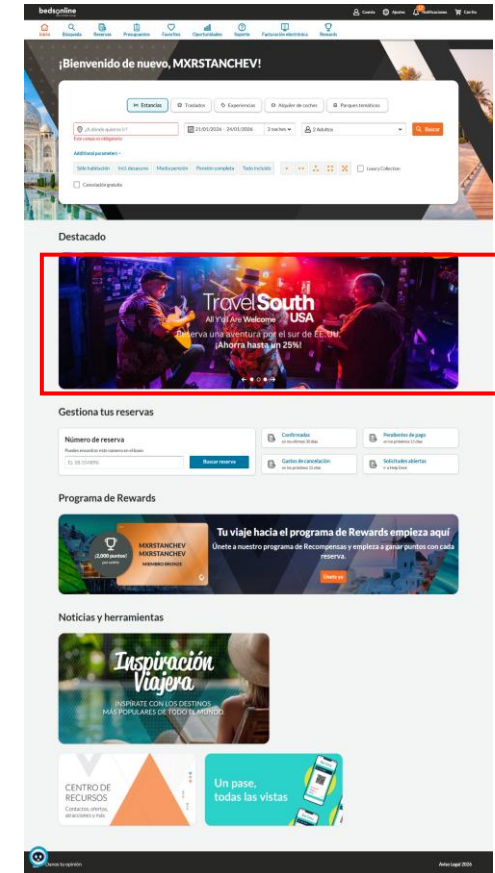
USA



Canada



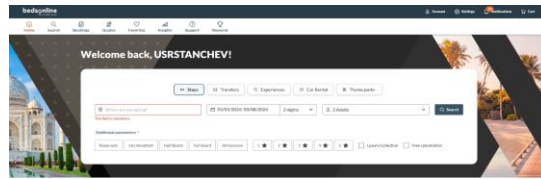
UK



Mexico

Booking Engine Featured Placement: Top Highlights

- March 2026



Manage your bookings

Booking number:

☐ Check-in ☐ Check-out ☐ Booking status

Rewards program



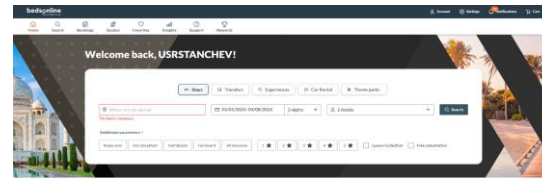
Exclusive Campaigns



News & tools



Our top partners



Manage your bookings

Booking number:

☐ Check-in ☐ Check-out ☐ Booking status

Rewards program



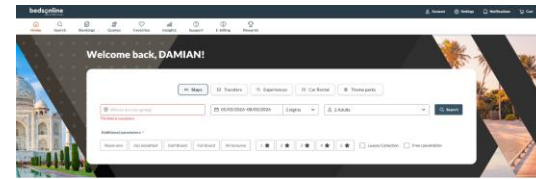
Exclusive Campaigns



News & tools



Our top partners



Manage your bookings

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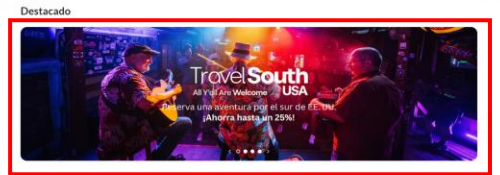
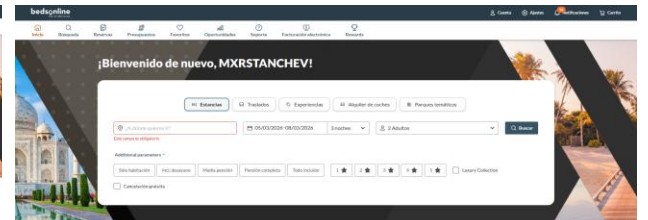
Exclusive Campaigns



News & tools



Our top partners



Gestiona tus reservas

Número de reserva:

☐ Check-in ☐ Check-out ☐ Booking status

Programa de Rewards



Noticias y herramientas



USA

Canada

UK

Mexico



Bespoke Newsletter #1

bedsonline
Part of HBX Group

TravelSouth USA
Book your client's southern adventure with up to 25% off!

Ready to Discover the Authentic South?

What do your clients crave—hidden coastal escapes, mountain adventures, or flavors that tell a story? The American South delivers all that and more.

Our [latest campaign](#) gives you exclusive offers across curated destinations to help you design itineraries that go beyond the ordinary. From soulful music to timeless traditions, every mile is a chance to surprise and delight.

Are you ready to craft journeys they'll never forget? Dive in and explore our [top hand-picked destinations](#)—because in the South, possibilities are truly infinite.

All Y'all Are Welcome.

Explore More. Save More.

Discover the American South like never before! Browse our interactive maps to discover what makes each destination unforgettable.

Plus, enjoy exclusive savings of up to 25% on hotels when you book through our campaign.

[Start exploring today.](#)

Your Ultimate Planning Tool

Looking for a resource that makes planning effortless? The Travel South Marketing Kit is the go-to favorite for travel planners.

And the best part? It's available to download in just one click.

[Get your kit now.](#)



USA

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UK

bedsonline
Part of HBX Group

TravelSouth USA
Book your client's southern adventure with up to 25% off!

¿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 planificar hoy mismo.](#)

Tu herramienta imprescindible.

¿Quieres simplificar la planificación? El Travel South Marketing Kit es el recurso favorito de los profesionales del sector.

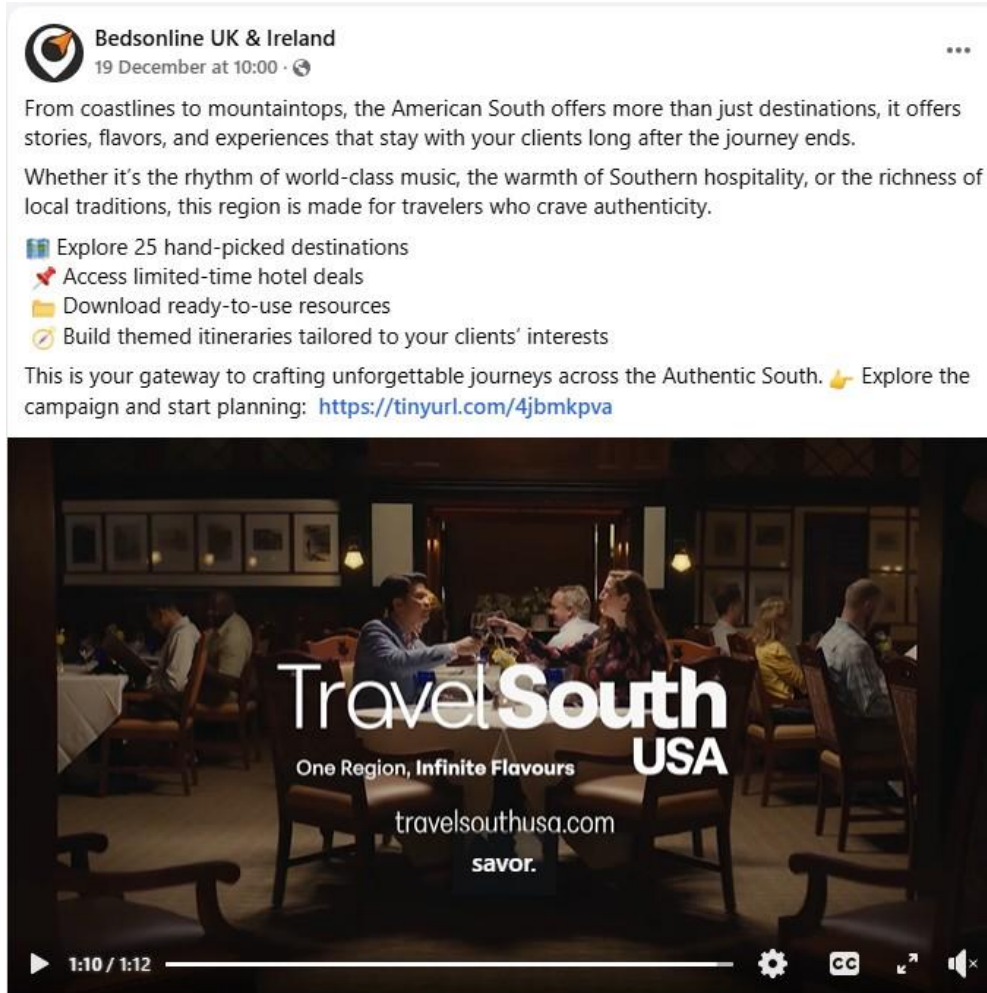
¿Lo mejor? Está disponible para descargar con un solo clic.

[Descárgalo ahora.](#)



Mexico

Social Media #1 (Facebook)



Bedsonline UK & Ireland
19 December at 10:00 · 🌐

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

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

- 📖 Explore 25 hand-picked destinations
- 📌 Access limited-time hotel deals
- 📁 Download ready-to-use resources
- 🗺️ Build themed itineraries tailored to your clients' interests

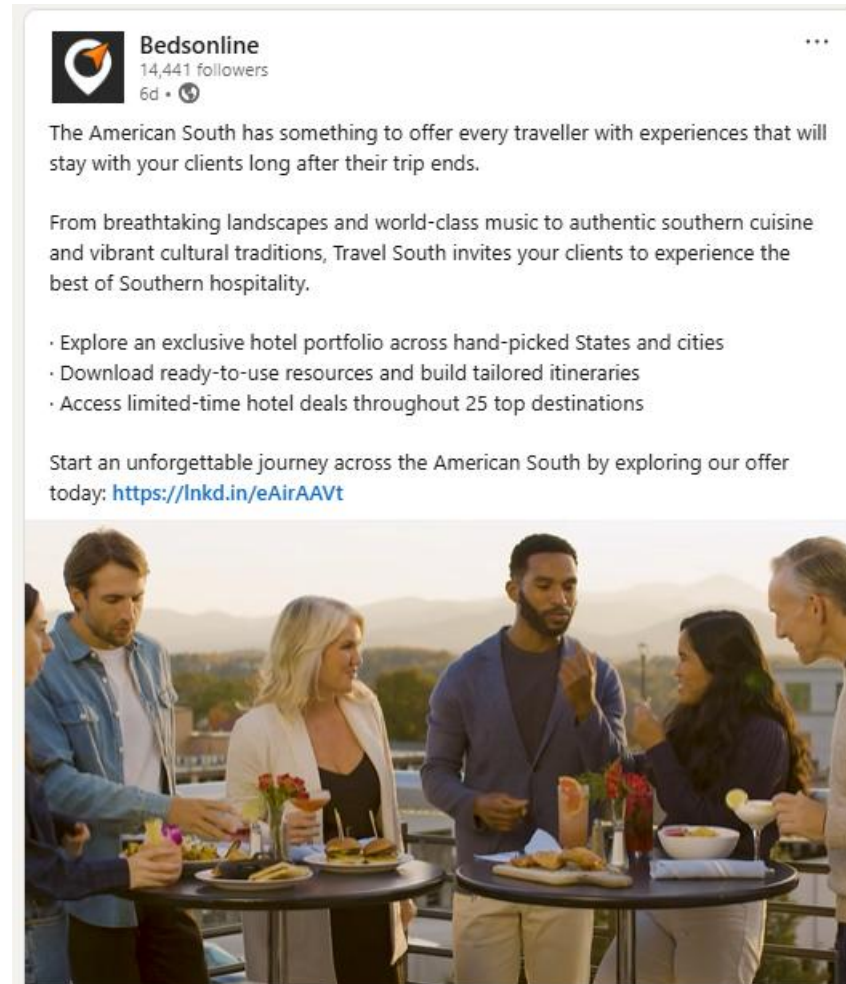
This is your gateway to crafting unforgettable journeys across the Authentic South. 🙌 Explore the campaign and start planning: <https://tinyurl.com/4jbmkpva>

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

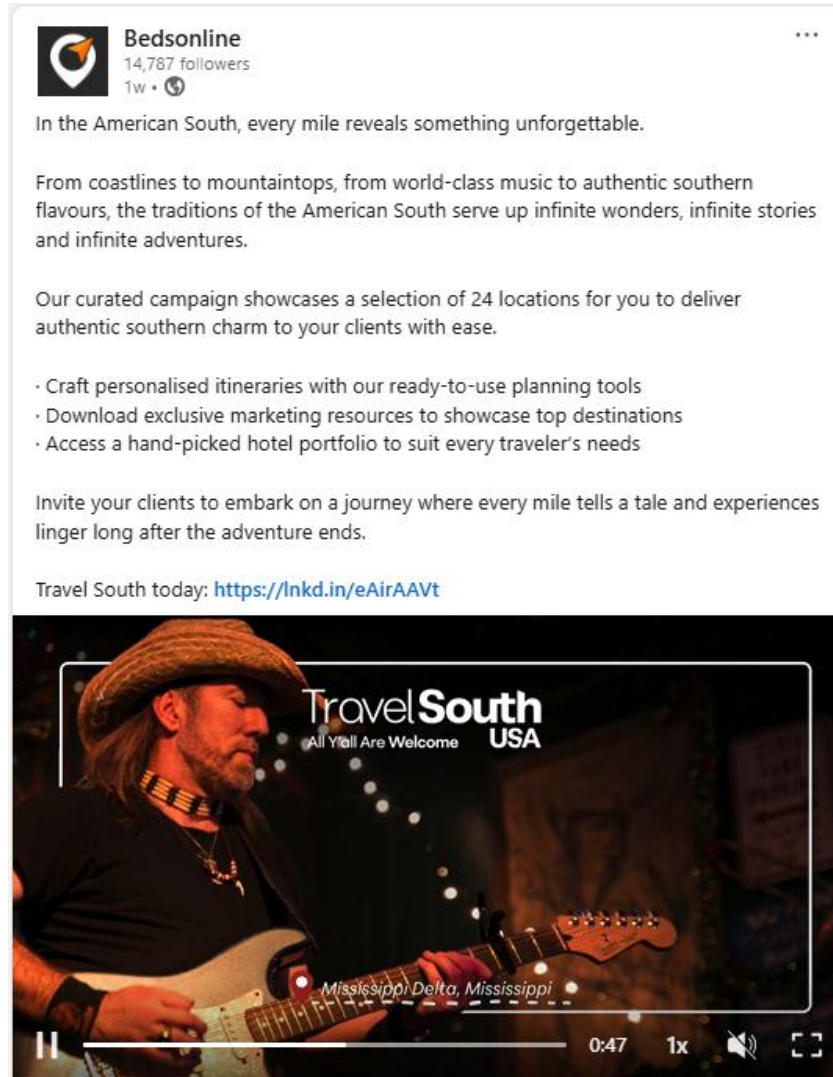
1:10 / 1:12

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

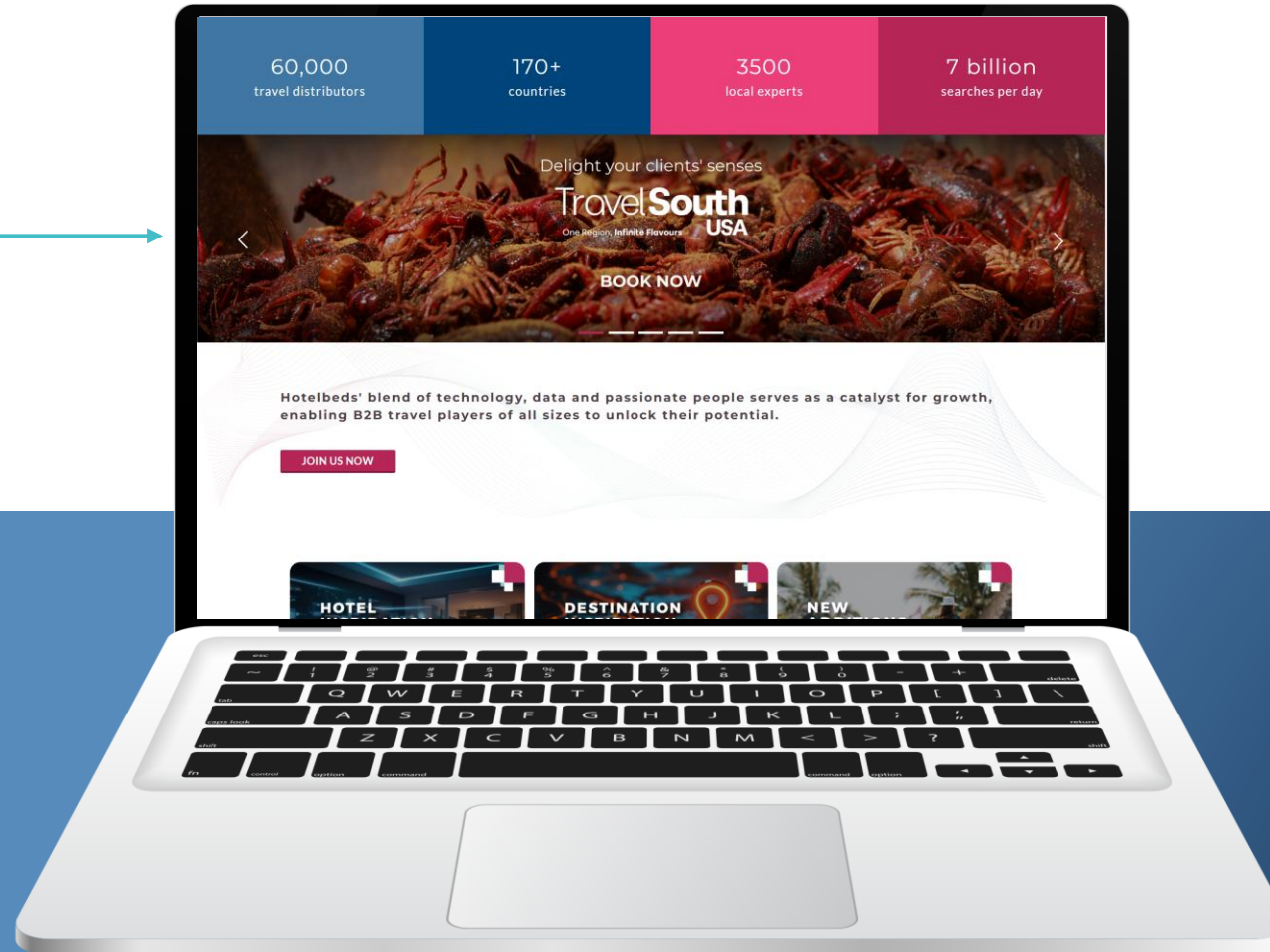
Mississippi Delta, Mississippi

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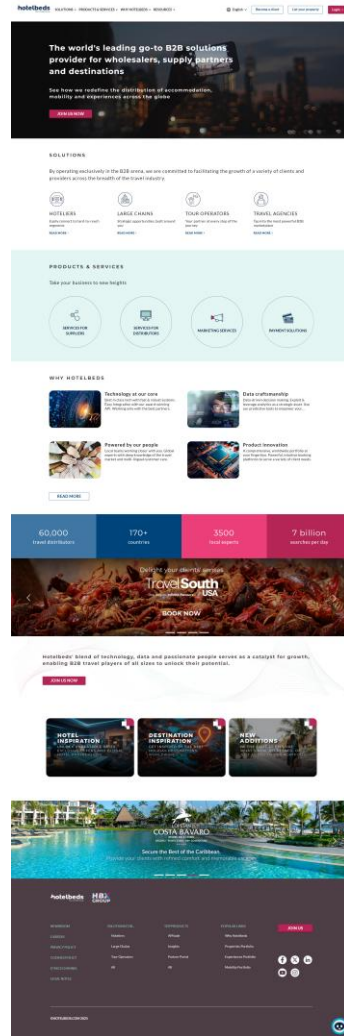


Part of HBX Group

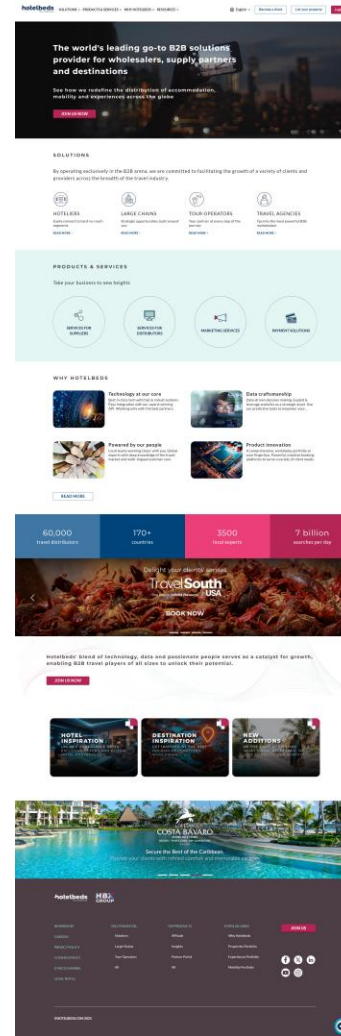
Premium Banner



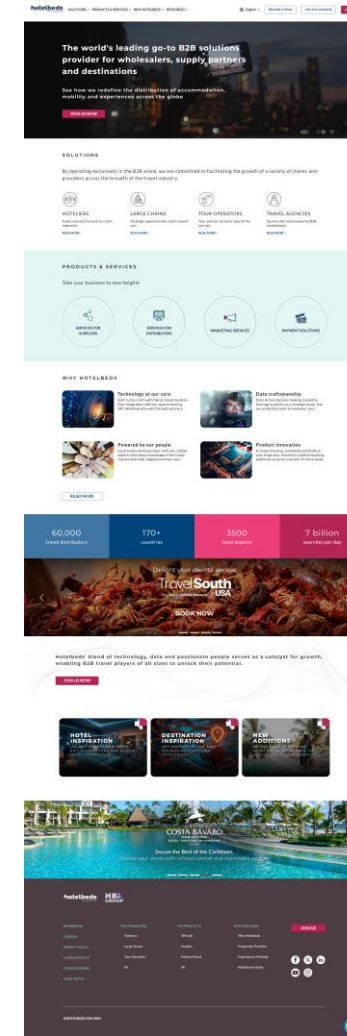
Premium Banner



North America

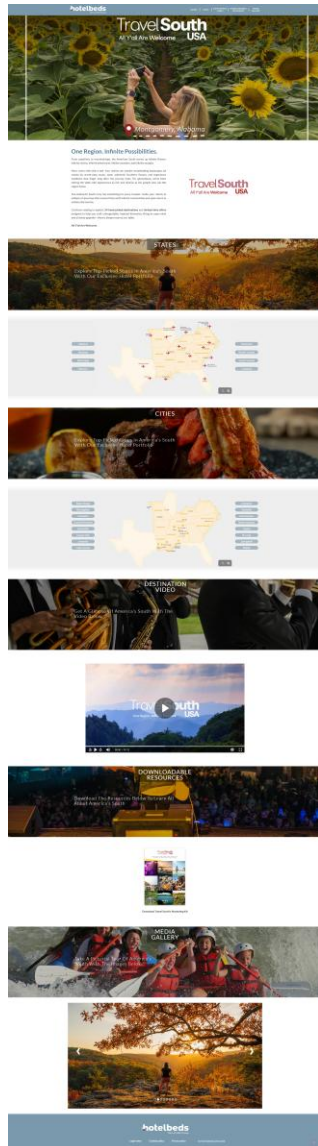


Europe



LATAM

Custom Microsite



One Region. Infinite Possibilities.

From coastlines to mountaintops, the American South serves up infinite flavors, infinite stories, infinite adventures, infinite wonders, and infinite escapes.

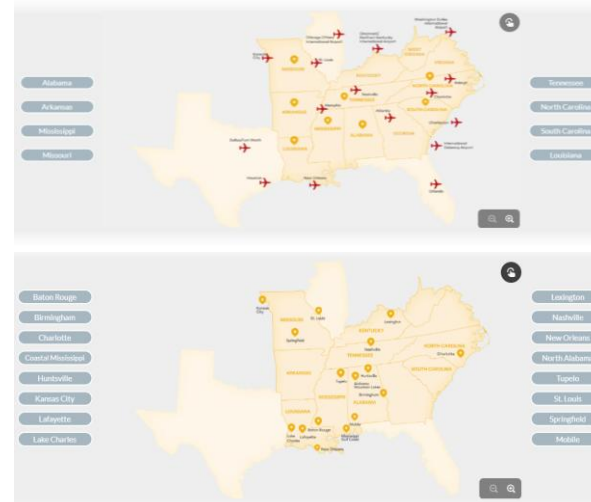
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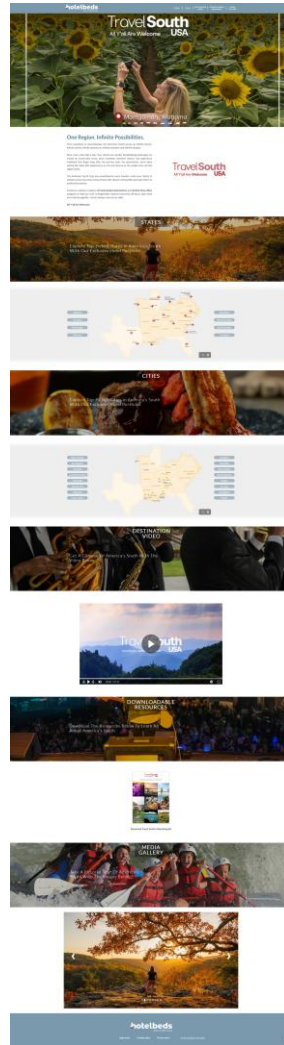
TravelSouth
All Y'all Are Welcome **USA**



Download Travel South's Marketing Kit



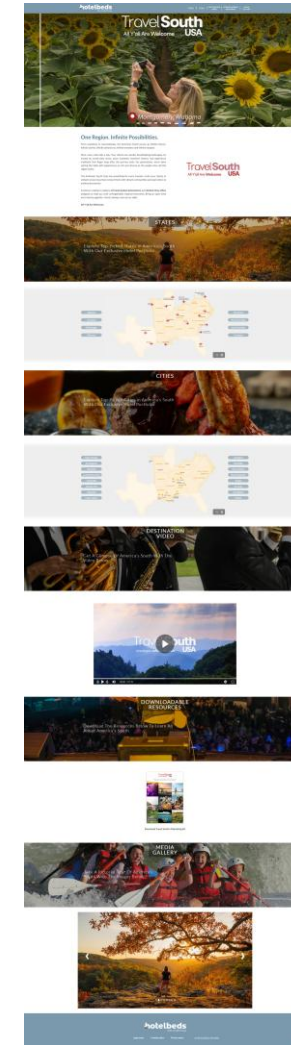
Custom Microsite



North America



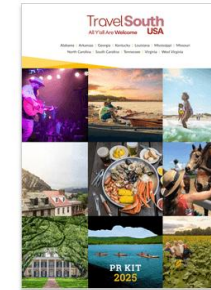
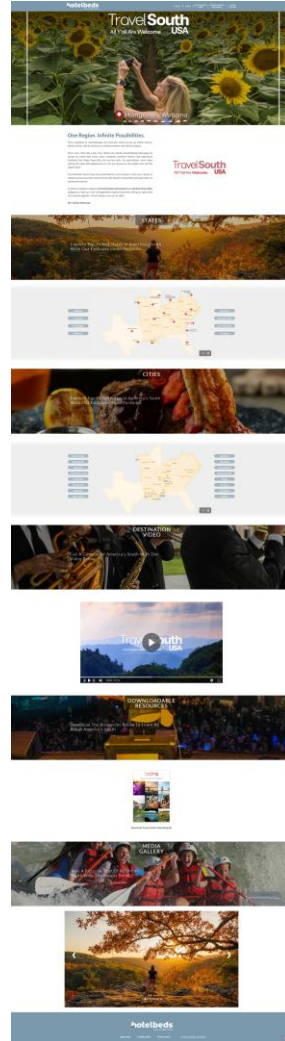
Europe



LATAM



Downloadable Resources



[Download Travel South's Marketing Kit](#)

North America



[Download Travel South's Marketing Kit](#)

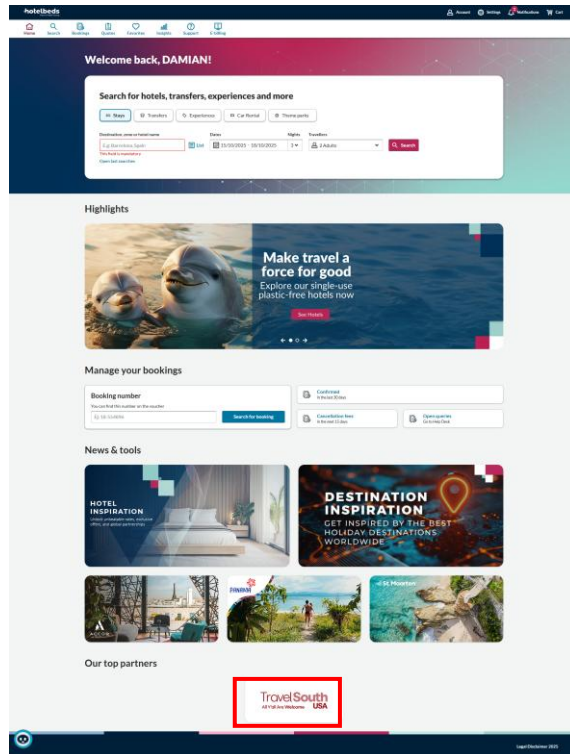
Europe



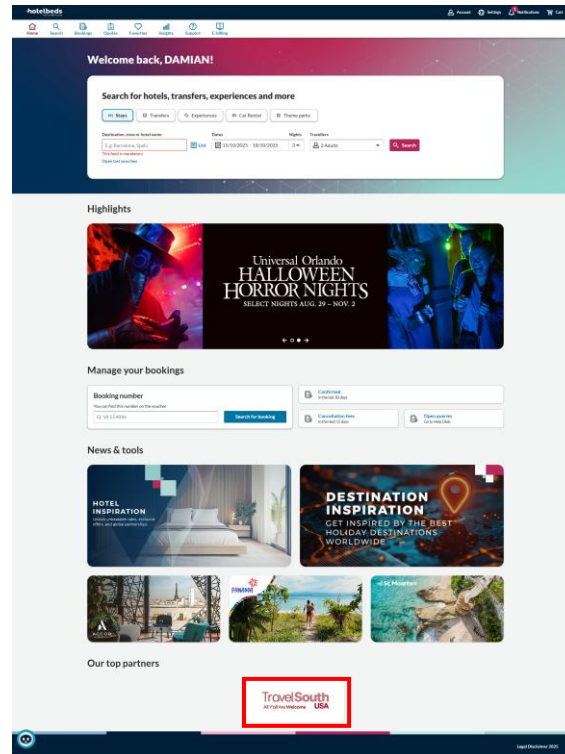
Download Travel South's Marketing Kit

LATAM

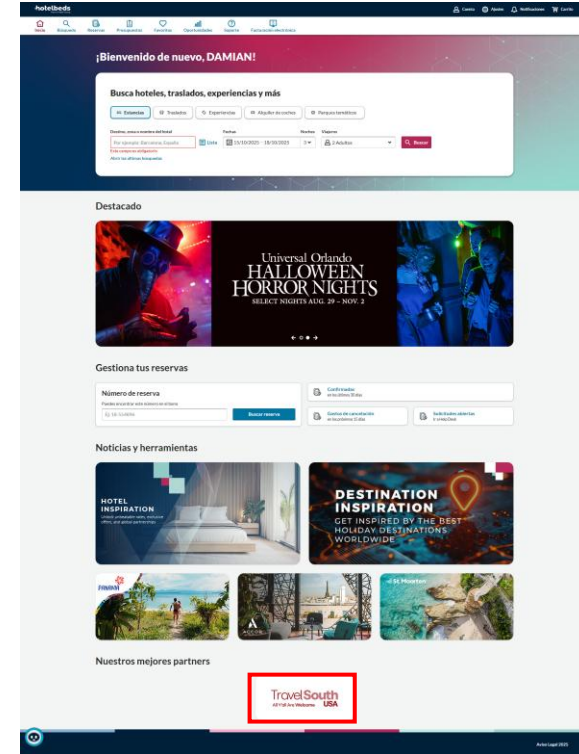
Preferred Partner Logo Feature – October 2025



North
America

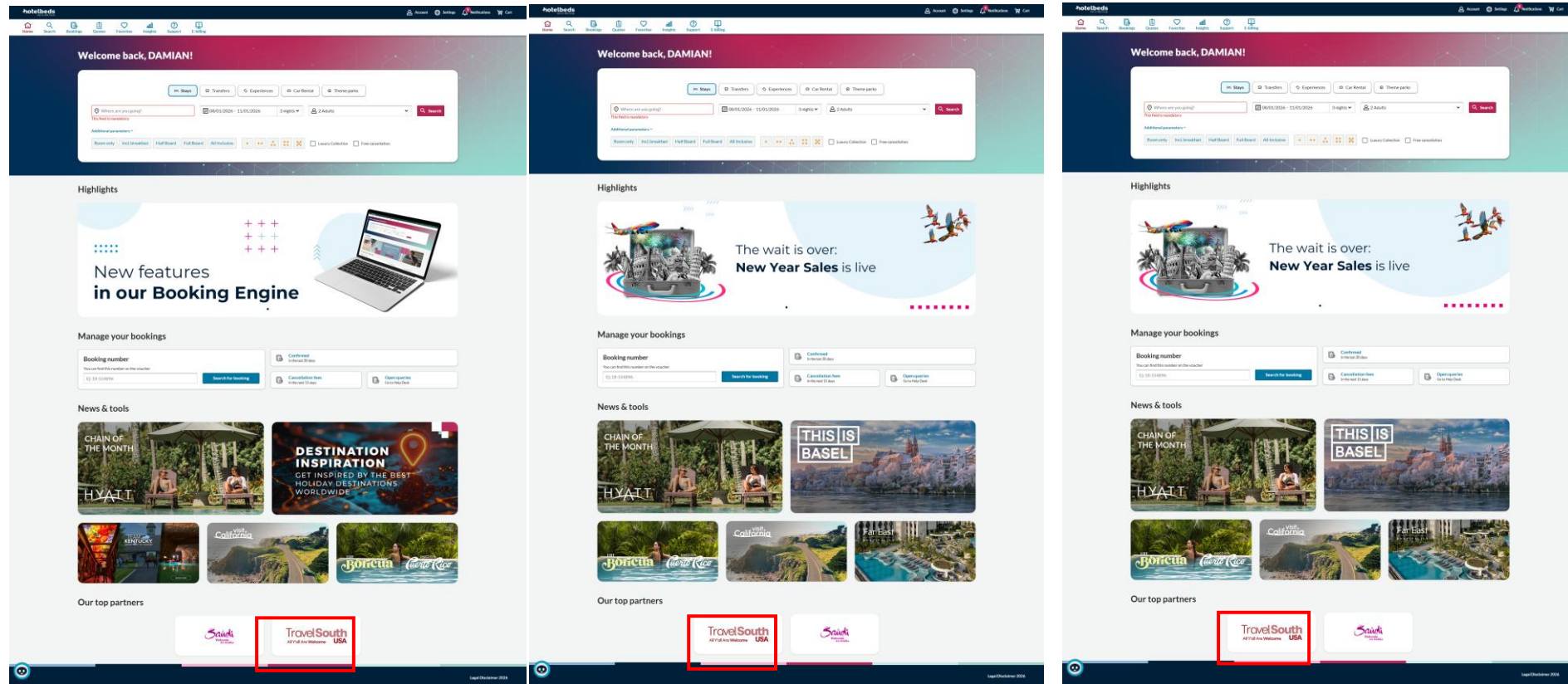


Europe



LATAM

Preferred Partner Logo Feature – January 2026

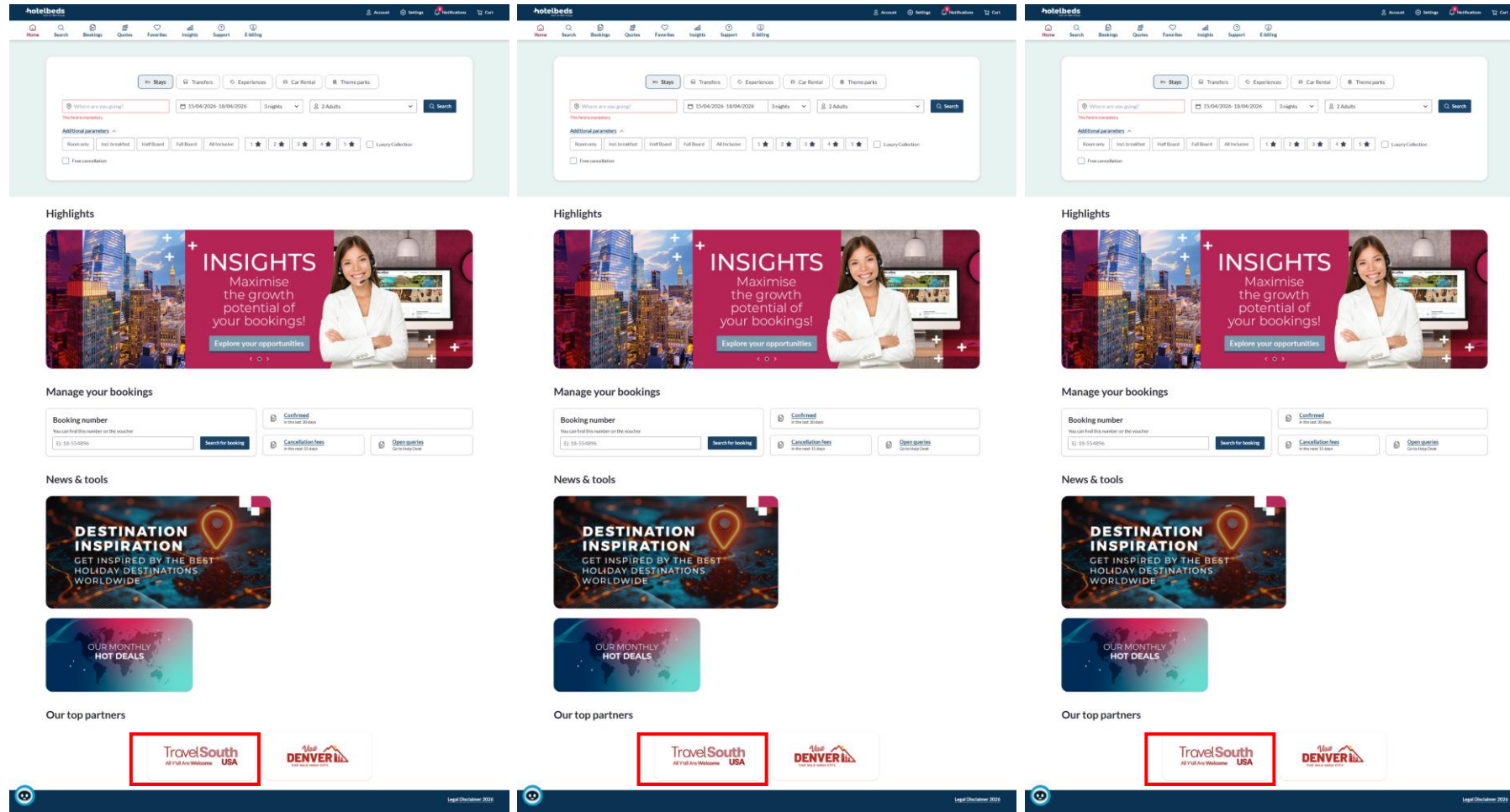


North
America

Europe

LATAM

Preferred Partner Logo Feature – April 2026



North America

Europe

LATAM

Global Sales Campaign Sponsorship #1






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 stand-out advantage against competitors.

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

Book now

BLACK FRIDAY

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

API promo code: 506
Web filter: Black Friday





TravelSouth
USA

At all our locations

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 SRIN, S.L.U. (B-28916765) Compagny Miami Butler - Torre A, 5ª Planta, 6A - 7A Carril de San Fco, 100 - 01507 Barrio de Malibón

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North America

BOOK NOW

Turn colourful dreams to Black Friday steals

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Book now

BLACK FRIDAY

Booking Window: 4th November 2025 - 5th December 2025
Travel Window: Until 31st December 2026

API promo code: 506
Web filter: Black Friday

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.

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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 stand-out advantage against competitors.

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

Book now

BLACK FRIDAY

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

API promocode: 506
Web filter: Black Friday






TravelSouth USA
 All rates in USD
 Book your clients' southern adventure with up to 25% off!

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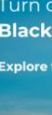
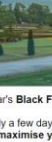
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LATAM

Global Sales Campaign Sponsorship #2

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



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

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

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

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

Book now

BLACK FRIDAY

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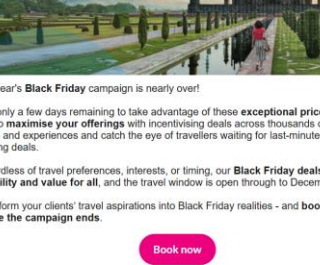
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North America




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TravelSouth
 USA

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

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Europe




LAST CHANCE:
 Turn colourful dreams into
Black Friday steals
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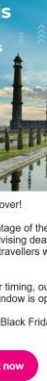
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TravelSouth
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LATAM

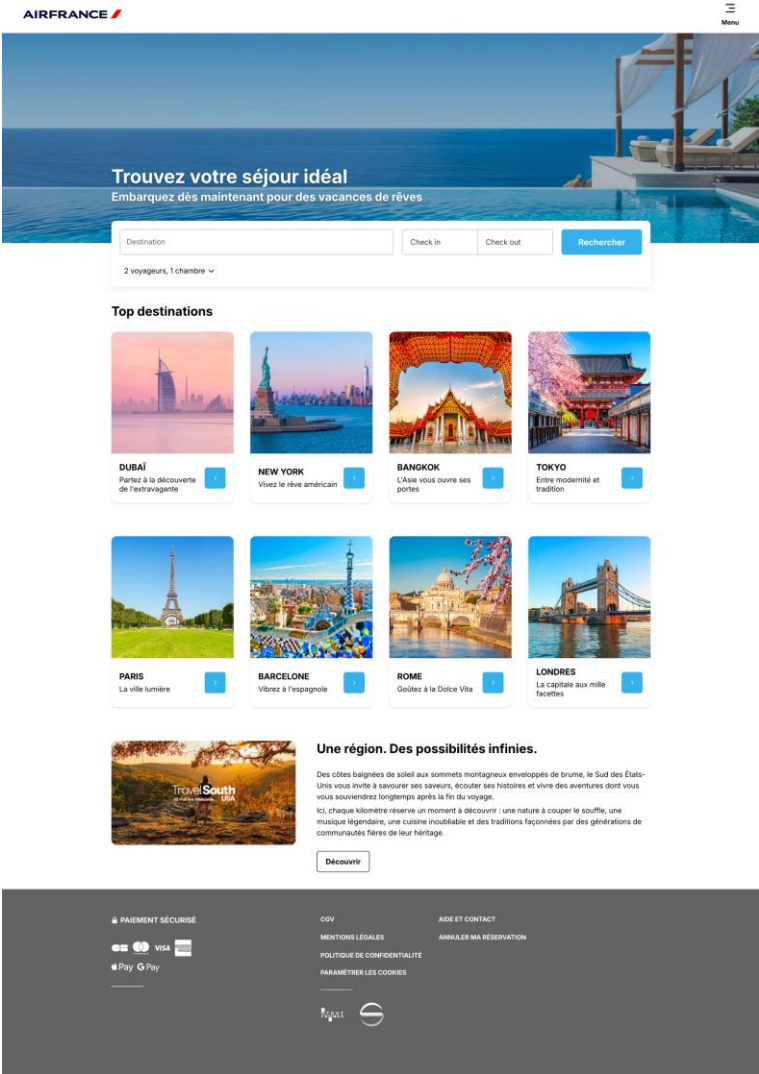


White Label Features: WTM London



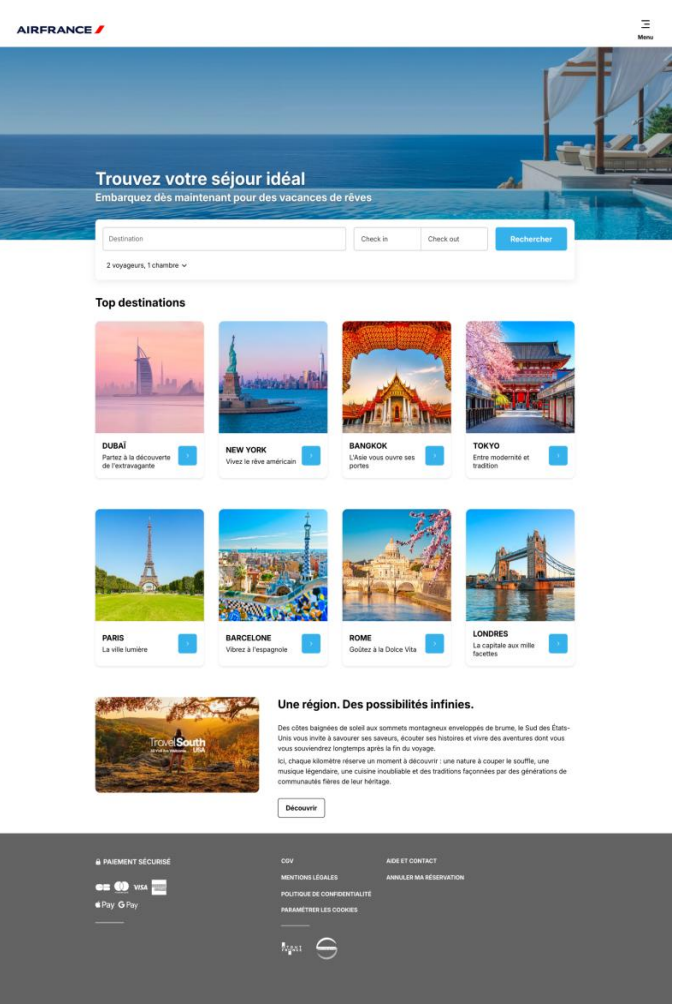


White Label Features: Air France



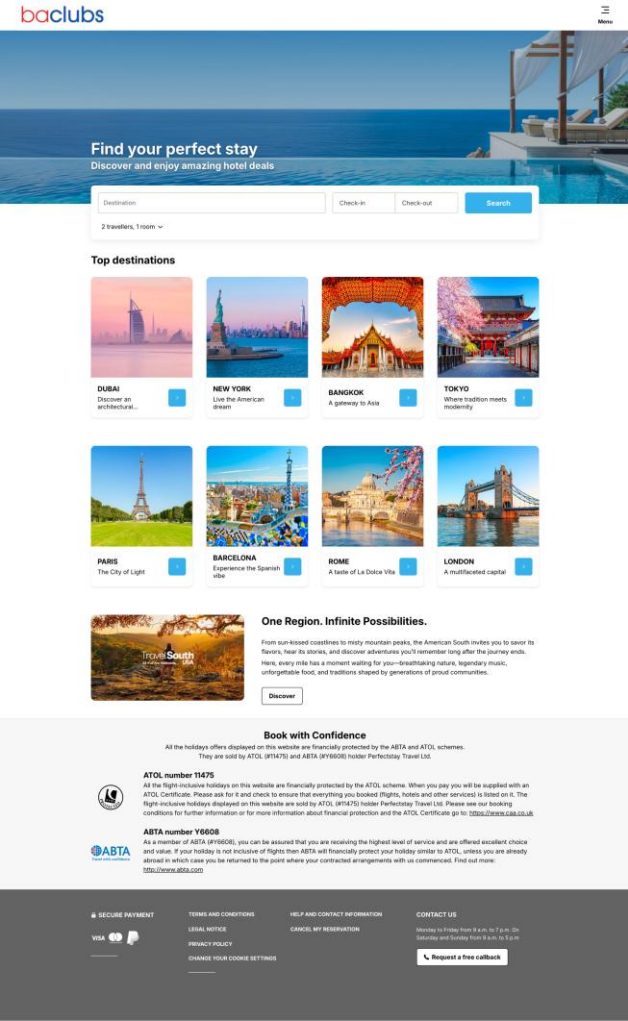
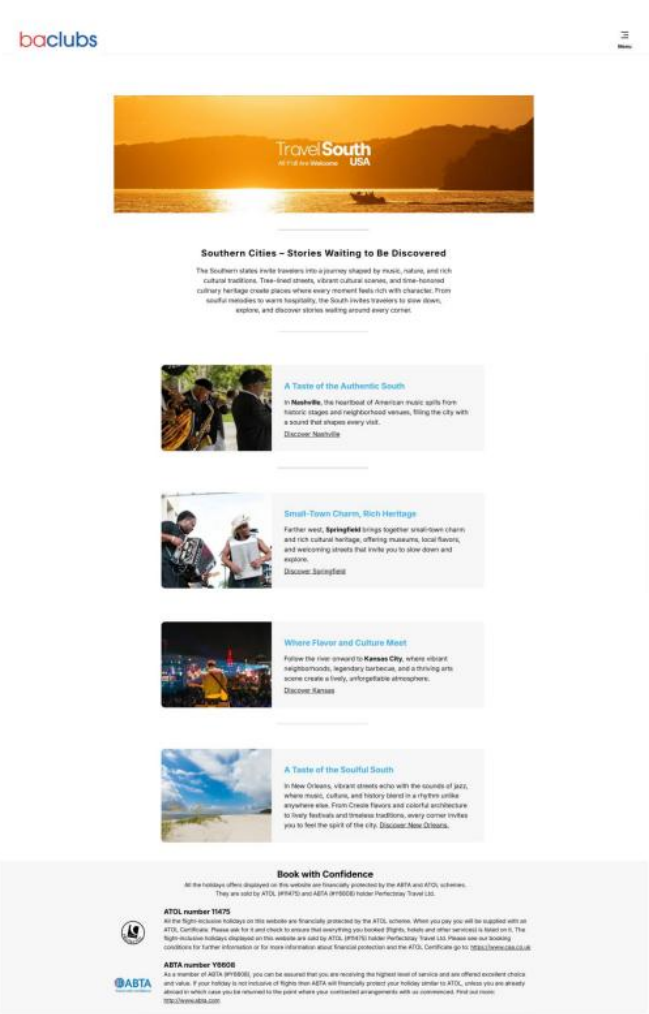


White Label Features: Air France





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 gefühlvollen Melodien bis zu herzlichen Gastfreundschaft lädt der Süden dazu ein, langsam zu wandern, zu erkunden und Geschichten zu entdecken, die an jeder Ecke warten.



Ein Hauch des authentischen Südens

In **Nashville**, dem Herzschlag der amerikanischen Musik, erklingt Musik aus historischen Bühnen und lokalen Veranstaltungsorten und erfüllt die Stadt mit einem Sound, der jeden Besuch prägt. Entdecken Sie Nashville.



Kleinstadtcharme, reiches Erbe

Weiter westlich vereint **Springfield** Kleinstadtcharme und ein reiches kulturelles Erbe. Museen, lokale Spezialitäten und einladende Straßen laden dazu ein, das Tempo zu verlangsamen und auf Entdeckungstour zu gehen. Entdecken Sie Springfield.



Wo Geschmack und Kultur aufeinandertreffen

Folgen Sie dem Fluss weiter nach **Kansas City**, wo lebendige Vielfalt, legendäre Bluesmusik und eine florierende Kunstszene eine lebendige und unvergessliche Atmosphäre schaffen. Entdecken Sie Kansas.



Ein Hauch des gefühlvollen Südens

In **New Orleans** halten lebendige Straßen von den Klängen des Jazz wider, wo Musik, Kultur und Geschichte in einem Rhythmus verschmelzen, den es so irgendwo sonst gibt. Von kreolischen Aromen und farbenfroher Architektur bis hin zu 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
MEINE BUCHUNG STORNIEREN
PRÄFERENZEN FÜR COOKIES

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

corporate benefits

Finden Sie Ihr perfektes Urlaubsangebot!

Toile Hotelangebote und vieles mehr ...

Reiseziel Check in Check out 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.

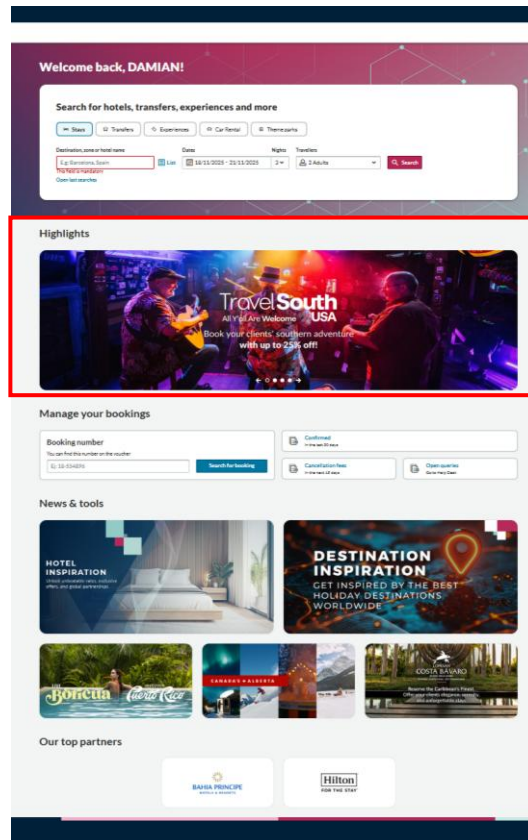
Entdecken

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VISA

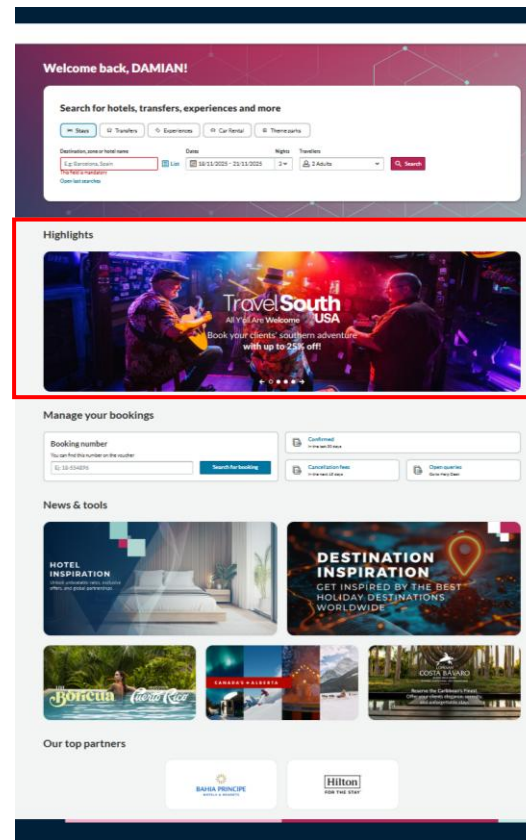
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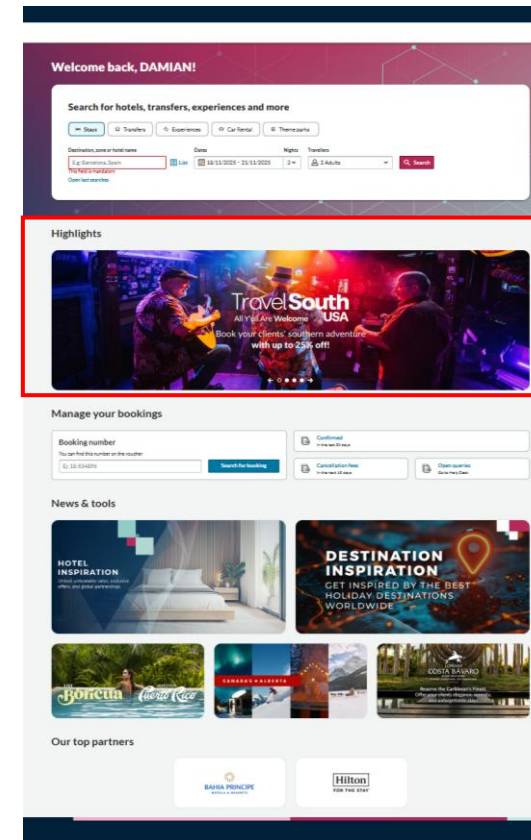
Booking Engine Featured Placement: Top Highlights - November 2025



North America



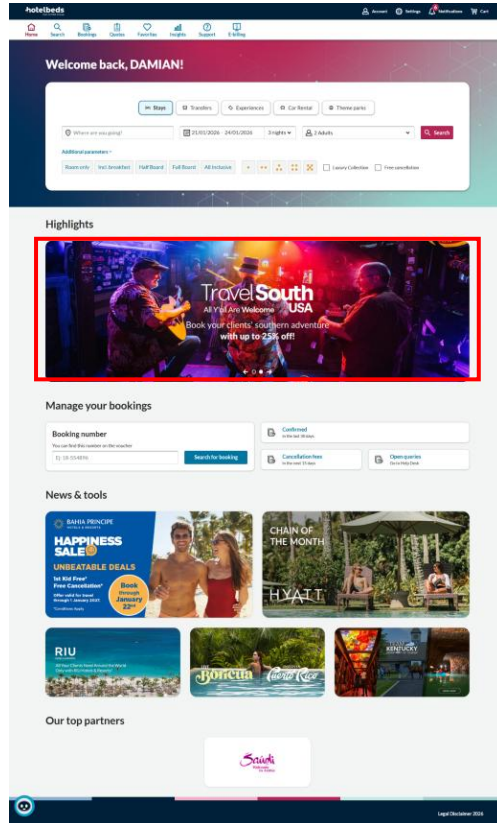
Europe



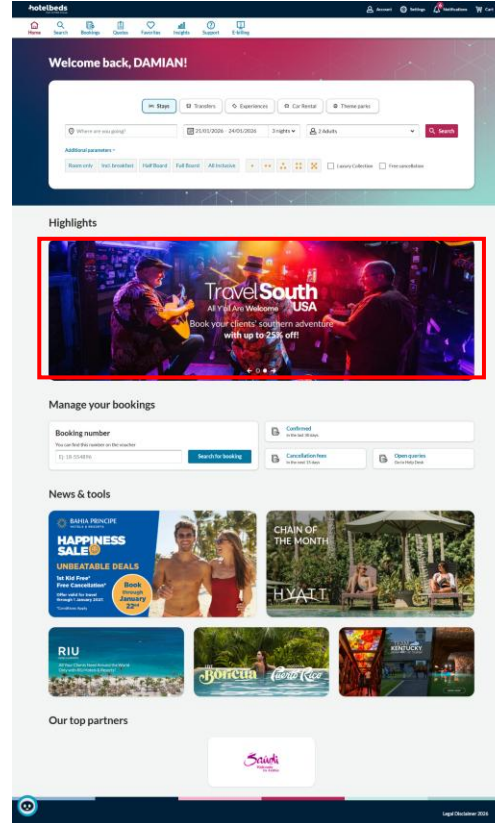
LATAM



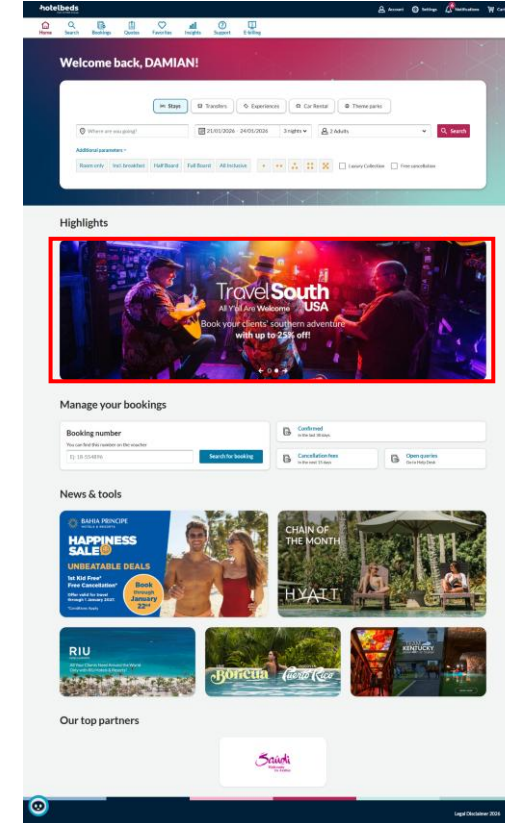
Booking Engine Featured Placement: Top Highlights – January 2026



North
America

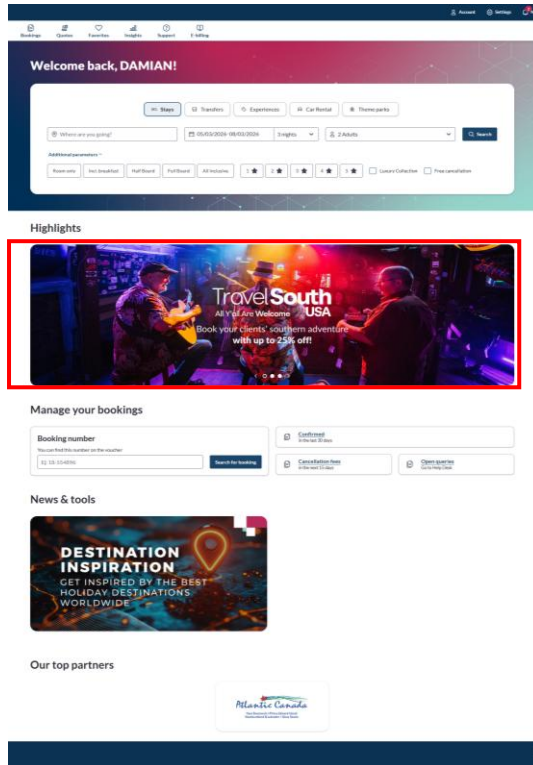


Europe

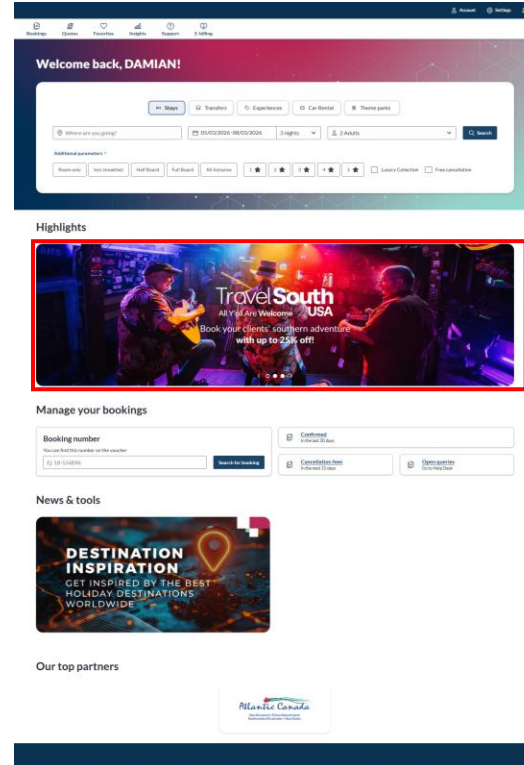


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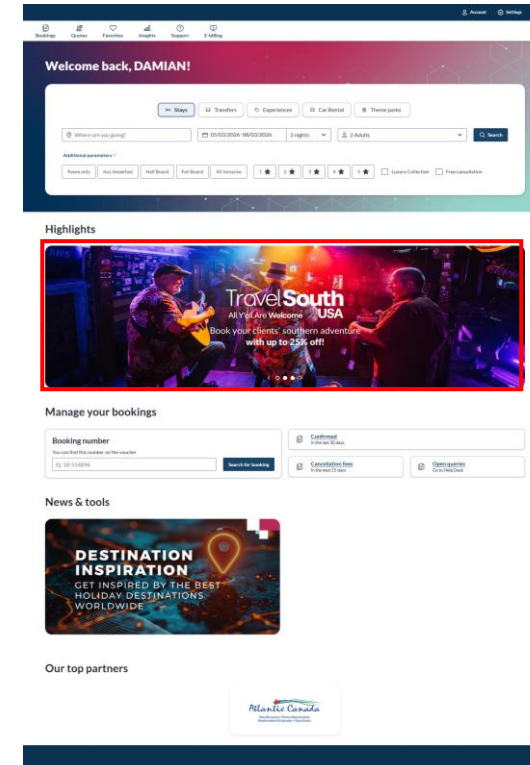
Booking Engine Featured Placement: Top Highlights – March 2026



North
America



Europe



LATAM



Bespoke Newsletter #1

Ready to Discover the Authentic South?

What do your clients crave—hidden coastal escapes, mountain adventures, or flavors that tell a story? The American South delivers all that and more.

Our [latest campaign](#) gives you exclusive offers across curated destinations to help you design itineraries that go beyond the ordinary. From soulful music to timeless traditions, every mile is a chance to surprise and delight.

Are you ready to craft journeys they'll never forget? Dive in and explore our [top hand-picked destinations](#)—because in the South, possibilities are truly infinite.

All Y'all Are Welcome.

Explore More. Save More.

Discover the American South like never before! Browse our interactive maps to discover what makes each destination unforgettable.

Plus, enjoy exclusive savings of up to 25% on hotels when you book through our campaign.

[Start exploring today.](#)

Your Ultimate Planning Tool

Looking for a resource that makes planning effortless? The Travel South Marketing Kit is the go-to favorite for travel planners.

And the best part? It's available to download in just one click.

[Get your kit now.](#)

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North America

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Europe

¿Preparado para descubrir el auténtico Sur?

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

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

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

¡Aquí todos son bienvenidos!

Explore más. Ahora más.

Descubre el Sur como nunca antes. Recorre nuestras 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.

[Empezar a planificar hoy mismo.](#)

Tu herramienta imprescindible.

¿Quieres simplificar la planificación? El Travel South Marketing Kit es el recurso favorito de los profesionales del sector.

¿Lo mejor? Está disponible para descargar con un solo clic.

[Descárgalo ahora.](#)

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LATAM

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Bespoke Newsletter #2



North America

Europe

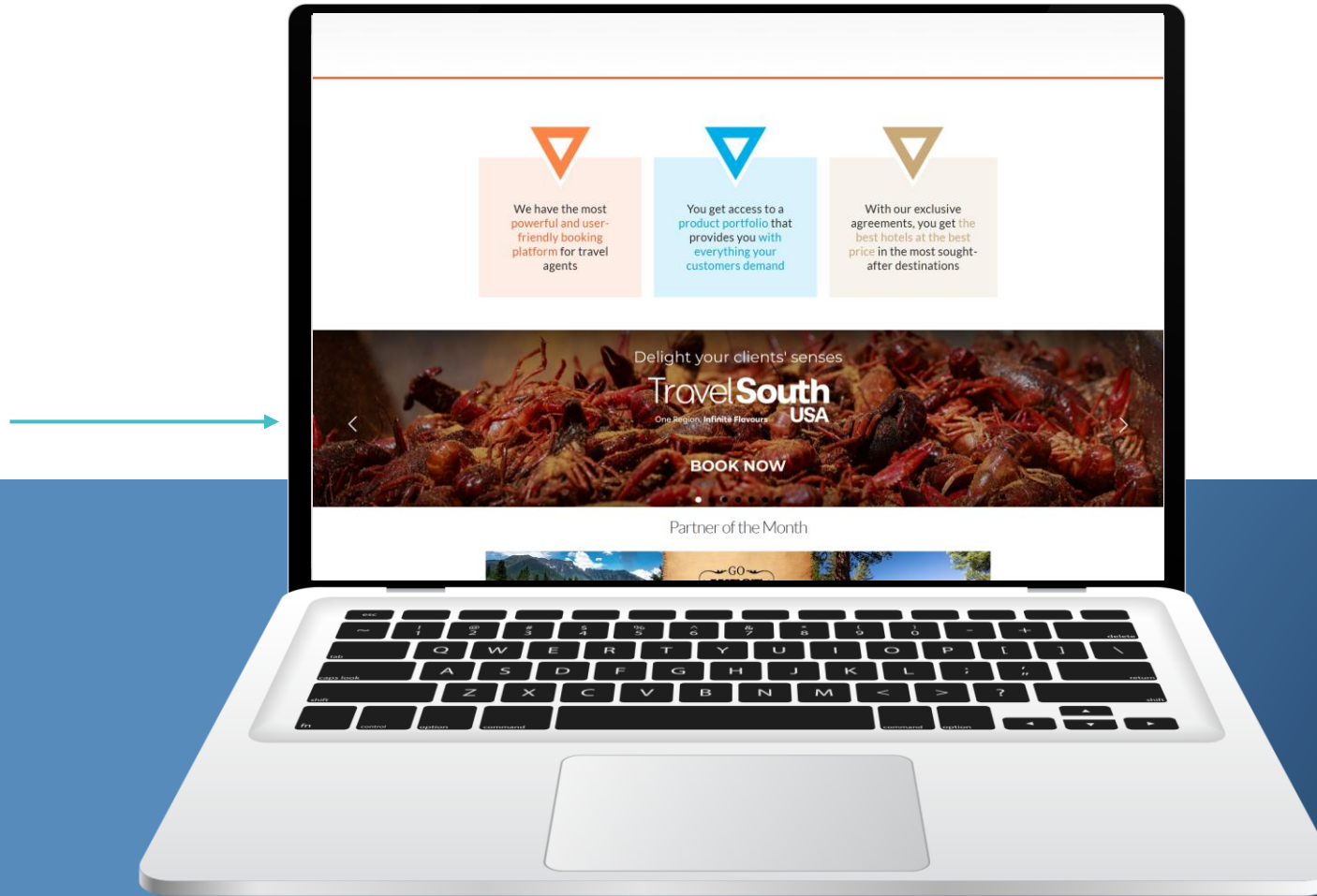
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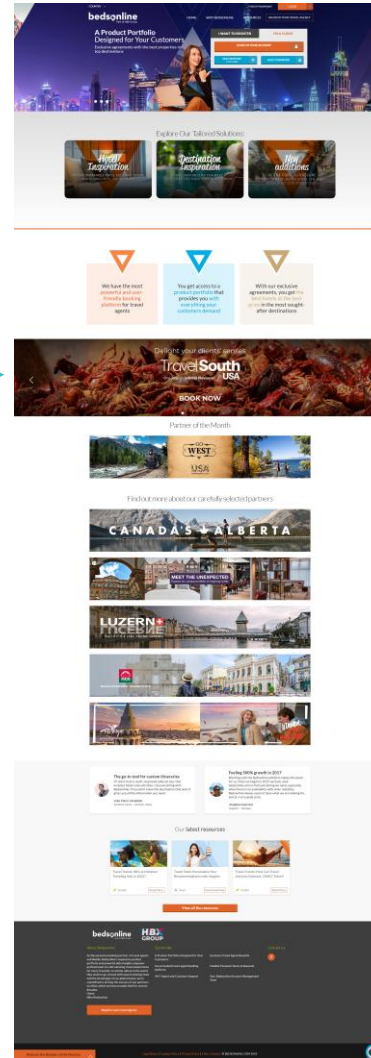
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ADDITIONAL MARKETING

Belt Banner



Belt Banner



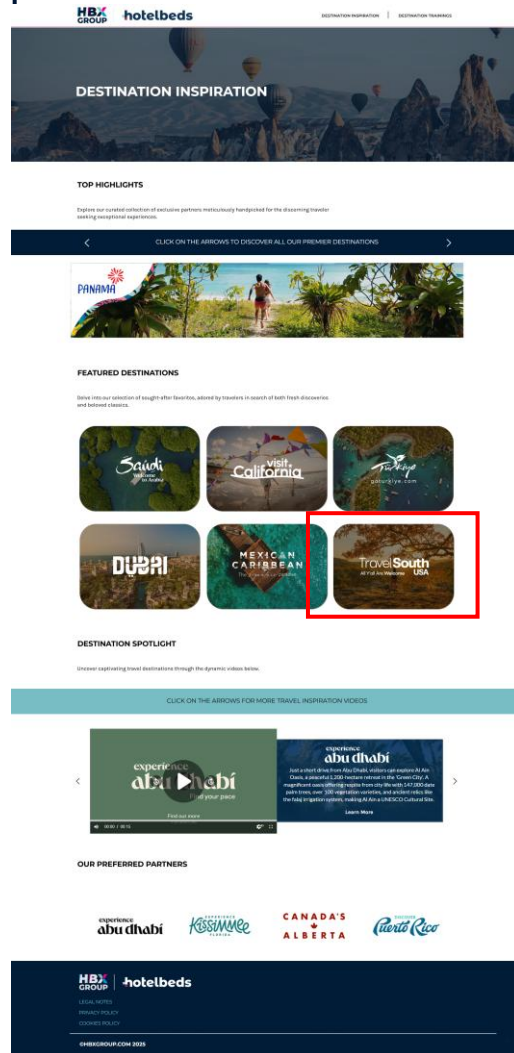
UK



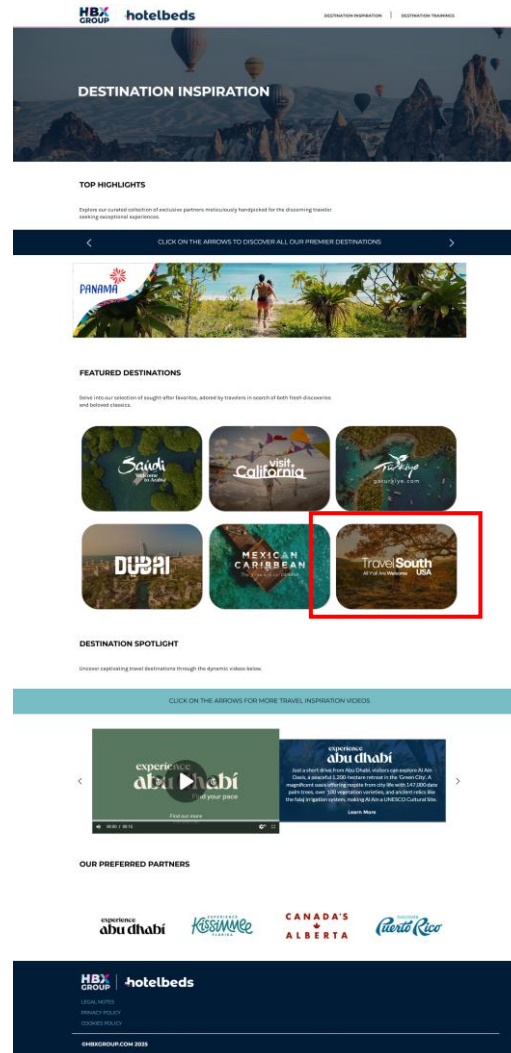
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ADDITIONAL MARKETING

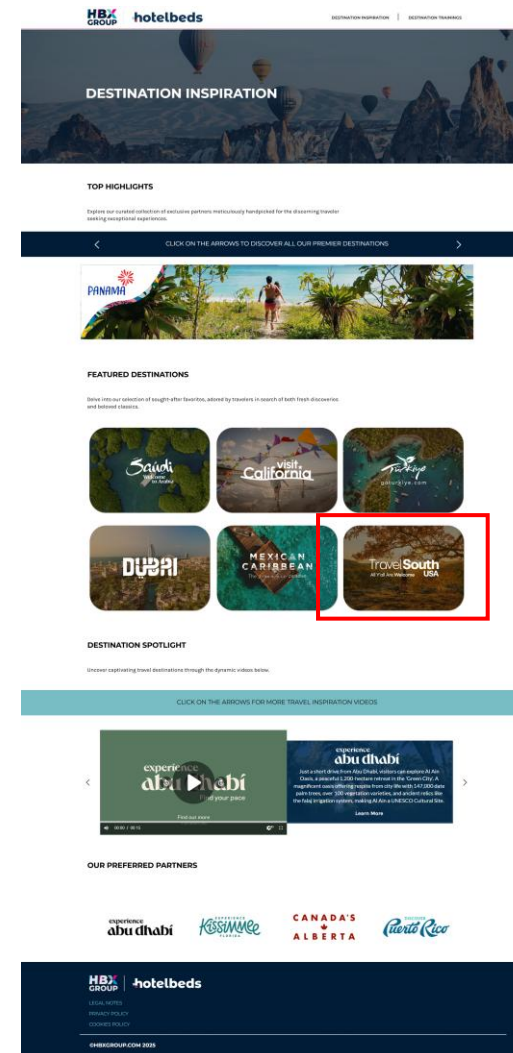
Destination HUB Feature



North America



Europe



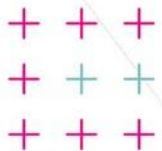
LATAM

PRODUCTION DATA





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

[Travel South Bedsonline USA Microsite](#)

[Travel South Bedsonline Canada Microsite](#)

[Travel South Bedsonline Mexico Microsite](#)

[Travel South Bedsonline UK Microsite](#)

[Travel South Hotelbeds North America Microsite](#)

[Travel South Hotelbeds Europe Microsite](#)

[Travel South Hotelbeds LATAM Microsite](#)



THANK YOU!

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1001010

