

BEYOND
GREENSM

Co-op Marketing Campaign Results

Q1-Q2 2023



PLANET EARTH'S
MOST SUSTAINABLE
HOTELS

2023 MEDIA PARTNERS AND PARTICIPATING PROPERTIES:

AFAR

Print Ad (US)

Running in the May magazine edition

Vermejo
Edgewood Tahoe Resort
Bentwood Inn
The Ranch at Laguna Beach
Arenas Del Mar
The Palms Hotel & Spa

AFAR

Email/Banner Ad (US)

Running in March/April

Vermejo
Three Camel Lodge
Carneros Resort & Spa
Coulibri Ridge
Edgewood Tahoe Resort
The Palms Hotel & Spa

Condé Nast Traveler

Online/Social Ad (UK)

Running in Jan

Borgo Pignano
Bentwood Inn
Xigera Safari Lodge
Nile Safari Lodge
Talaia Plaza EcoResort

The New York Times

Banner Ad (Global)

Running in Jan/Feb

Aristi Mountain Resort
The Parkside Hotel & Spa
The Ranch at Laguna Beach
Coulibri Ridge
Carneros Resort & Spa
Three Camel Lodge

The New York Times

Online Banner Campaign

Jan 23-Mar 19, 2023

- 6 ads were created in the 200x350 size for participating properties all linking back to their specific hotel page on the StayBeyondGreen website.

Artisi Mountain Resort

19:21 100% 70%

How to Make Fast Fri...
nytimes.com

"The beauty of pickleball is you can find drop-in times, show up and you don't have to know anybody," said Karen Hawkes, 58, a postsecondary education counselor and consultant, who serves as a co-ambassador at the public pickleball courts in Aspen, Colo., which organizes drop-in sessions. "We embrace people who drop in here. It's inclusive and we try to promote that."

Planet Earth's Most Sustainable Hotels

Artisi Mountain Resort
Artisi Village, Greece

BEYOND GREEN EXPLORE NOW

A devoted tennis player, I started playing pickleball about a year before

Impressions Ordered: 300,000
Impressions Delivered: 318,267
Clicks: 809
Click-Through Rate: 0.25%

Carneros Resort and Spa

19:21 100% 70%

Help! A Check-In Age...
nytimes.com

portion of the cruise's cost, and Aurora would have made up for another chunk with a sharp discount on a future cruise.

This is especially true given how responsible and persistent you were before, during and after your debacle.

Planet Earth's Most Sustainable Hotels

Carneros Resort and Spa
Napa, California, USA

BEYOND GREEN EXPLORE NOW

You researched requirements for entering Chile on Sherpa, a free website that helps with travel documentation, determining correctly that a valid passport and a proof of

Impressions Ordered: 300,000
Impressions Delivered: 318,282
Clicks: 653
Click-Through Rate: 0.21%

Coulibri Ridge

19:20 100% 70%

nonprofit environmental group.

Planet Earth's Most Sustainable Hotels

Coulibri Ridge
Suifone, Dominica

BEYOND GREEN EXPLORE NOW

He noted that delegates at the October meeting had yet to adopt a concrete plan to achieve their 2050 goal. "We need these near-term and medium-term goals to start becoming more stringent," Dr. Piris-Cabezas said.

Moving toward alternative fuels

Airlines are already investing in improvements that can deliver relatively quick wins: retiring older aircraft, finding more efficient routes,

Impressions Ordered: 300,000
Impressions Delivered: 318,072
Clicks: 784
Click-Through Rate: 0.25%



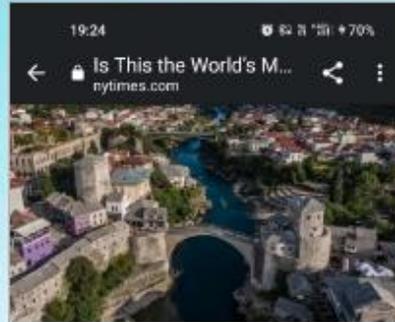
The New York Times

Online Banner Campaign

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The Parkside Hotel & Spa



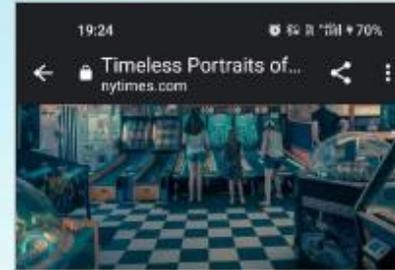
The original bridge, built in the 10th century, was obliterated in 1993. A painstakingly faithful replica was completed in 2004.



Within the last year, many Bosnians

Impressions Ordered: 300,000
Impressions Delivered: 318,263
Clicks: 622
Click-Through Rate: 0.2%

The Ranch at Laguna Beach



Fun Zone Arcade and Game Room, in Newport Beach, Calif.



When I first arrived in Los Angeles, in 2018, I found the city difficult to make sense of, difficult to navigate. I'd never spent time in a place so sprawling.

Impressions Ordered: 300,000
Impressions Delivered: 318,271
Clicks: 698
Click-Through Rate: 0.22%

Three Camel Lodge



wingmen produced seven offspring a season, whereas solo males produced fewer than one. Since the males were closely related, those seven offspring contained more of the wingmen's genes than if they'd sired a single chick themselves.



"They're helping their brother get a lot more females than either of them would get on their own, so this cooperation seemed particularly helpful," explained Dr. Krakauer. "That seemed to be surprising for people at

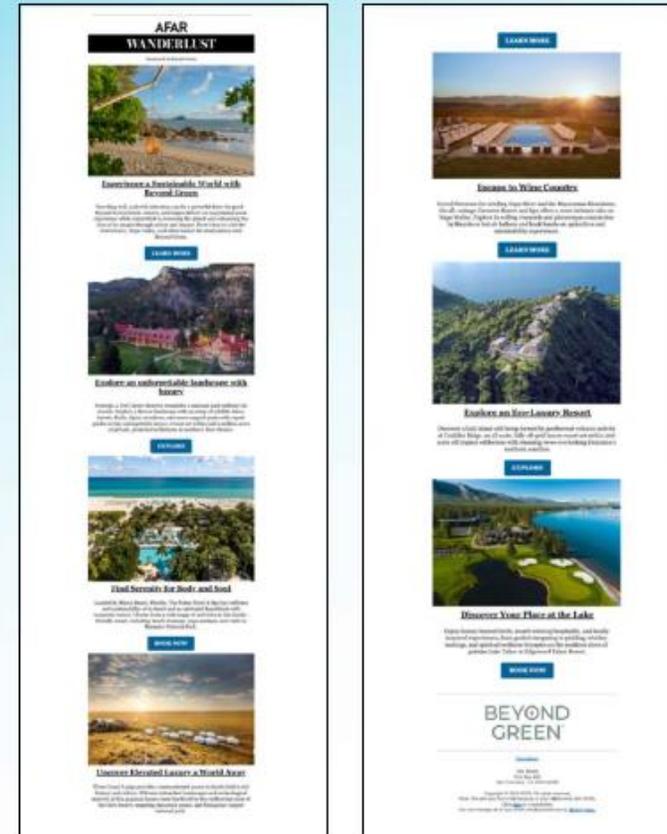
Impressions Ordered: 300,000
Impressions Delivered: 318,078
Clicks: 773
Click-Through Rate: 0.24%

AFAR

Email Campaign – Wanderlust dedicated email to consumers

Feb 28, 2023

- 1 dedicated email was sent to AFARs list of 5000+ opt-in list of consumers for distribution. This email featured 6 properties all linking back to their specific hotel page on the StayBeyondGreen website.



Flight Date: February 28, 2023

Email Sent: 5,822

Emails Opened: 3,549

Open Rate: 61%

Clicks: 66

CTOR: 1.9%

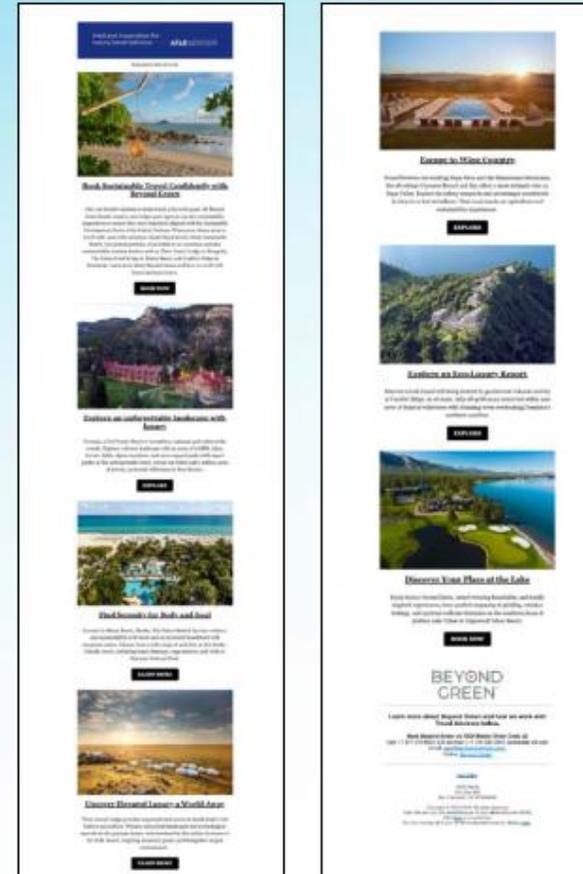


AFAR

Email Campaign – Travel Advisor
dedicated email to consumers

Mar 27, 2023

- 1 dedicated email was sent to AFAR's list of 2000+ opt-in list of travel advisors for distribution. This email featured 6 properties all linking back to their specific hotel page on the StayBeyondGreen website.



Flight Date: March 27, 2023

Emails Sent: 2,718

Emails Opened: 2,440

Open Rate: 90%

Clicks: 55

CTOR: 2.3%

AFAR

AFAR Magazine Advert

Spring Issue 2023

- 1 full page Beyond Green advert in the Spring edition featured 6 Beyond Green members. Beyond Green received excellent placement on page 25, within the first 25% of the book. The digital edition can be found [here](#).



Spring Hospitality Issue (on sale April 25, 2023)
Full Page 4-Color Ad on Page 25, Right Hand Side, Opposite Edit
Circulation: 275,000 | Readership: 1,100,000



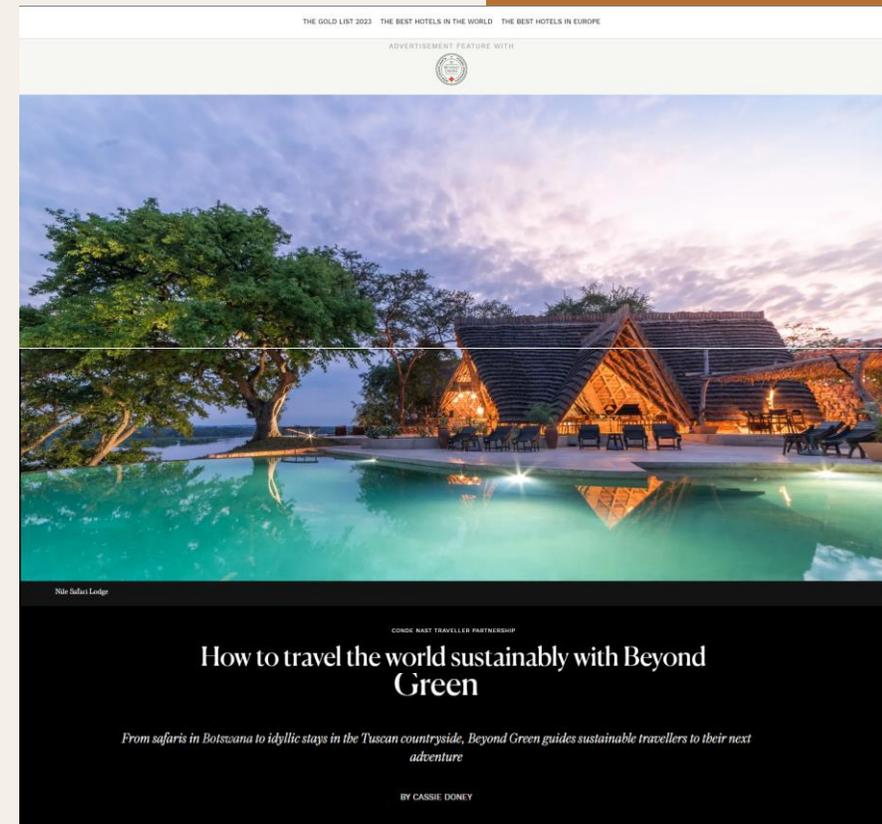
Condé Nast Traveler

Web and Social (on the UK site)

Jan 30 – Mar 8, 2023

- 1 article housed on the Conde Nast web page ([here](#)) featuring all 5 properties participating, supplemented with digital ads and social media promotion by Conde Nast.

- **Conde Nast Article Pageviews: 5,385**
- Digital ad impressions: **221,440**
- Facebook + Instagram Impressions: **529,554**
- Facebook + Instagram Post Engagement: **6,258**



For many of us, finding a hotel that meets our sustainability standards is as important as whether it has a magnificent suite or spectacular restaurant. But as interest in eco-friendly travel continues to grow, it can be a challenge to separate those destinations that have made real, lasting environmental commitments from those jumping on the greenwash bandwagon.

Enter Beyond Green, a brand that believes travelling well, and with intention, can be a powerful force for good. Every property in its diverse portfolio of hotels, resorts and lodges has passed a rigorous on-site inspection led by sustainable-tourism auditors, and only those who meet its strict standards – which reflect the UN's Sustainable Development Goals and other industry-best practices – are accepted. Beyond Green allows travellers to stay in the world's most astonishing destinations, in full confidence that they are nurturing the planet while doing so. Here are some of the very best.

Xigera Safari Lodge, Botswana

Total web article views on Conde Nast: **5,385**

Total campaign reach: **750,994**

Total social media engagements: **6,258**

Referral Traffic to Beyond Green website: **698**



TOP BG WEB PAGES IN Q1 2023

Top Page	BG Webpage	Number of web visitors to hotel page	Co-op opportunity leveraged
1	Beyond Green Home Page	21.1K+	
2	Beyond Green Hotels Page	3.9K+	
3	Nile Safari Lodge	1.4K+	Participated in Co-op Marketing
4	Parkside Hotel & Spa	1.2K+	Participated in Co-op Marketing
5	Coulibri Ridge	1.2K+	Participated in Co-op Marketing
6	Post Ranch Inn	1.2K+	
7	The Brando	1.1K+	
8	The Ranch at Laguna Beach	1.1K+	Participated in Co-op Marketing
9	Aristi Mountain Resort	1.09K+	Participated in Co-op Marketing
10	Three Camel Lodge	1.01K+	Participated in Co-op Marketing