



GoldPlus and Platinum Participation HOTEL PROGRAM FAST FACTS

Hickory Global Partners has been the go-to industry-leading global alliance for travel agencies, corporate travel departments (CTDs) and corporations. We are a membership-based organization that has experienced new membership growth every year since our founding. Additions to the HICKORY agency network include corporate travel departments (CTDs) travel management companies (TMCs) and a travel consortium. HICKORY member agency 2022 YOY RN growth was 76.1% 2022 YOY revenue growth was 89.2%

BENEFITS

In recognition of the ongoing travel industry recovery, there will be no hotel participation price increases for the fourth consecutive year

- ✓ Reach over 2,500 pseudo city code (PCCs) agencies, corporate travel departments (CTDs) and corporations with 1,500 locations in over 30 countries that book in the neighborhood of \$2 Billion on hotel bookings annually
- ✓ Our extensive network represents small, midsize, and large corporations, CTDs & TMCs
- ✓ Our diverse business mix is 75% corporate, 25% leisure, meetings, and events
- ✓ Increase your market share and discover new revenue streams for your hotels on a worldwide basis
- ✓ HICKORY members book your special negotiated rates on our HFH rate code, but also your hotel's special rate offers via our promotional EZR rate code (included with participation) distributed via all GDSs
- ✓ We leverage our world-class Air Program to our members, which includes 75 airlines on a complimentary basis. HICKORY agency members registered for this program are required to book the HICKORY hotel program participating hotels
- ✓ We made SmartBook™ even smarter! HICKORY's OBT, Group and Meeting Booking Solution. HICKORY's OBT integrates the HICKORY Hotel Program rate access codes & aggregators content plus integrated meeting and group access/electronic RFPs. Access is a closed-loop environment. Membership signup is mandatory

PARTICIPATION

Hotels that select GoldPlus or Platinum level participation in your RFP submission have included marketing at a significant savings with participation! See details below

- ✓ GDS Distribution of the HICKORY primary rate access code HFH: Amadeus, Sabre, Travelport-Apollo/Galileo, Worldspan)
 - Plus, complimentary access to load rates on our secondary rate code EZR for your promotional offers
- ✓ Automated GDS rate audits to ensure the hotel-negotiated rates are bookable
- ✓ Hotels that participate in the HICKORY Block Space Program via the RFP submission receive complimentary marketing
- ✓ Property listed in the HICKORY's Hotel Program Directory
- ✓ Expanded distribution through strategic partnerships that offer our hotel supplier partners new revenue opportunities and better access to in-market travelers
- ✓ Innovative analysis & reporting that helps our hotel partners more effectively manage and grow their businesses

GOLD PLUS: Participation + Marketing Bundle \$1,299 (\$3,039 Value)

Includes all benefits plus marketing tactics (listed below) with a dedicated Account Manager

- ✓ (1) Deals Email Ad Insertion
- ✓ (3) Clicks (links attached to HICKORY Weekly Email Summary)

PLATINUM: Participation + Marketing Bundle \$2,309 (\$7,589 Value)

Includes all benefits of GOLD (above) plus marketing tactics (listed below) with dedicated Account Manager

- ✓ (2) Deals Emails
- ✓ (1) Exclusive Email (supplier spotlight)
- ✓ (5) Clicks (links attached to HICKORY Weekly Email Summary)
- ✓ 3 Social Media Posts (LinkedIn, Facebook, Instagram, Twitter)



PROPERTY MARKETING

GOLDPLUS or PLATINUM LEVEL PARTICIPATION

SHOWCASE YOUR PROPERTY TO OUR MEMBERS AND PROSPECTS

Hickory Global Partners offers its suppliers a unique and valuable opportunity to reach our more than 8,500 members and prospects with our first-class Marketing Program designed to enhance awareness and engagement and drive revenue. Benefit from promoting your property through extensive distribution via marketing opportunities across our massive network.

Audience Benefits and Opportunity

Let us bridge the gap between you and our travel agency and travel department members and highly qualified travel industry prospects.

- ✓ Reach 6,500 agency contacts worldwide (members and prospects)
- ✓ HICKORY will provide key performance indicators (i.e. impressions, open rates, click rates, etc.)
- ✓ All HICKORY eMarketing will not only be sent on the specified date but also in our Weekly Email Summary for additional agency exposure

Marketing Statistics and Metrics

- ✓ Increases in social media followers +75% LinkedIn, +20% Facebook, +30%, Instagram YOY
- ✓ 2022 1Q + 2Q email open rate average of 22%+ (industry average 20% including both leisure and business travel -- source Mailchimp)

TACTICS

Exclusive Email –

INCLUDED:

- PLATINUM Participatin (includes 1)

Exclusive to (1) supplier only

Promote special offers, incentive programs, news, updates, etc.

Offers exclusive to HICKORY are preferred

Delivered twice weekly

Included in HICKORY'S Weekly Email Recap Summary

Uploaded to Partner HQ (HICKORY'S agent portal) for (1) year

Generous ad size with subtitle and 50 words of text below image

Supply PDF or landing page for click-through

[Click here for sample](#)

Deals Email

INCLUDED:

- PLATINUM (includes 2)
- GOLDPLUS (includes 1)

Delivered twice weekly

Promote special offers, incentive programs, news, updates, etc.

Uploaded to HICKORY Hot Hotel Deals webpage for (1) year

Features no more than three suppliers per email

Offers exclusive to HICKORY are preferred

[Click here for sample](#)

Clicks

INCLUDED:

- PLATINUM (includes 5)
- GOLDPLUS (includes 1)

Included in HICKORY'S Weekly Email Recap Summary

Ideal for product/service announcements, news, updates, important notices, campaigns, etc.

Subject line/title and PDF, landing page or video

Offers exclusive to HICKORY are preferred

[Click here for sample](#)

Social Media Posts

INCLUDED:

- PLATINUM (includes 3)

Posted on HICKORY'S LinkedIn, Facebook, Instagram and Twitter Pages

Ideal for product/service announcements, news, updates, important notices, campaigns, etc.

Subject line/title and PDF, landing page or video

Offers exclusive to HICKORY are preferred

SPECS

Exclusive Email

- ✓ 585 pixels wide x 585 pixels high
- ✓ Provide finished and properly sized ad inclusive of images and copy (text)
- ✓ Max File Size: 350 KB
- ✓ Color Mode: RGB
- ✓ Submission Lead-Time: 5 business days
- ✓ Layers: Flatten or remove layers
- ✓ Acceptable File Types: PNG, JPEG

- ✓ Supplier Hotel Ads must contain a logo and strong call to action to book the HICKORY's GDS rate code, "Book HFH"
- ✓ Provide PDF or URL for ad click-through
- ✓ Deadline for content: (1) week prior to run date

Deals Email

- ✓ Ad Size: 585 pixels x 300 pixels
- ✓ Provide finished and properly sized ad inclusive of images and copy (text)
- ✓ Max File Size: 350 KB
- ✓ Color Mode: RGB
- ✓ Submission Lead-Time: 5 business days
- ✓ Layers: Flatten or remove layers
- ✓ Acceptable File Types: PNG, JPEG
- ✓ Supplier Hotel Ads must contain a logo and strong call to action to book the HICKORY's GDS rate code, "Book HFH"
- ✓ Provide PDF or URL for ad click-through
- ✓ Deadline for content: (1) week prior to run date

Clicks

- ✓ Supply subject line/title for heading
- ✓ Provide PDF, landing page to hyperlink or video
- ✓ Videos - Max file size 4 GB, max frame rate 30 fps, max length 60 sec
- ✓ Deadline for content: (1) week prior to run date

Social Media Posts

- ✓ Posted on HICKORY'S LinkedIn, Facebook, Instagram and Twitter pages
- ✓ Twitter – Max length 280 characters
- ✓ Supply subject line/title and PDF, landing page or video
- ✓ Instagram Image – 1080px wide by 566px-1350px high, max resolution 1080px wide. aspect ratios between 4:5 and 191:100
- ✓ Videos - Max file size 4 GB, max frame rate 30 fps, max length 60 sec
- ✓ Deadline for content: (1) week prior to post date

Send materials to:

Gessika Auguste Specialist, Hotel and Supplier Marketing [E gauguste@hickoryglobalpartners.com](mailto:egauguste@hickoryglobalpartners.com)