



Property-Level Marketing

2024 Media Kit

AgentSource and TripSource



Introduction

BCD Corporate Overview

Originally founded in 2006, BCD Travel is headquartered in Utrecht with regional headquarters in Atlanta, London and Singapore.

In 2022, BCD Travel generated over \$4 billion in hotel spend with over 24 million room nights.

BCD Travel supports over 2 million business travelers around the globe. Over 90% of the overall BCD Travel hotel bookings in 2022 were corporate travelers. Stay by BCD Travel™, our complete hotel solution, helps clients build hotel savings through innovative approaches. At the same time, these approaches help you attract more bookings and a larger share of discretionary hotel spend.

US\$4B

2022 Global
Hotel Spend

7K

Travel
Counselors

24M

Room Nights
Booked

90%

Corporate
Travel Volume

2M

Business
Travelers

1 in 3

Clients are
Fortune 500

Small & Midsized

Clients Generate
50% of Spend

Around the world

BCD Travel has a global footprint across six continents and 106 countries.

106
countries

97%
client retention

Record
new business wins



Amplify Your Reach & Influence

CONNECT WITH TRAVELERS AND EMPOWER AGENTS

Unleash the Power of BCD's Travel Platforms with TripSource and AgentSource

Discover the dynamic advertising opportunities provided by TripSource and AgentSource, two powerful platforms brought to you by BCD. Seamlessly connecting travelers and travel agents, these platforms offer unparalleled reach, engagement, and influence in the travel industry.

Whether you're looking to target travelers directly or establish strong partnerships with travel agents, TripSource and AgentSource offer the tools and platform you need to achieve advertising success in the travel industry.

Contact us today to explore how advertising on TripSource and AgentSource can propel your brand's growth, drive revenue, and establish your position as a leader in the ever-evolving travel landscape.

Benefits

- 1. Increased visibility & brand awareness:** enhance your hotel's visibility and brand awareness within the travel agent and traveler communities
- 2. Improved conversion rates:** increase your chances of converting searches into bookings
- 3. Cost-effective marketing:** reach a large audience of travel agents and travelers, maximizing your marketing impact without overspending





AgentSource & TripSource



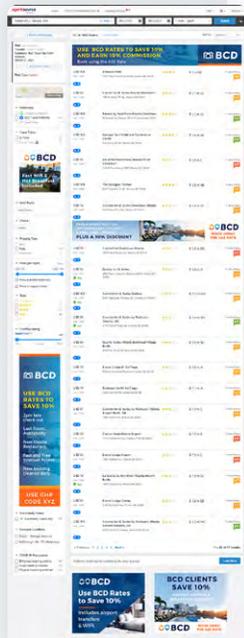
DISCOVER THE POWER OF TWO: Introducing BCD Travel's Dual Booking Tools

agentsource

Empowering Agents and Unlocking Advertising Opportunities

AgentSource reimagines the agent platform experience, empowering travel agents to provide exceptional service while ensuring data quality and integrity. Designed as a comprehensive resource for managing trip status, profile information, and multicategory content, AgentSource enhances agent performance and efficiency.

For advertisers, AgentSource offers direct access to a network of travel agents who play a pivotal role in booking accommodations. By advertising on AgentSource, you can forge meaningful connections with these agents, amplify your brand message, and influence their booking decisions. Showcase your hotel's unique features, special offers, and amenities to agents who can confidently recommend and book your property for their clients, thus improving conversion rates and driving revenue growth.

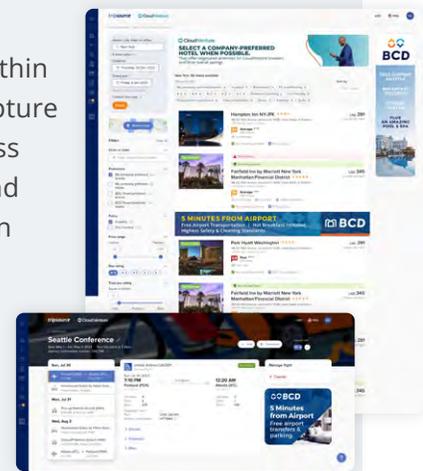


tripsource

Streamlined Travel Management and Advertising Potential

TripSource serves as the ultimate travel companion, offering a seamless experience for travelers. With instant access to trip details, booking options, check-in reminders, and real-time flight notifications, TripSource keeps travelers organized, informed, and in control throughout their journey.

When it comes to advertising, TripSource becomes a valuable avenue for enhancing visibility, influencing travel decisions, and targeting the right audience. By strategically placing your brand message within TripSource, you can capture the attention of business travelers, increase brand awareness, and position your hotel or services as the preferred choice for their accommodations.



agentsource

Ad placements and options

A SKYSCRAPER



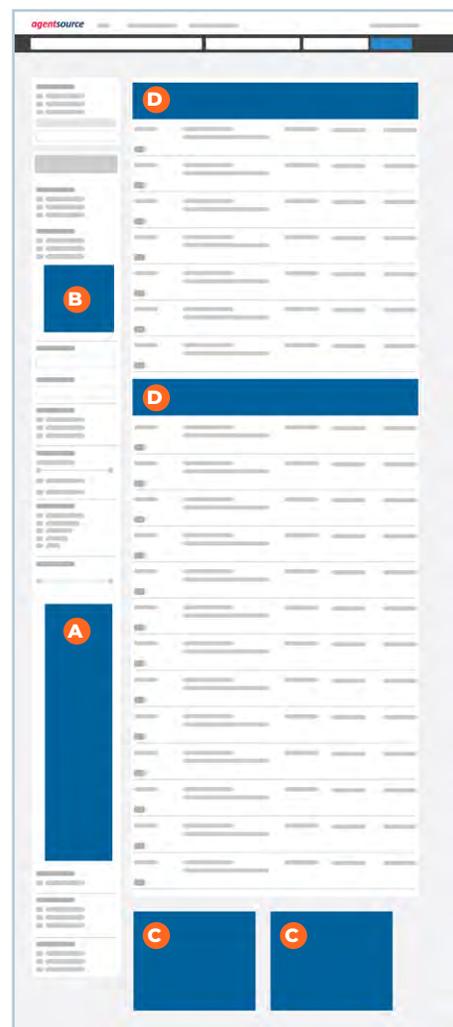
B SIDEBAR



C BOTTOM



D LEADERBOARD



tripsource

Ad placements and options

A SKYSCRAPER



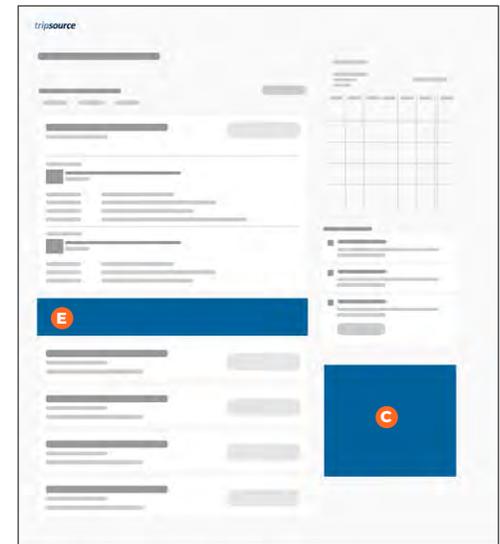
RESULTS PAGE



TRIP PAGE



DASHBOARD PAGE



C DASHBOARD SIDEBAR



B RESULTS LEADERBOARD



D TRIP PAGE



E TRIP PAGE



Do's & Don'ts

Tips For Success

A few tips and tricks to ensure ads on BCD's platforms gain maximum visibility and drive bookings. Following digital advertising best practices will help protect and ensure ad spend ROI, while simultaneously develop a trusted relationship with BCD travelers, travel managers, and agents.

Display ad requirements

Format: JPG, PNG or GIF (static)

A note about retina: For a more crisp ad on retina screen you can double these sizes as long as size does not exceed 75kb

Files Size: 75kb or less.

Border: Ads will appear on a white background, we recommend adding a 1px border for all white or light colored ads



Best Practices

- ✔ Include a prominent brand logo, a clear, concise value proposition, and enticing call to action.
- ✔ Keep brand consistency so agents and loyal travelers know what to expect.
- ✔ Frame the ad with a border if there's negative space to maintain ad connectivity and avoid blending in. All ads will appear on white background.
- ✘ Avoid promoting multiple properties with one ad.
- ✘ Don't make too generic or ad will lose market specific audience.



Imagery

- ✔ Choose an inviting photo that is property specific and aligns with offer message.
- ✔ Photos are not necessary if value proposition is best communicated with text.
- ✔ Tell a story with dynamic ads to make the most of ad space.
- ✘ Avoid including multiple photos unless leveraging dynamic ad.
- ✘ Never show irrelevant images of activities or amenities not offered at property.



Messaging

- ✔ Keep text short and to the point to best communicate message.
- ✔ Use modern, easy to read fonts.
- ✘ Avoid using cursive fonts, italicized fonts, or difficult to read fonts.
- ✘ Avoid using color to emphasize words or actions.
- ✘ Don't include passive language, drive action with action words.

FAQ's

General

Do I need to advertise with BCD if I already advertise via the GDS?

YES. Ads on the GDS do not pull-through to any BCD booking platforms. Advertising directly with BCD is the only way to reach BCD agents and travelers.

Do you have a minimum spend or minimum length of campaign required?

30 days (1 month) minimum.

Can I pause my ad campaign, skip certain months, or change my ad creative?

Yes! You may purchase multiple months, go month-to-month, and/or skip months at your desire.

Does BCD have any statistics regarding agent visibility in my market?

Yes, please contact our sales team for market specific production figures.

What payment options do you offer?

We encourage you to purchase your ads through our [online storefront](#). Payment via invoice is available for purchases of \$5,000 or more

Can my ad be targeted to searches for a certain length of stay, day of week, or specific BCD Travel client?

For an additional cost, ads may be targeted to specific BCD clients, please contact us for more information.

Will I receive any data regarding the performance of my ad?

Yes. We will provide impression data at the end of your campaign or end of each 30 day period.

Online Storefront

What is the online storefront?

The BCD Online Storefront, powered by Shopify is a simple, easy-to-use site where you can purchase advertisements, upload artwork and pay for your purchase.

What if I don't see my market listed?

Please contact us at for a custom monthly quote specific to your market.

How do I choose multiple ad zones?

Simply add each zone to your cart separately.

Do you require ads to run beginning on the first of the month?

No. Ads will run from the campaign start date you select and run for thirty (30) days or the number of months (30 day periods) you select.

How quickly will my ad go live after I complete my purchase?

We guarantee a turnaround time of three (3) business days.



Thank you

**For your interest in advertising
with BCD Travel**

For pricing, questions, and additional information,
visit our [online storefront](#) or

CONTACT US