

## Co-op Marketing Campaign

# **TRAVEL WEEKLY**

## Print/Email/Advertorial(UK)

Running in November/December 2023

### Participating Hotels:

Aristi Mountain Resort
The Parkside Hotel & Spa
The Ranch at Laguna Beach
Bentwood Inn
Nile Safari Lodge
Three Camel Lodge
Hidden India Mahayan









# TRAVEL WEEKLY

Print Advert, Advertorial and Email campaign

## **Overview**

- Travel Weekly is the UK's leading travel trade publication, with print and electronic outlets reaching travel advisors.
- This campaign took place in November, to coincide with the publication's Sustainability Summit Conference that took place November 30th



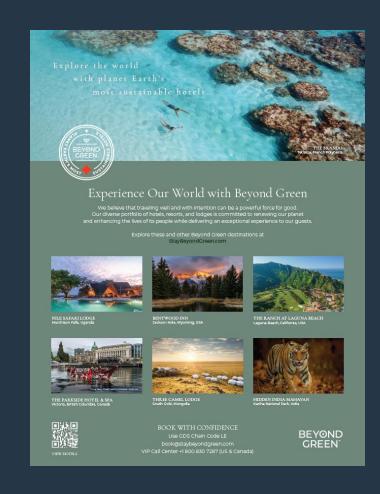
# TRAVEL WEEKLY

### **Advert and Advertorial**

Featured in the Travel Weekly Print and Digital Magazine:

- A full-page advert featuring each participating Beyond Green property
- A full-page advertorial highlighting sustainable guest experiences
- This magazine has a reach of 37,000 Travel Agents and received additional distribution at their Sustainability Summit Conference
- LINK TO DIGITAL VERSION

(see pages 45 and 66 for advert and advertorial)



### SUSTAINABLE STAYS WITH Beyond Green

book your clients a trip to one of its breathtaking properties with cor confidence, as all members must pass a rigorous multi-day, on-site, Laguna Beach,

e tourism standards. These sustainable hotels don't compr wallby either, so you can rest assured that your clients will be treated to the

#### Aristi Mountain Resort, Greece

Tailor-made excursions showcase Aristi's abundance of natura nd cultural treasures. Guests can enjoy hikes, white-water rafting canyoning and more in the scenic Zagari region



### the jungle of Kanh wildlife, including th majestic Bengal tiger The site supports loca

# people and tigers by

After horseback riding through the dramati spend time with a pomadic family learning raditional milk tea. Jearning how to make dairy

# sustainable, full-service





#### Victoria, British Columbia

explore the historic trails of the native ionghees Nation. The hotel also prior

African wildlife. The ladge is solely

# TRAVEL WEEKLY

## **Email Distribution**

Beyond Green had a dedicated email to the Travel Weekly audience

Distributed to 5,500 UK travel advisors

#### BEYOND GREEN



### Planet Earth's Most Sustainable Hotels

Beyond Green hotels, resorts, and lodges, alongside our DMC partners are committed to renewing our planet, enhancing the lives of its people, and delivering exceptional guest experiences. All Beyond Green members are subject to a rigorous on-site inspection, based on the UN Sustainable Development Goals and focused on the three core pillars of nature, culture, and community.

# Book Beyond Green with Confidence

Together, we can harness the power of travel to be a force for good, leaving behind a legacy for generations of travelers to come.



THREE CAMEL LODGE South Gobl, Mongolia

Dramatic landscapes, remote wilderness, uniquely rich culture

VIEW HOTEL



HIDDEN INDIA MAHAVAN Kanha National Park, India

Incredible glamping experience deep in the "Tiger Capital" of India

VIEW HOTEL



NILE SAFARI LODGE Murchison Falls, Uganda

Luxury eco-lodge on the Nile, surrounded by African wildlife

VIEW HOTEL



THE RANCH AT LAGUNA BEACH Laguna Beach, California,

Southern California luxury with golf, spa, beach, and mountains

VIEW HOTEL



BENTWOOD THE
INN HO'S
Jackson Hole, Wyoming, Vic

Intimate rustic lodge close to Grand Tetons vistas

VIEW HOTEL



Award-winning, net-zero, all-suite hotel in vibrant

VIEW HOTEL

#### New UNESCO World Heritage Site: Zagori Cultural Landscape

Visit Aristi Mountain Resort in the mountainous Zagori region of Greece, recently awarded UNESCO Designation.

VIEW HOTEL





**Explore Our Planet with Beyond Green** 

VIEW OUR E-DIRECTORY

#### BOOK WITH CONFIDENCE

Use GDS Chain Code LE | book@staybeyondgreen.com

Worldwide (Toll): +1 314 820 2915