



Co-op Marketing 2024 - 2025

BEYOND GREEN

Co-op Marketing Opportunities 2024 - 2025

We are excited to bring you more offerings in publications featured below. **Please take a look at the deck and submit your selections through the Green room** (link to be available mid-September on the Green Room). *Please note, if not all needed participants are fulfilled, some campaigns may not go forward.*

Through co-op marketing opportunities in available in this round we estimate these campaigns will generate **7 Million impressions**.



The New York Times

Condé Nast
Traveler

the hotel guide
TRAVEL. MAKE MEMORIES

TRAVEL+
LEISURE



Overview of Co-op Marketing Opportunities 2024-2025

Please review the more detailed descriptions of each opportunity later in this presentation, to help you in your decision making.

| Campaign | MEDIA | Campaign Timeframe* | SUPPORT | COST EACH |
|---|--|-------------------------|-----------------------------|-----------|
| The New York Times (US) 2.4 Million web impressions | Online Banner Ad | Jan – March 2025 | 12 Participating Properties | 2,800 USD |
| The Hotel Guide (US) 1 Million yearly unique web visitors | Online Article + Social Media | Jan – March 2025 | 8 Participating Properties | 750 USD |
| The Hotel Guide (US) 4 Million viewers per edition | 1 Full ad Page + 1 Full Page Advertorial | Jan – March 2025 | 8 Participating Properties | 1,100 USD |
| Condé Nast (UK) 700K impressions | Native Online Article + Interactive map | Jan – March 2025 | 7 Participating Properties | 7,000 USD |
| Condé Nast (UK) 850K Impressions | Social Media | Jan – March 2025 | 10 Participating Properties | 2,400 USD |
| National Geographic (UK) 55,000 magazine copies distributed | 2 Full Page ads + Email Banner ad | December 2024 | 8 Participating Properties | 2,100 USD |
| Travel + Leisure (US) 200k total reach | 2 Dedicated Email | October – December 2024 | 4 Participating Properties | 2,800 USD |

**If you have any questions or concerns about the timeframes available – please reach out to Kayla Vieten <kvieten@staybeyondgree.com>*

Campaign Descriptions

2024-2025 Co-op Marketing Opportunities

**The
New York
Times**

DIGITAL BANNER ADS

New York Times (US)

Reach the online audience of the New York Times. This web user base is focused on the US region, and a longstanding news source in the region. Leverage this high traffic site to promote your property.

- **Campaign Reach:** 2,400,000 total impressions (12 ads at 200k impressions each)
- **Time Frame:** Jan – March 2025
 - The campaign will run each ad for 8 weeks on the NYT website
- **Total Campaign Cost:** 33,600 USD
 - For 12 hotels each paying 2,800 USD each
- **Campaign Assets:**
 - Each ad size is 300x250
 - Focusing on one property, with image, name and location
- **Call to Action:** Link to hotel page on the Stay Beyond Green site



NEW YORK TIMES

Banner Ad Example



Planet Earth's Most Sustainable Hotels

Carneros Resort and Spa
Napa, California, USA

BEYOND GREEN™

EXPLORE NOW

This banner ad features a photograph of a resort pool area at sunset. The pool is rectangular and surrounded by lounge chairs and umbrellas. The background shows rolling hills and a bright sun low on the horizon.



Planet Earth's Most Sustainable Hotels

The Ranch at Laguna Beach,
Laguna Beach, California, USA

BEYOND GREEN™

EXPLORE NOW

This banner ad features an aerial view of a golf course and resort buildings nestled in a valley. The landscape is lush green with a blue ocean in the distance under a clear sky.



Planet Earth's Most Sustainable Hotels

Coulibri Ridge
Soufriere, Dominica

BEYOND GREEN™

EXPLORE NOW

This banner ad features an aerial view of a resort complex built on a steep, forested hillside. The buildings are white and modern, with a swimming pool visible. The ocean is visible in the background.



ONLINE ARTICLE + SOCIAL MEDIA

The Hotel Guide (US)

The Hotel Guide is a digital travel magazine, website and social media platform promoting the best in travel and leisure. This publication has evolved from a print publication to now a digital format.

- **Campaign Reach:** The article will remain live on the site permanently
 - Yearly Unique Web Visitors: **1.1 million**
 - Monthly Unique Web Visitors: **93,000**
- **Time Frame:** Jan – March 2025
- **Total Campaign Cost:** 3,000 USD
 - For **4 hotels** each paying **750 USD** each
- **Campaign Assets:** 1 dedicated online article + 1 social media post on their Instagram channel
- **Call to Action:** Link to hotel page on the Stay Beyond Green site from the online article

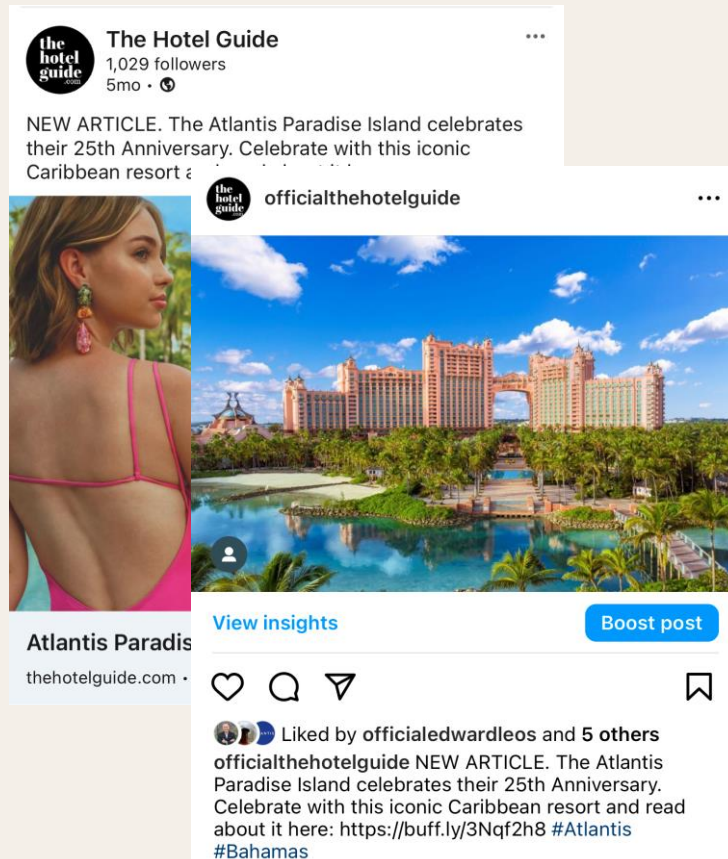
The logo for 'the hotel guide' is displayed in a white circle on a brown background. The text 'the hotel guide' is in a bold, lowercase, sans-serif font. Below it, the tagline 'TRAVEL. MAKE MEMORIES' is written in a smaller, uppercase, sans-serif font.

the hotel guide
TRAVEL. MAKE MEMORIES



Online Article + Social Media Examples

Instagram post



The Hotel Guide
1,029 followers
5mo · 🌐

NEW ARTICLE. The Atlantis Paradise Island celebrates their 25th Anniversary. Celebrate with this iconic Caribbean resort at <https://buff.ly/3Nqf2h8>

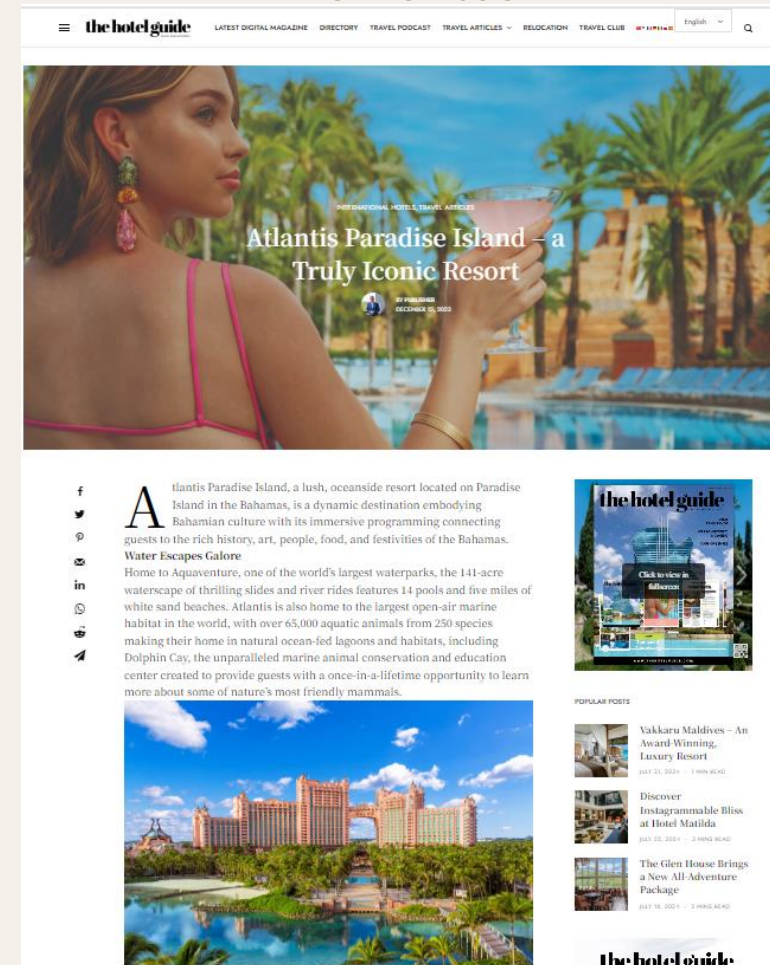
officialthehotelguide

Atlantis Paradise Island
thehotelguide.com ·

View insights Boost post

Liked by officialEdwardleos and 5 others
officialthehotelguide NEW ARTICLE. The Atlantis Paradise Island celebrates their 25th Anniversary. Celebrate with this iconic Caribbean resort and read about it here: <https://buff.ly/3Nqf2h8> #Atlantis #Bahamas

Online Article



thehotelguide LATEST DIGITAL MAGAZINE DIRECTORY TRAVEL PODCAST TRAVEL ARTICLES RELOCATION TRAVEL CLUB English Q

Atlantis Paradise Island - a Truly Iconic Resort

Atlantis Paradise Island, a lush, oceanside resort located on Paradise Island in the Bahamas, is a dynamic destination embodying Bahamian culture with its immersive programming connecting guests to the rich history, art, people, food, and festivities of the Bahamas.

Water Escapes Galore

Home to Aquaventure, one of the world's largest waterparks, the 141-acre waterscape of thrilling slides and river rides features 14 pools and five miles of white sand beaches. Atlantis is also home to the largest open-air marine habitat in the world, with over 65,000 aquatic animals from 250 species making their home in natural ocean-fed lagoons and habitats, including Dolphin Cay, the unparalleled marine animal conservation and education center created to provide guests with a once-in-a-lifetime opportunity to learn more about some of nature's most friendly mammals.

POPULAR POSTS

- Vakkaru Maldives - An Award-Winning, Luxury Resort
- Discover Instagramable Bliss at Hotel Matilda
- The Glen House Brings a New All-Adventure Package

thehotelguide



1 FULL PAGE AD + 1 FULL PAGE ADVERTORIAL

The Hotel Guide (US)

The Hotel Guide are a digital travel magazine, website and social media platform promoting travel and leisure. This publication has evolved from a print publication to now a digital format. Their bi-monthly edition is direct emailed to a total of 24 Million travelers yearly.

the hotel guide
TRAVEL. MAKE MEMORIES

- **Total Campaign Reach:** circulation **4 million travelers** per edition
 - **Audience:** US customers, as well as travel agents and tour operations
- **Time Frame:** Q1 2025 Edition
- **Total Campaign Cost:** 8,800 USD
 - For **8 hotels** each paying **1,100 USD** each
- **Campaign Assets:** 1 Full-Page Ad + 1 Full Advertorial
- **Call to Action:** QR Code to the Stay Beyond Green site




THE HOTEL GUIDE

1 Full-Page Ad + 1 Full-Page Advertorial

Example from previous full-page ad



Explore the world with planet Earth's most sustainable hotels



Experience Our World with Beyond Green

We believe that traveling well and with intention can be a powerful force for good. Our diverse portfolio of hotels, resorts, and lodges is committed to renewing our planet and enhancing the lives of its people while delivering an exceptional experience to our guests.

Explore these and other Beyond Green destinations at StayBeyondGreen.com



THE RANCH AT LAGUNA BEACH
Laguna Beach, California, USA




ARENAS DEL MAR
Manuel Antonio, Costa Rica



YERMEJO A TED TURNER RESERVE
Raton, New Mexico, USA



THE PALMS HOTEL & SPA
Miami Beach, Florida, USA



BENTWOOD INN
Jackson Hole, Wyoming, USA



EDGEWOOD TAHOE RESORT
Stateline/Lake Tahoe, Nevada, USA

DISCOVER BEYOND GREEN DESTINATIONS AROUND THE WORLD
Book online at StayBeyondGreen.com or call 1-877-370-6022 for reservations assistance.



Atlantis Paradise Island a truly iconic destination

America's premiere island, a lush, remarkable resort on Paradise Island in the Bahamas, is a tropical destination redefining the island getaway. With its renowned programming, award-winning guests, and iconic architecture, Atlantis Paradise Island is the ultimate island escape. From its award-winning dining, shopping, and entertainment, Atlantis Paradise Island is the ultimate island escape. From its award-winning dining, shopping, and entertainment, Atlantis Paradise Island is the ultimate island escape.

Family members
Myriad of Lazing Options
Atlantis has five unique dining options. For guests, there are family restaurants, including Atlantis Family Restaurant, all with family accommodations. Atlantis Paradise Island is the ultimate island escape. From its award-winning dining, shopping, and entertainment, Atlantis Paradise Island is the ultimate island escape.

Water Sports Galore
From its award-winning dining, shopping, and entertainment, Atlantis Paradise Island is the ultimate island escape. From its award-winning dining, shopping, and entertainment, Atlantis Paradise Island is the ultimate island escape.

Spa on the Island
Atlantis Paradise Island is the ultimate island escape. From its award-winning dining, shopping, and entertainment, Atlantis Paradise Island is the ultimate island escape.



THIS IS THE FUN OF THE BEACH IN A GLASS OF SEA-LIME.

ATLANTIS
THE RESORT ON A ISLAND
ATLANTISPARADISEISLAND.COM

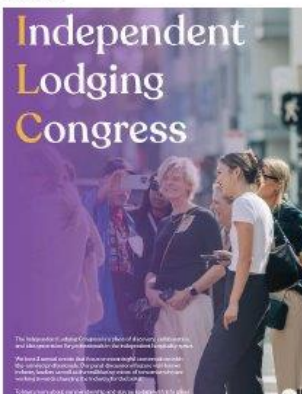


Independent Lodging Congress

With over 400 attendees, the Independent Lodging Congress is the premier event for independent lodging professionals. The event features networking opportunities, educational sessions, and a marketplace for independent lodging products and services.

Keynote Address
The Independent Lodging Congress is the premier event for independent lodging professionals. The event features networking opportunities, educational sessions, and a marketplace for independent lodging products and services.

Registration
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Example from previous Beyond Green full 2-page advertorial



Beyond Green
Making travel a force for good



BEYOND GREEN
Making travel a force for good



BEYOND GREEN
Making travel a force for good



BEYOND GREEN
Making travel a force for good

BEYOND GREEN is a leading force in sustainable travel, offering a diverse portfolio of hotels, resorts, and lodges that are committed to renewing our planet and enhancing the lives of its people while delivering an exceptional experience to our guests.

Discover more about our sustainable travel offerings at StayBeyondGreen.com.



NATIVE ONLINE ARTICLE + INTERACTIVE MAP

Condé Nast (UK)

Condé Nast Traveler is a luxury and lifestyle travel magazine published by Condé Nast. This extremely well-known media company, is award winning and offers various media types to reach the UK audience.

The logo for Condé Nast Traveler is displayed within a white circle on a brown background. The text "Condé Nast" is in a smaller, black, sans-serif font, positioned above the word "Traveler" which is in a larger, bold, black, serif font.

- **Total Campaign Reach:** An audience of **7000K impressions**
- **Time Frame:** Jan – March 2025
 - Articles are **promoted for 6 weeks** via editorial-style native and branded traffic drivers.
- **Total Campaign Cost:** 49,000 USD
 - For **7 hotels** each paying **7,000 USD**
- **Campaign Assets:** 1 native online article written by a CNT editor or contributor + a spot on an interactive map included in the article
- **Call to Action:** Link to the Stay Beyond Green site



CONDE NAST

Native Online Article + Interactive Map Examples

External Promotion of Article



After a first-class flight, you'll find the grounds of this resort as you descend towards the turquoise lagoon. The resort is a perfect blend of luxury and nature, with a focus on sustainability and local culture. The resort is a perfect blend of luxury and nature, with a focus on sustainability and local culture. The resort is a perfect blend of luxury and nature, with a focus on sustainability and local culture.

Best for multi-generational getaways – JW Marriott Maldives Resort & Spa



W
BONVOY

Exploring Germany



What your spot would look like!



SOCIAL MEDIA

Condé Nast (UK)

Condé Nast Traveler is a luxury and lifestyle travel magazine published by Condé Nast. This extremely well-known media company, is award winning and offers various media types to reach the UK audience.

- **Total Campaign Reach:** An audience of **850K impressions**
 - **1.9 Million** Instagram Followers
 - **241K** Facebook Page Likes
- **Time Frame:** Jan – March 2025
- **Total Campaign Cost:** 24,000 USD
 - For **10 hotels** each paying **2,400 USD**
- **Campaign Assets:** 1 x carousel post on Facebook feed, 1 x carousel post on Instagram feed + 1 x carousel post on Instagram story
- **Call to Action:** Link to hotel page on the Stay Beyond Green site

The logo for Condé Nast Traveler is displayed within a white circle. It features the words "Condé Nast" in a smaller, black, serif font above the word "Traveler" in a large, bold, black, serif font.

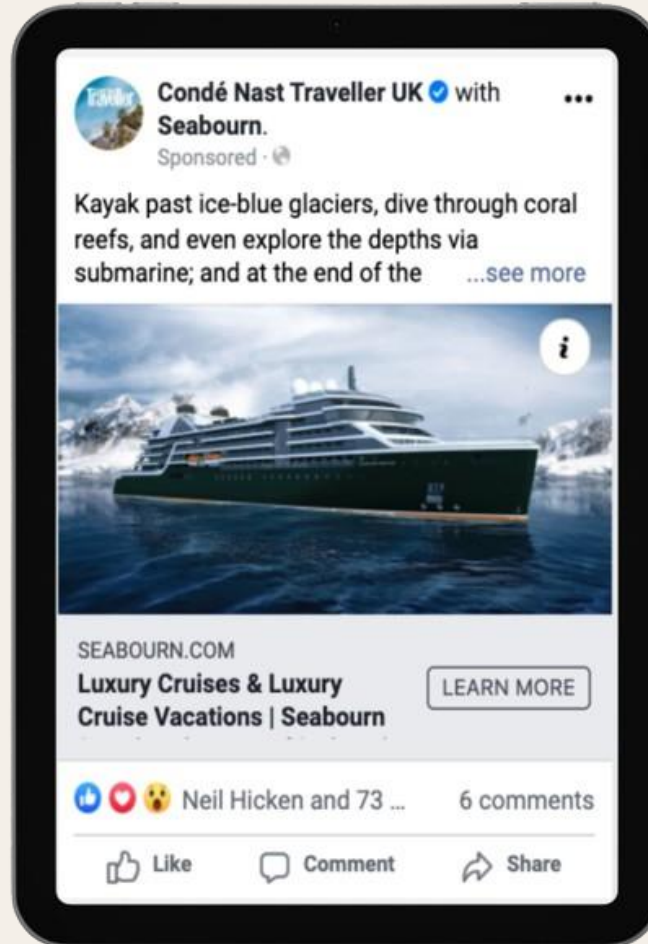
CONDE NAST

Social Media Example

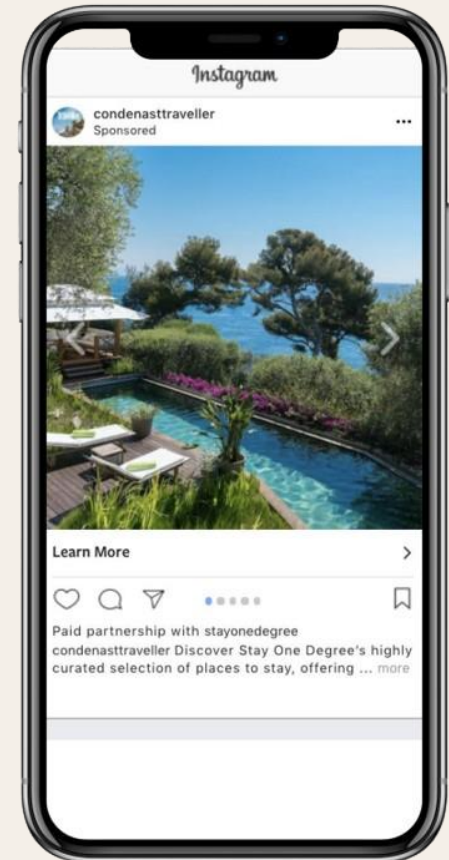
Instagram stories



Facebook Post



Instagram post



2 FULL PAGE ADS + EMAIL BANNER

National Geographic (UK)

The National Geographic Society is an impact-driven nonprofit. They identify and invest in a diverse, international community of changemakers—National Geographic Explorers—who use the power of science, exploration, education, and storytelling to illuminate and protect the wonder of our world.


- **Total Campaign Reach:** 55,000 physical copies sent out per edition and the ad in the e-newsletter reaches 46,000 opt-in subscribers.
- **Time Frame:** December 5th Edition
- **Total Campaign Cost:** 16,8000 USD
 - For **8 hotels** each paying **2,100 USD**
- **Campaign Assets:** 2 Full Page Ads + Email Banner Ad
- **Call to Action:** Link to hotel page on the Stay Beyond Green site



NATIONAL GEOGRAPHIC 2 Full Page Ads + Email Banner



Explore the world
with planet Earth's
most sustainable hotels



Experience Our World with Beyond Green

We believe that traveling well and with intention can be a powerful force for good. Our diverse portfolio of hotels, resorts, and lodges is committed to renewing our planet and enhancing the lives of its people while delivering an exceptional experience to our guests.

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Miami Beach, Florida, USA




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EDGEWOOD TAHOE RESORT
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A Diverse Portfolio of Sustainable Hotels, Resorts and Lodges



BEYOND GREEN

[EXPLORE NOW](#)



LONG REND

Did you know southwest Virginia is the official birthplace of country music?

The state is the home of the genre's 'Big Bang' and the 320-mile Crooked Road links its heritage music venues, ranging between folk dances, fiddle stages and barn house jams via the mile-hooded peaks of the Blue Ridge Mountains. Words: Mike MacEachern. Photo: Shari Royston

The spotlights begin to fade on a stage in Floyd, not far from the misty Blue Ridge Mountains in southwest Virginia, and a fiddle begins to play. Gradually, the strings pick out the notes to an Appalachian melody that's at least a century old. Hearing it feels like unwrapping a time capsule. Its composer is long gone and nobody in the audience quite knows the tune, but it doesn't matter — soon the floor of The Floyd County Store floods with a motley collection of country music lovers: square dancers who shuffle, cloggers that step in time with the rhythm.

Everything is in motion, and as the hour grows late, an acoustic guitar, fiddle dulcimer fiddle and mandolin join in, their players' dusky fingers a blur as they work the strings. In the foreground, the scenes unfolding on the dance floor are a blend of old-fashioned folk tradition and high-school dance. It's dangerous territory for those with two left feet. like me



In this hilly region of moonshine, waterfalls and country roads that promise to take you home, music is never far away. A mix of gospel, bluegrass and country blues, the genre of the region sustains its mood-shaking bangs on porches, barn-house jams and twanging bluegrass landscapes.

Practically everyone here is musically gifted. I can sense that much after my first night on The Crooked Road, the state's heritage music trail, which runs for over 200 miles through the mountains of southwest Virginia and links over 60 music venues in a web-like sprawl.

[ROAD TO FULL STORY NOW](#)

ADVERTISEMENT

A Diverse Portfolio of Sustainable Hotels, Resorts and Lodges

BEYOND GREEN

[EXPLORE NOW](#)

TRAVEL+
LEISURE

EMAIL

Travel + Leisure (US)

Travel + Leisure is one of the worlds leading membership and travel companies, with nearly 20 travel brands across its resort, travel club, and lifestyle .Their campaign will reach the US market and reference the recently awarded 2023 Global Vision Award.

- **Campaign Reach:** Both dedicated emails reach a combined **400,000** opt-in subscribers' audience.
- **Time Frame:** The next two email campaigns will take place in Q4 2024
- **Total Campaign Cost:** 11,200 USD
 - For **6 hotels** each paying **2,800 USD**
- **Campaign Assets:** 2 separate email campaigns, each reaching a different 200,000 audience who are opt-in subscribers
 - 3 hotels featured per email
- **Call to Action:** Link to hotel page on the Stay Beyond Green site



TRAVEL + LEISURE

Dedicated Email Example

Example of Format for each hotel

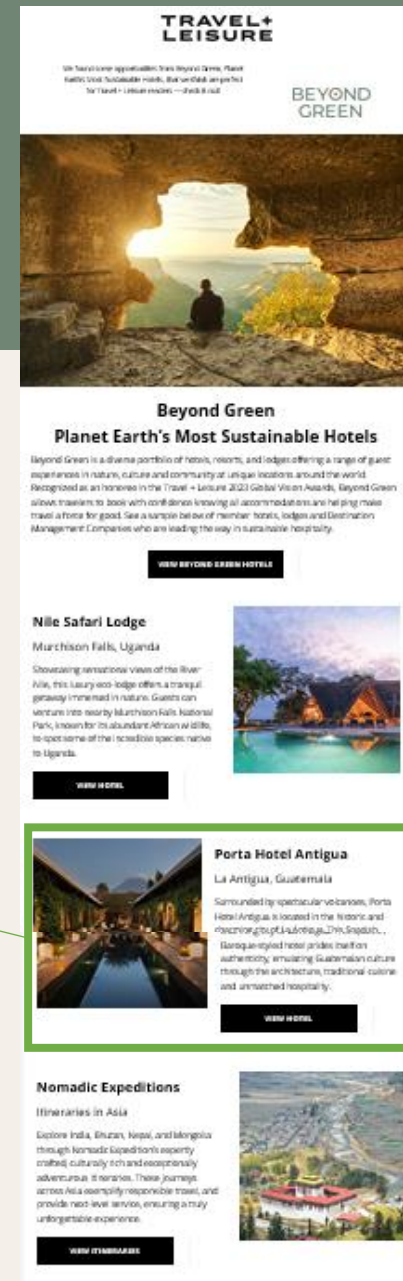


Porta Hotel Antigua

La Antigua, Guatemala

Surrounded by spectacular volcanoes, Porta Hotel Antigua is located in the historic and charming city of La Antigua. This Spanish Baroque-styled hotel prides itself on authenticity, emulating Guatemalan culture through the architecture, traditional cuisine and unmatched hospitality.

[VIEW HOTEL](#)



Thank You

If you have any questions, or would like to be featured in multiple editions of these campaigns – please reach out to Kayla at kvieten@staybeyondgreen.com.