



Co-op Marketing Campaign Results

Q1, 2024

PLANET EARTH'S
MOST SUSTAINABLE
HOTELS



LUXURY TRAVEL ADVISOR

Email Campaign (Two Distributions)

Feb and March, 2024

Luxury Travel Advisor Reported Results
(see opposite):

- This campaign featuring two dedicated Beyond Green brand emails in Q4 reached an audience of **+108,000 travel advisors**.
- Both emails had an average **open rate of 25%.**

BEYOND GREEN



Planet Earth's Most Sustainable Hotels

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

Explore these and other Beyond Green members making travel a force for good.

The Omnia
MONTICELLO, PENNSYLVANIA, USA
Omnia is a historic estate, now a luxury resort. It is a place where the past meets the present, offering a unique experience. The resort is a blend of historic architecture and modern amenities, providing a luxurious stay in a beautiful setting.

Chateau de la Roche
CHATEAU DE LA ROCHE, FRANCE
This is a historic chateau, now a luxury resort. It is a place where the past meets the present, offering a unique experience. The resort is a blend of historic architecture and modern amenities, providing a luxurious stay in a beautiful setting.

Thorn Channel Lodge
NORTH COAST, MICHIGAN, USA
This is a historic lodge, now a luxury resort. It is a place where the past meets the present, offering a unique experience. The resort is a blend of historic architecture and modern amenities, providing a luxurious stay in a beautiful setting.

The Little Palace
LEICESTER, ENGLAND
This is a historic palace, now a luxury resort. It is a place where the past meets the present, offering a unique experience. The resort is a blend of historic architecture and modern amenities, providing a luxurious stay in a beautiful setting.

Strada Nova
MILAN, ITALY
This is a historic strada, now a luxury resort. It is a place where the past meets the present, offering a unique experience. The resort is a blend of historic architecture and modern amenities, providing a luxurious stay in a beautiful setting.

The Little Palace
LEICESTER, ENGLAND
This is a historic palace, now a luxury resort. It is a place where the past meets the present, offering a unique experience. The resort is a blend of historic architecture and modern amenities, providing a luxurious stay in a beautiful setting.

Feb Distribution
Sends: 54,998
Opens: 13,953
Open Rate: 25.73%
Clicks: 104

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The Palms Hotel & Spa
MIAMI BEACH, FLORIDA, USA
Inspired by its pristine coastal environment, this oceanfront resort combines exceptional service, laid-back luxury, gourmet dining, and thoughtful practices to ensure that every amenity and experience align with preserving nature and supporting your clients' total well-being.

The Ranch at Laguna Beach
LAGUNA BEACH, CALIFORNIA, USA
Offering adventure from canyon to coast, this spectacular luxury resort features 37 guestrooms and suites. Your clients can play golf in the canyon or relax at the spa, lounge poolside or by the fire, and dine at renowned farm-to-table restaurant, Harvest, or the beach cafe.

Edgewood Tahoe Resort
STATELINE, NEVADA, USA
Experience luxury beyond limits, award-winning hospitality, and locally inspired adventures on the southern shore of pristine Lake Tahoe. Guests can enjoy skiing, snowshoeing, or enjoy strolls around the fireplace — all while surrounded by the snow-capped peaks of the stunning Sierra Nevada mountains.

Bonnetwood Inn
JACKSON HOLE, WYOMING, USA
Built with 200-year-old logs reclaimed from the 19th century, this iconic lodge near Jackson Hole offers ten guestrooms that blend history and nature in perfect harmony, with incredible Teton views and thoughtful touches like fireplaces, two fireplaces, and comfy window seats.

Coultier Ridge
SOUFIERE, DOMINICA
Surrounded by tropical wilderness and mature gardens, this entire resort — including the wellness center and 14 spacious suites with large terraces, custom kitchens, and stunning ocean views — is powered by 100% renewable energy and uses only captured rainwater. Tailored experiences explore the breadth and beauty of Dominica.

March Distribution
Sends: 54,998
Opens: 13,882
Open Rate: 25.55%
Clicks: 83

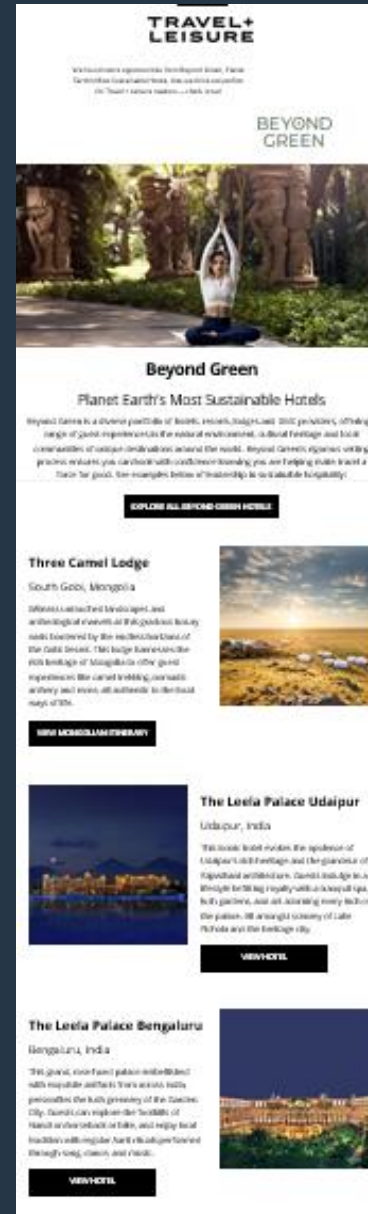
TRAVEL+ LEISURE

Email Campaign (Two Distributions)

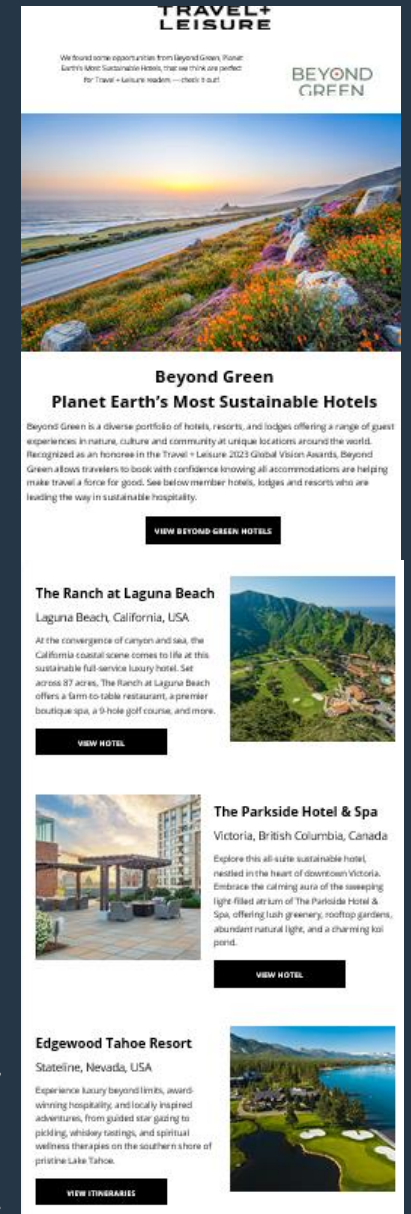
Feb and March, 2024

T+L Reported Results (see opposite):

- This campaign featuring two dedicated Beyond Green brand emails in Q4 reached an audience of **+340,000**.
- Both emails had an above average **open rate of over 58%**.



Feb Distribution
Sends: 171,792
Opens: 105,111
Open Rate: 61.46%
Clicks: 369



March Distribution
Sends: 177,167
Opens: 103,131
Open Rate: 58.53%
Clicks: 797

The New York Times

Banner Ad Campaign

Jan- April, 2024

NYT Reported Results (see opposite):

- This campaign featuring 11 dedicated banner ads running on the NYT website reaching a total of **+2.3 Million** impressions.
- These ads combined generated over 2,750 clicks.
- All ads generated traffic to the two hotel's pages on the StayBeyondGreen website.

Aristi Mountain Resort



Three Camel Lodge



Impressions: 210,012
Clicks: 252

Impressions: 209,944
Clicks: 255

The New York Times

Banner Ad Campaign

Bentwood Inn



Planet Earth's Most Sustainable Hotels

Bentwood Inn
Jackson Hole, Wyoming, USA

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Impressions: 210,026
Clicks: 242

The Leela Palace Udaipur



Planet Earth's Most Sustainable Hotels

The Leela Palace Udaipur
Udaipur, India

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Impressions: 210,057
Clicks: 193

The Leela Palace Bengaluru



Planet Earth's Most Sustainable Hotels

The Leela Palace Bengaluru
Bengaluru, India

BEYOND GREEN™

EXPLORE NOW

Impressions: 210,046
Clicks: 218

The New York Times

Banner Ad Campaign

Edgewood Tahoe Resort



Planet Earth's Most Sustainable Hotels

Edgewood Tahoe Resort
Lake Tahoe/Stateline, Nevada, USA

BEYOND GREEN™

EXPLORE NOW

Impressions: 210,004
Clicks: 278

The Leela Palace Udaipur



Planet Earth's Most Sustainable Hotels

The Parkside Hotel & Spa
Victoria, British Columbia, Canada

BEYOND GREEN™

EXPLORE NOW

Impressions: 210,030
Clicks: 238

The Leela Palace Bengaluru



Planet Earth's Most Sustainable Hotels

Starhotels E.c.h.o.
Milan, Italy

BEYOND GREEN™

EXPLORE NOW

Impressions: 210,134
Clicks: 215

The New York Times

Banner Ad Campaign

The Brando

Planet Earth's Most Sustainable Hotels



The Brando
Tetiaroa, French Polynesia

BEYOND GREEN™

EXPLORE NOW

Impressions: 210,245
Clicks: 243

The Ranch at Laguna Beach

Planet Earth's Most Sustainable Hotels



The Ranch at Laguna Beach
Laguna Beach, California, USA

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EXPLORE NOW

Impressions: 210,593
Clicks: 221

The Leela Palace Bengaluru

Planet Earth's Most Sustainable Hotels



Nile Safari Lodge
Murchison Falls, Uganda

BEYOND GREEN™

EXPLORE NOW

Impressions: 209,951
Clicks: 276

2-Page Advertorial

The Telegraph reported:

- The Telegraph featured a 2-page advertorial in the “Travel Guide” section of their newspaper.
- The telegraph has **readership of 697,233.**
- This newspaper is distributed via 300,000 printed copies and 210,000 digital copies.
- Distributed to the **UK Audience** nationwide.

April 16, 2024

National Geographic reported:

- As part of the Telegraph sponsorship, National Geographic also featured a Beyond Green branded ad in their email.
- The banner ad featured in the email went to National Geographic's **46,000+ subscribers in UK**.

