



# Property-Level Marketing

2025 Media Kit  
AgentSource & TripSource



# Introduction

## BCD Corporate Overview

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

**In 2023, BCD Travel generated over \$4.8 billion in hotel spend with over 30 million room nights.**

BCD Travel supports over 2 million business travelers around the globe. Over 90% of the overall BCD Travel hotel bookings in 2023 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.

**\$4.8B**

2023 Global  
Hotel Spend

**7K**

Travel  
Counselors

**30M**

Room Nights  
Booked

**90%**

Corporate  
Travel Volume

**2M**

Business  
Travelers

**1 in 3**

Clients are  
Fortune 500

**Small & Midsize**

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

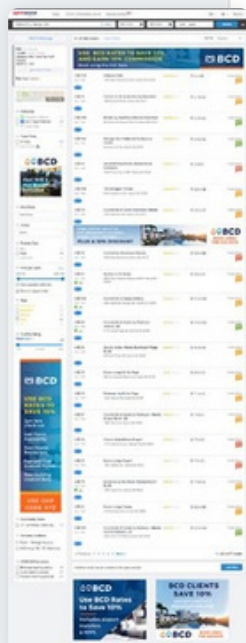
## Introducing BCD Travel's Dual Booking Platform

### *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*

**Streamlining travel management and offering direct to traveler advertising**

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.

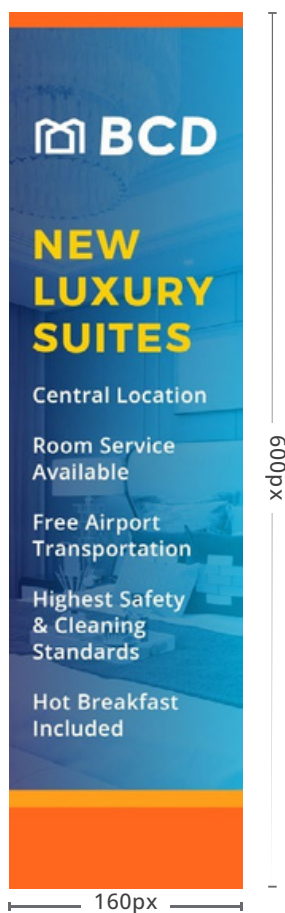
When it comes to advertising, TripSource becomes a valuable avenue for enhancing visibility, influencing travel decisions, and targeting the right audience. By strategically placing your brand message within TripSource, you can capture the attention of business travelers, increase brand awareness, and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



# agentsource

## Ad placements and options

**A** SKYSCRAPER



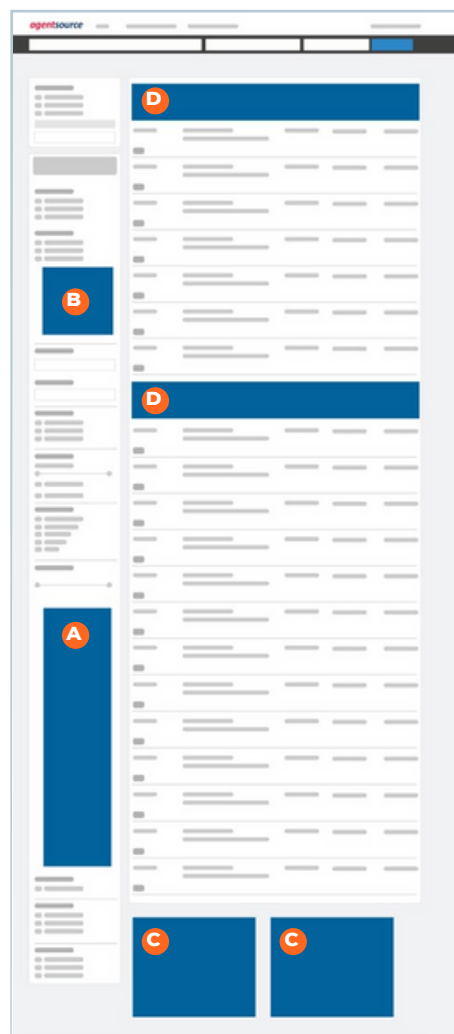
**B** SIDEBAR



**C** BOTTOM



**D** LEADERBOARD

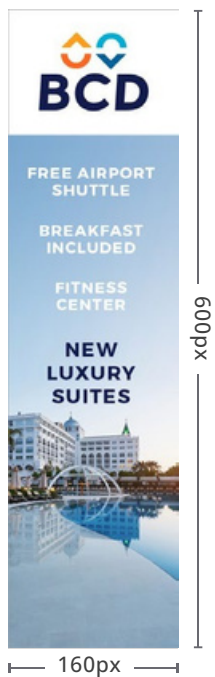




# tripsource

## Ad placements and options

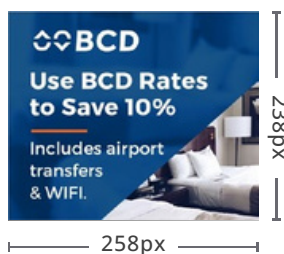
### A SKYSCRAPER



### C HOME PAGE SIDEBAR



### D TRIP PAGE SIDEBAR



### RESULTS PAGE



### TRIP PAGE



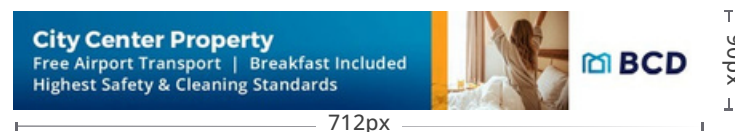
### HOME PAGE



### B RESULTS LEADERBOARD



### E HOME PAGE LEADERBOARD





# Thank you

For your interest in advertising with  
BCD Travel

For pricing, questions, and additional information, visit our **online storefront** or email us at **[bcdtravelhotelprogram@bcdtravel.com](mailto:bcdtravelhotelprogram@bcdtravel.com)**

**CONTACT US**