



LEADING GLOBAL BROADCAST CHANNEL  
FOR HOTELS, EVENTS & LIFESTYLE

## HOTELS.TV 2021 / 2022

Founded in 2001, **HOTELS.TV** is the world's premier video channel for the hotel industry providing a platform for boutique, unique and luxury hotels, resorts and events.

HOTELS.TV has been reviewing, videoing, marketing and booking the world's most interesting hotels for over 20 years to a global audience of 200+ million viewers.

HOTELS.TV technology has generated over \$100million in revenue for hotel partners. Independent video reviews further enhance bookings and create a strong Call to Action.

The platform features live and on-demand videos of hotels, hotel openings, special events and lifestyle products and is broadcast across many partner channels including YouTube, Vimeo, Social Networks, Amazon FireTV, RokuTV, AppleTV and AndroidTV.

HOTELS.TV is not about star ratings or TripAdvisor style reviews. It is about experience, the atmosphere and the vibe. Seeing it with your own eyes or listening to those who have been there.

We have a number of commercial sponsorship and partnership opportunities for businesses to get involved with HOTELS.TV in 2021 and 2022, including:

**Channel Partners**  
**Special Event Partners**  
**Campaign Partners**

"HOTELS.TV features reviews, news and information for travellers, hoteliers and the travel trade."

### QUICK FACTS & FIGURES

**200 MILLION  
VIEWERS GLOBALLY**  
POTENTIAL HOTELS.TV MARKET REACH

**ASIA PACIFIC FOCUS**  
DIGITAL VIDEO CHANNEL

**NUMBER 1**  
TRADEMARKED BRAND  
FOR HOTEL VIDEO

**25+  
COUNTRIES  
WITH CLIENTS**

**SECTORS**  
HOTEL AND LUXURY LIFESTYLE

**US\$ 100 MILLION+**  
HOTELS.TV GENERATED IN BOOKING  
REVENUE FOR HOTEL PARTNERS

**UK/EUROPE**  
LAUNCHING SIMULTANEOUSLY

**WATCH HOTELS.TV**  
VIA YOUTUBE, FACEBOOK, VIMEO, INSTA,  
AMAZON FIRE TV, ROKU TV & DIGITAL SCREENS

**IATA REGISTERED**  
BOOKING AGENCY

**HIGH VALUE**  
TRANSACTION READY AUDIENCE

**hotels.tv**  
ORGANISED BY  
[www.hotels.tv](http://www.hotels.tv)







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## PACKAGES

We have developed sponsorship packages to suit differing levels of budget and branding needs...

### CHANNEL CATEGORY PARTNERS

#### TIER 1: OFFICIAL HOTELS.TV TOP CATEGORY PARTNERS

- Up to six Official Top Category Partners from non-competing categories  
Top Categories include: Airline; Car Hire; Credit / Payments; Fashion; Perfume; Travel Insurance

#### TIER 2: OFFICIAL HOTELS.TV PREMIUM CATEGORY PARTNERS

- Up to twenty Official Premium Category Partners from non-competing categories  
Premium Categories include: Beauty; Beer; Champagne; Dating Services; Gin; Jewellery; Luggage; Property; Vodka; Watches; Water; Whisky

#### TIER 2: OFFICIAL HOTELS.TV TOURIST AUTHORITY PARTNER

- Unlimited opportunities for Tourist Authorities

#### TIER 3: OFFICIAL HOTELS.TV MEDIA PARTNERS

- Up to 10 Official Media Partners

### SPECIAL EVENTS PARTNERS

#### OFFICIAL HOTELS.TV SPECIAL EVENTS PARTNERS

- Presenting Sponsors with naming rights to each HOTELS.TV Special Event activity
- Up to six Official Partners to each HOTELS.TV Special Event activity  
Special Events include: Singapore Yacht Show; Hong Kong Yacht Show; and Thailand Yacht Show

"All you need to know about hotels, best  
offers worldwide, new hotel openings  
and what's happening in the industry."

### CAMPAIGN PARTNERS

#### HOTELS.TV OFFICIAL CAMPAIGN PARTNERS

- Unlimited number of partnerships with HOTELS.TV  
Campaign Partners include: American Airlines; Bespoke Hotels; Fairmont Singapore; Firmdale Hotels; Hotel Gotham Manchester; Hotel Metropolis Moscow; Independent Hotel Show; INK Global; Marina Bay Sands; Monaco Star Events and the Monaco Rally; myhotels UK; Sentosa Golf Club; Shanti Maurice Resort & Spa; Suntec Singapore; The Beaujolais Run; The Faena Miami Beach; The Grace Hotel Sydney; The Montcalm London; The Murano Paris; SHA Wellness Alicante; The World Music Awards; and Virgin Australia





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## WHO SHOULD SPONSOR?

Partnering with HOTELS.TV offers a great opportunity for businesses linked to the hotel / travel industry, including:

Airlines	Fine Cuisine	Security
Alcohol	Insurance	Technology
Beauty	Jewellery	Tourism Authorities
Communications	Luggage	Transport
Cosmetics	Luxury Brands	Watches
Dating	Luxury Hotels & Hotel Services	Web-based Services
Fashion	Professional Services	
Financial Services	Property	

## WHY GET INVOLVED?

Sponsorship packages include a range of benefits, including:

- Category Exclusivity & Title Rights
- Branding & Intellectual Property Rights
- Media, Promotion & PR Rights
- Digital & Social Rights
- Experiential Rights
- Hospitality & Networking Rights
- Merchandising Rights

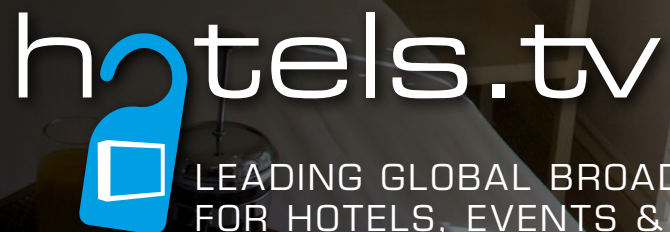
Sponsorship packages are designed to provide an exceptional combination of corporate branding and networking opportunities, including:

- New client acquisition
- Publicity through a global marketing campaign
- Access to a highly exclusive network
- Promoting sponsors as industry leaders
- Enhancing corporate image and brand exposure
- Adding value to a brand's marketing campaign
- Generating direct access to target markets

*An association with HOTELS.TV not only strengthens awareness of a sponsor's products and services to an audience of important decision-makers but also confirms its position as an industry leader.*

"HOTELS.TV is a top-level domain name and a registered trademark."





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## CHANNEL PARTNERS

Category Partners from non-competing sectors will be granted rights across the HOTELS.TV platform, including media and content marketing across all channels.

Benefits includes:

- **Advertising, Editorial Features, Promotions and Offers** - of products and services broadcast to a HNWI audience via [www.hotels.tv](http://www.hotels.tv), Vimeo and YouTube and other social channels
- **Livestream & On-demand Videos** - of hotels, hotel openings, events, lifestyle products
- **Online Hotel Booking Platform** - for special offers including QR codes with link to landing page
- **Digital Screen Opportunities** - with Digital Out Of Home Screens, Inflight Partnerships with Airlines, Airports & Lounges
- **Special Events where HOTELS.TV is a Supporting Partner** - these include signature events such as Singapore Yacht Show, Hong Kong Yacht Show and Thailand Yacht Show. HOTELS.TV will create brand videos and broadcast these alongside Special Event featured videos. Plus hospitality & networking at these Special Events
- **Data Capture** - access to marketing data
- **Specific Product Promotions** - including your own bespoke video/s

"Video is the most watched content online and the most effective conversion tool for marketing and is essential to reassure travellers. Seeing is believing."

HOTELS.TV was the first online hotel video review channel and the world's first online hotel booking franchise. The company has produced 300+ hotel video reviews and has agents around the world booking hotels for individuals, groups, events and more using its unique booking technology.

HOTELS.TV has its own objective presenters who walk through many of the hotels. It also has a network of local booking agents all over the world who know their cities and spend time with these hotels.

[www.hotels.tv](http://www.hotels.tv)





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## SPECIAL EVENTS PARTNERS

We have a number of opportunities for Presenting Sponsors and Official Partners of HOTELS.TV coverage of Special Events where HOTELS.TV is a Supporting Partner.

These include signature events such as Singapore Yacht Show, Hong Kong Yacht Show and Thailand Yacht Show.

As a Supporting Partner, HOTELS.TV promotes these Special Events with a series of video features broadcast on social media and other channels across Asia and the world.




HOTELS.TV will create brand videos for your business and broadcast these alongside Special Event featured videos. Benefits include:

- High engagement & conversion
- Massive audience reach e.g. Singapore Yacht Show, 10 million+
- Paid advertising campaign support across YouTube, Facebook, Google, Vimeo, Instagram, Roku TV and Amazon Fire TV
- QR Codes for in-play links to your website

Campaigns run for three months - advertising videos run across pre-event (two months), live streaming (during the event) and post event (one month - highlights & build up for next year).

"HOTELS.TV features reviews, news and information for travellers, hoteliers and the travel trade."

## SIGNATURE EVENTS INCLUDE

ACTIVITY	ABOUT	WEBSITE
Singapore Yacht Show	An established event attracting High Net Worth and Ultra High Net Worth audiences worldwide.	<a href="https://www.singaporeyachtshow.com">https://www.singaporeyachtshow.com</a> 
Hong Kong Yacht Show	Hong Kong is the centre of boating in Asia and boasts the largest pleasure boat fleet in the region, along with a sailing history that spans 150 years.	<a href="https://hkyachtshow.com/">https://hkyachtshow.com/</a> 
Thailand Yacht Show	Catering to Asia's fast-growing population of ultra-high net-worth individuals, yachting enthusiasts, and lifestyle-seekers from all over the region.	<a href="https://www.thailandyachtshow.com/">https://www.thailandyachtshow.com/</a> 

Subject to change, 2022 events calendar to be announced





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## HOTEL CAMPAIGN PARTNERS

HOTELS.TV creates professional, objective, presenter-led video reviews for hotels, which can also be re-purposed for social media marketing.

Videos can include interviews with guests, managers, staff, user generated video content, and link to a booking landing page on the hotel's website or the HOTELS.TV website or App.

HOTELS.TV provides many new direct-marketing campaigns and opportunities to promote video content. Campaigns can be tailored to requirements and budgets.

HOTELS.TV manages: Sales; Content Creation; Web Design; SEO, Social Media Marketing; Distribution; and Third-Party Partnerships. Campaigns are designed to complement marketing initiatives, increase brand awareness and generate new booking revenue. Campaign Partners include:



<http://www.htvmarketing.com/>



"All you need to know about hotels, best offers worldwide, new hotel openings and what's happening in the industry."

## LIVE STREAMING OPENINGS

HOTELS.TV Live Streaming Hotel Openings is a great sponsorship option for all partners. HOTELS.TV helps promote hotel openings with pre-event videos, live streams of launch parties and other events to live HTV audiences and the hotel's own database. The content can then be repurposed for ongoing marketing, offering a great opportunity for sponsors to get exposure before during and after the event.

## BOOKING PLATFORM

Hotels can provide rates and offers to be booked. HOTELS.TV has a complete booking platform with content and rate management or can be linked to SiteMinder and TravelClick Channel Manager systems.





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## MAIN BENEFITS

Partnering with HOTELS.TV provides numerous opportunities for sponsors. Benefits include:

**Brand Association & Alignment** - with a leading hotel platform brand recognised both globally and regionally

**Publicity & PR** - PR media coverage, both traditional and digital

**Promotional Marketing** - branding across the platform

**Networking** - engagement with a global hotel platform, access to: VIPS; Influencers; Key Opinion Formers; Travel and Lifestyle Media

**Product Placement** – Hotels and Special Events (subject to confirmation)

**Experiential** - opportunity to have a brand activation area at Hotels and Special Events, emotionally connecting your brand to your target audience

**Digital** - branding on event websites and social media



### BRAND EXPOSURE

The opportunity to integrate with HOTELS.TV.

**ON HOTELS.TV  
ON SOCIAL CHANNELS**

**ON CONNECTED TV (OTT)  
AT SPECIAL EVENTS & HOTELS**



### MEDIA, PROMOTION & PR RIGHTS

Sponsors can create media coverage through news PR activity. There will be coverage in local, national, Asian regional and international media including Social, Online, TV, Radio and Magazines.

HOTELS.TV is hot news. All Sponsors and Partners will have rights to associate with the platform for PR and advertising activity. Sponsors and Partners can create content through: Special Events; Celebrities; Onsite Promotion; and Press Conferences.

The PR campaign ensures wide coverage, featuring:

- Media engagement and editorial in business, lifestyle, luxury and travel magazines
- Features on Special Events
- Online campaign of advertising, editorial, blogging and social media
- International and local news channels

### MEDIA PARTNERS

Guaranteed coverage with our Media Partners – currently being confirmed.

### PROMOTION

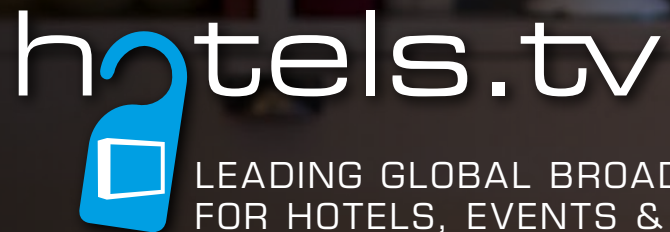
HOTELS.TV will be extensively publicised through a varied and diverse mix of marketing methods and print and online outlets.

By working with a comprehensive range of media, HOTELS.TV is widely promoted across both international and local stages.

In addition, direct mails, e-newsletters and the promotion of the platform's news via social media are all used to reach target audiences.

"HOTELS.TV is a top-level domain  
name and a registered trademark."





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## MAIN BENEFITS



### DIGITAL & SOCIAL RIGHTS

Exposure through...



#### TWITTER

[www.twitter.com/hotelstv](http://www.twitter.com/hotelstv)



#### FACEBOOK

[www.facebook.com/hotelstv](http://www.facebook.com/hotelstv) + regional profiles



#### WEB

[www.hotels.tv](http://www.hotels.tv)  
1 MILLION + VIDEO VIEWS



#### VIMEO

[www.vimeo.com/hotelstv](http://www.vimeo.com/hotelstv)



#### YOUTUBE

[www.youtube.com/hotelstv](http://www.youtube.com/hotelstv)  
600,000+ PLAYS



### EXPERIENTIAL RIGHTS

HOTELS.TV Special Events offer a major opportunity to target high net worth individuals – who are all major influencers.

"Video is the most watched content online and the most effective conversion tool for marketing and is essential to reassure travellers. Seeing is believing."



### HOSPITALITY & NETWORKING RIGHTS

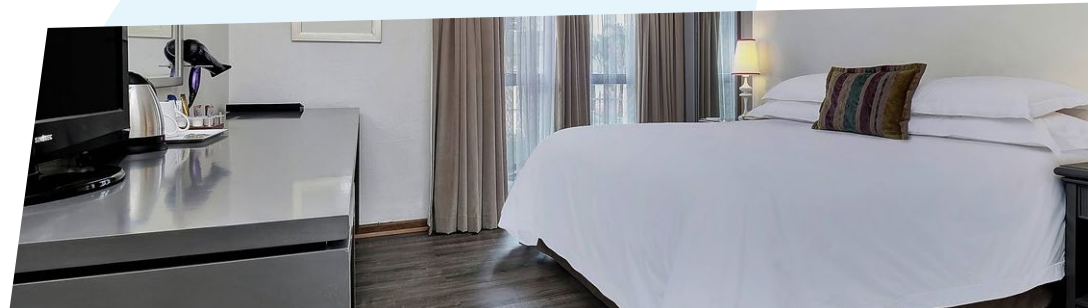
HOTELS.TV offers a plethora of fantastic opportunities to entertain customers, clients and executives at Special Events. This is an excellent way to do and promote your business through a number of opportunities. For example, the Singapore Yacht Show:

- Welcome Party
- Gala Dinner
- Private Performance & After Party
- Yacht Party

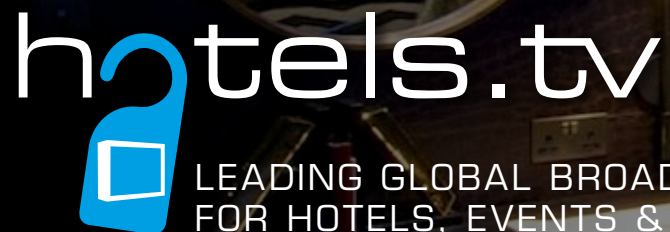


### MERCHANDISING RIGHTS

We offer our Sponsors, Partners, Supporters and Suppliers the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, HOTELS.TV Welcome Package.







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## ONLINE VIDEO MARKET

### THE MARKET FOR ONLINE VIDEO MARKETING

#### VIEWERS

**OVER 80%**  
OF CONTENT VIEWED ONLINE  
IS VIDEO (CISCO / EMARKETER)

**VIDEO CONVERTS  
AT 3-4**  
TIMES THAT OF IMAGES IN ADS

**4 X VIEWERS**  
PREFER WATCHING VIDEO  
RATHER THAN READING

**2 BILLION  
VIEWERS**  
YOUTUBE

**50% - 70% SURGE IN**  
INTERNET USAGE SINCE COVID-19

**118% YOY INCREASE**  
VIEWS OF TRAVEL RELATED  
VIDEO CONTENT

**VIEWERS TAKE IN 80%**  
OF WHAT THEY WATCH AND HEAR

**OTT MARKETS**  
500 MILLION & FASTEST GROWING

**LIVESTREAMING BOOM**  
IN ASIA SPREADING

#### LUXURY BRANDS

**LUXURY HOTELS**  
ATTRACT LUXURY BRANDS

**HIGH PROFILE EVENTS**  
ATTRACT HNW AUDIENCES

**SHIFTING TO DIGITAL**  
CONTENT OPPORTUNITIES

**HAVE MARKETING &  
SPONSORSHIP \$\$**  
TO SPEND

**CRAVING  
DIGITAL EVENTS**  
TO REACH HNW AUDIENCES

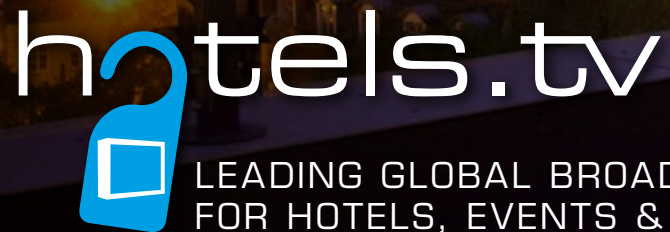
"HOTELS.TV features reviews, news  
and information for travellers, hoteliers  
and the travel trade."

CHANNEL PARTNERS RIGHTS INVENTORY	PARTNER LEVEL			
	TIER 1	TIER 2		TIER 3
	"TOP" CATEGORY PARTNERS	"PREMIUM" CATEGORY PARTNERS	OFFICIAL TOURIST AUTHORITY PARTNERS	OFFICIAL MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS				
Naming rights to a "Top" Category. For example "HOTELS.TV Official Airline" for PR and advertising use. Top Categories are: Airline; Car Hire; Credit / Payments; Fashion; Perfume; and Travel Insurance	Yes			
Naming rights to a "Premium" Category. For example "HOTELS.TV Official Champagne" for PR and advertising use		Yes		
Rights to title "[Tourist Authority Name] Official Tourist Authority Partner HOTELS.TV" for PR and advertising use			Yes	
Rights to title "[Media Name] Official Media Partner HOTELS.TV" for PR and advertising use				Yes
Category Exclusivity	Yes	Yes	Yes	Yes
Territory Rights	Global	Global	Global	Regional
INTELLECTUAL PROPERTY & BRANDING RIGHTS				
LOGOS & IMAGES				
Right to use HOTELS.TV Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes	Yes
CHANNEL BRANDING				
Advertising, Editorial Features, Promotions and Offers - of products and services broadcast via www.hotels.tv, Vimeo and YouTube and other social channels	Prominent	Less Prominent than Tier 1		Less Prominent than Tier 2
Livestream and on-demand videos of hotels, hotel openings, events, lifestyle products	Yes	Yes	Yes	
Special offers including QR codes with link to landing page	Yes	Yes	Yes	
Digital screen opportunities with Digital Out Of Home screens, Inflight partnerships with airlines, airports & lounges	Prominent	Less Prominent than Tier 1		Less Prominent than Tier 2
SPECIAL EVENT BRANDING				
Logo included in Special Event branded video	All Special Event Videos	All Special Event Videos	Only Special Events in Tourist Authority's country	Only Special Events in Media Partner's country
Brand video created and broadcast alongside Special Event featured videos	Yes			

"All you need to know about hotels, best offers worldwide, new hotel openings and what's happening in the industry."

CHANNEL PARTNERS RIGHTS INVENTORY	PARTNER LEVEL			
	TIER 1	TIER 2		TIER 3
	"TOP" CATEGORY PARTNERS	"PREMIUM" CATEGORY PARTNERS	OFFICIAL TOURIST AUTHORITY PARTNERS	OFFICIAL MEDIA PARTNERS
Branding at HOTELS.TV hospitality area at Special Event	All Special Events	All Special Events	Only Special Events in Tourist Authority's country	Only Special Events in Media Partner's country
MEDIA, PROMOTION & PR RIGHTS				
Creation of brand video and promotional campaign across HOTELS.TV platform	Yes	Additional	Additional	Additional
Brand name mention and logo in HOTELS.TV press information and advertisements and any marketing / sales materials	Yes	Yes	Yes	Yes
Logo on advertising in Media Partner publications – size dependent on sponsorship level	Yes Prominent	Yes Less Prominent than Tier 1		Yes Less Prominent than Tier 2
DIGITAL & SOCIAL RIGHTS				
Branding on HOTELS.TV emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent than Tier 1		Yes Less Prominent than Tier 2
Part of digital engagement programme Twitter, Instagram & FB posts	Yes	Yes	Yes	Yes
EXPERIENTIAL RIGHTS				
Promotional literature and sampling at HOTELS.TV hospitality area at Special Events	Yes	Yes		
HOSPITALITY & NETWORKING RIGHTS				
VIP passes to HOTELS.TV hospitality area at Special Events	All Special Events	All Special Events	Only Special Events in Tourist Authority's country	Only Special Events in Media Partner's country
MERCHANDISING RIGHTS				
Opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions.	Yes	Yes	Yes	Yes





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## SPECIAL EVENT PARTNER INVENTORY

### SPECIAL EVENT PRESENTING PARTNER

- Use of title "HOTELS.TV Supporting Partner Singapore Yacht Show presented by [Presenting Partner Name]" - using Singapore Yacht Show as a Special Event example
- Creation of brand videos broadcast alongside Special Event featured videos
- Logo / link on HOTELS.TV website and social channels including QR Codes for in-play links to your website
- Paid advertising campaign support across YouTube, Facebook, Google, Vimeo, Instagram, Roku TV and Amazon Fire TV
- 10 x VIP passes to HOTELS.TV hospitality area at Special Event
- Promotional literature and sampling at HOTELS.TV hospitality area at Special Event

### SPECIAL EVENT - OFFICIAL SUPPORTERS

- Use of title "Official Supporter HOTELS.TV Supporting Partner Singapore Yacht Show presented by [Presenting Partner Name]" - using Singapore Yacht Show as a Special Event example
- Creation of brand videos broadcast alongside Special Event featured videos
- Logo / link on HOTELS.TV website and social channels including QR Codes for in-play links to your website
- Paid advertising campaign support across YouTube, Facebook, Google, Vimeo, Instagram, Roku TV and Amazon Fire TV
- 5 x VIP passes to HOTELS.TV hospitality area at Special Event

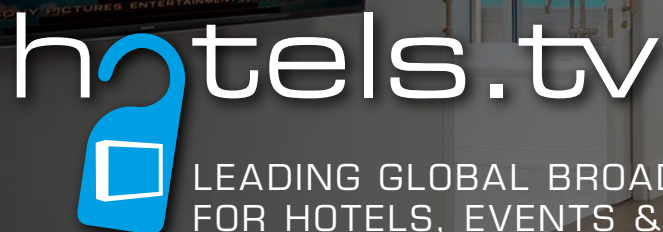
*Campaigns run for three months - advertising videos run across pre-event (two months), live streaming (during the event) and post event (one month - highlights & build up for next year).*

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name and a registered trademark."

## CAMPAIGN PARTNER INVENTORY

- Creation of professional, objective, presenter-led video review
- Link to a booking landing page on the hotel's website or the HOTELS.TV website or App
- Direct-marketing campaigns and opportunities to promote video content
- Sales; Content Creation; Web Design; SEO, Social Media Marketing; Distribution; and Third Party Partnerships.
- Hotels can provide rates and offers to be booked. HOTELS.TV has a complete booking platform with content and rate management or can be linked to SiteMinder and TravelClick Channel Manager systems.





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## HOTELS.TV TEAM

**Founder/CEO Harrison Brown** has been in the online hotel booking and technology sector for over 20 years. He founded London's first online hotel booking website in 1998 (Hotels-London.co.uk) and created the websites and booking technology for many travel companies. Hotels-London.co.uk was sold to Laterooms.com in 2008, owned by Tui Plc.

**Advisory Chairman, Robin Sheppard** is Co-Founder / Chairman of Bespoke Hotels, the largest independent hotel group in the UK, and Chairman of the Institute of Hospitality.

## CONTACT

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**www.hotels.tv** - Main Video & Booking Platform  
**www.htvmarketing.com** - Video Marketing Products  
**www.youtube.com/hotelstv** - Subscribe for Updates & Live Streams  
**www.vimeo.com/hotelstv** - Video Channel & Syndication Platform

IATA No.: 96816764

**Harrison Brown - Founder / CEO (English Speaking)**  
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