HOTEL & TOURISM SMARTReport and ONLINE ARE DEDICATED TO ALL TRAVEL PROFESSIONALS IN THE LUXURY MARKET WORLDWIDE

Hotel & Tourism SMARTReport and its associated website www.hotelandtourismonline.com enable:

• to stay abreast of all tourism and hotel industry trends
• to learn about the latest trends in luxury
• to be inspired by the latest innovations
• to gain from the experience of global thought leaders

READER PROFILE

CIRCULATION

GEOGRAPHICAL BREAKDOWN

AMERICAS 28%
EUROPE 24%
AFRICA 13%
ASIA 35%
MIDDLE EAST 38%
OCEANIA 9%

RECOGNISED BY DECISION MAKERS AS A POWERFUL PURCHASING TOOL

ADDITIONAL DISTRIBUTION THANKS TO INTERNATIONAL PARTNERSHIPS

• ATM Arabian Travel Market
• EHMA European Hotel Managers Association
• ETOA European Tour Operators Association
• EQUIPHOTEL International Industrial Fair of Equipment and Management of Hotels
• HFTP Hospitality-Financial & Technology Professionals
• HOTELPLANNER.COM Leading group hotel booking hub
• HTNG Hotel Technology Next Generation
• IFTM TOP RESA France’s leading travel & tourism trade event
• ITB ASIA Asia’s leading travel & tourism trade event
• ITB BERLIN The world’s leading travel & tourism trade event
• ITB CHINA The marketplace for China’s Travel Industry
• TUNIU China’s leading package tour e-commerce platform
• UNWTO United Nations’ World Tourism Organisation
• WTM LONDON The UK’s leading travel & tourism trade event

TESTIMONIALS

Tim Hentschel, CEO, Hotelplanner.com and Meetings.com

The quarterly Hotel & Tourism SMARTReport is for us an important link in the information chain for all professionals in the travel industry. The news, tips and ideas in the publication brings a lot of value to the professionals and definitely help them in their business. This is why we took the decision to distribute each edition to our entire database of 40,000 professional contacts. By spotlighting how flagship operators and properties are innovating in the field, and delivering detailed market information, readers get a clear, unbiased perspective of market trends.

Donald Yu, Co-Founder, Chairman and CEO of Tuniu Corporation

While knowledge may be the food of kings, in the travel industry, it is becoming increasingly important to everyone! Thanks to the Cleverdis Hotel & Tourism SMARTReport, the industry is richer, and can grow and flourish – as educated professionals make better and clearer decisions for their clients. This is why we decided to give the chance to our partners to benefit from this unique tool and started to distribute each edition to our trade database – in order that they, too, can get the value from the ideas and thought leadership that can be found within.

Evelyne Haikko Manor & Spa

The Hotel & Tourism SMARTReport is definitely an excellent tool when it comes to helping travel advisors in their work. What I personally appreciate the most are the targeted sections within the Elite Travel Trends chapter, such as Honeymoons & Weddings, Private Islands, Ecotourism, and so on. The Hotel & Tourism SMARTReport is the only B2B publication in the travel & tourism industry that we can consider more as a decision-making tool than a generalist publication and we use it as such.

Juha Mahonen, EHMA Councilor & National Delegate for Nordic, Baltic & Russia

I know Cleverdis and its products really good and read regularly Hotel & Tourism Online.
EDITORIAL CONTENT & CALENDAR

#41 | 2019 WINTER EDITION
Material Deadline: 14th of December 2018
Publication Date: 14th of January 2019
Event Partners: ITB Berlin, HEMMA AGM, HTNG Middle East

EXCLUSIVE INTERVIEW
• David Esseryk - The Originals

EVENTS
• HEMMA Paris
• ITB Berlin: Focus on Global Investors
• ITB Berlin: Trends at the World’s biggest travel and tourism event

ELITE TRAVEL TRENDS
• Highlights from ILTM Cannes
• Highlights from Signature Annual Sales Meeting
• In the field with...Point of view of a Mary Gostelow
  - Theme: Wine Tourism
  - High-End Wine Tourism
  - Wedding Destinations
  - Cruise Lines

REGIONAL SPOTLIGHT
Spotlight on Europe
• In the field with Mary Gostelow
• Transport
  - Airlines: New routes and companies to and from Europe and new solutions within Europe (regional and intra-European)
  - Airports: Latest news from key European airports and hubs

I. Inbound
  • Facts & Figures
  • Overview by ETC & CTOA
  • Greece: Trending Destinations
  • Where to stay: Trending Hotels

II. Outbound: how to attract the ME African clientele
  • Destination – Stepping out of the crowd
  • Hotels that make ME African clients feel at home

INNOVATIONS & TECHNOLOGIES
How cutting-edge hotels are innovating and leveraging new-tech solutions to improve guest comfort and business efficiency

Internet of Things (IoT): What is it good for in the hotel environment?
• Case Study
• News from leading hotel technology suppliers

HITEC Special MINNEAPOLIS
• In the field with David Esseryk
• Case Study
• News from leading hotel technology suppliers

#42 | 2019 SPRING EDITION
Material Deadline: 22nd of March 2019
Publication Date: 8th of April 2019
Event Partners: ATM, ITB China, HITEC Amsterdam & Houston, HITEC Mallorca, Minneapolis

EXCLUSIVE INTERVIEW
• José Silva, Chief Executive Officer Jumeirah Group

EVENTS
• ATM Dubai: Top movers and shakers at ATM
• World Tourism Forum – Lucerne
• ITB China, Shanghai

ELITE TRAVEL TRENDS
• In the field with...Point of view of a Virtuoso Travel Advisor – Theme: Restaurants | Gastronomy
• Ultimate... and Different Gastronomic Experiences
• Safari & Wildlife Experiences
• Cultural & Unique Attractions
• Religious Tourism

REGIONAL SPOTLIGHT
Spotlight on Middle East & Africa
• In the field with Mary Gostelow
• Transport
  - Airlines: New routes and companies to and from Middle East and Africa, and new solutions within Europe (regional and intra-MEA)
  - Airports: Latest news from key MEA airports and hubs

I. Inbound
  • Facts & Figures
  • Overview by AFA and ME Associations
  • Trending Destinations
  • Where to stay: Trending Hotels

II. Outbound: how to attract the ME African clientele
  • Destination – Stepping out of the crowd
  • Hotels that make ME African clients feel at home

INNOVATIONS & TECHNOLOGIES
How cutting-edge hotels are innovating and leveraging new-tech solutions to improve guest comfort and business efficiency

HITEC Special MINNEAPOLIS
• In the field with David Esseryk
• Case Study
• News from leading hotel technology suppliers

#43 | 2019 SUMMER EDITION
Material Deadline: 21st of June 2019
Publication Date: 9th of July 2019
Event Partners: ITM Top Resa, ITB Asia, HTNG Asia Pacific

EXCLUSIVE INTERVIEW
• Audrey Hendley, President of American Express Travel and Lifestyle Services

EVENTS
• ITM Top Resa, Paris: Top movers and shakers at France’s top trade event
• ITB Asia, Singapore
• Virtuoso Travel Week, Las Vegas
• PURE Life Experiences, Marrakech

ELITE TRAVEL TRENDS
• In the field with...Point of view of a Virtuoso Travel Advisor – Theme: Casinos
• Honeymoons
• Natural Wonders
• Private Islands
• Beach Resorts
• Sophisticated Urban Destinations

REGIONAL SPOTLIGHT
Spotlight on Asia Pacific
• In the field with Mary Gostelow
• Transport
  - Airlines: New routes and companies to and from APAC, and new solutions within Europe (regional and intra-Asia)
  - Airports: Latest news from key APAC airports and hubs

I. Inbound
  • Facts & Figures
  • Overview by PAIA: Trends in APAC Tourism
  • Trending Destinations
  • Where to stay: Trending Hotels

II. Outbound: how to attract the Asian clientele
  • Destination – Stepping out of the crowd
  • Hotels that make Asian clients feel at home

INNOVATIONS & TECHNOLOGIES
How cutting-edge hotels are innovating and leveraging new-tech solutions to improve guest comfort and business efficiency

Social Media & e-Reputation
• In the field with David Esseryk
• Case Study
• News from leading hotel technology suppliers

#44 | 2019 AUTUMN EDITION
Material Deadline: 20th of September 2019
Publication Date: 14th of October 2019
Event Partners: WTM London, HTNG Europe

EXCLUSIVE INTERVIEW
• To be announced...

EVENTS
• WTM London: Top movers and shakers at the UK’s top trade event
• ILTM Cannes, France: Trends at the global, regional and specialist luxury travel event

ELITE TRAVEL TRENDS
• Highlights from Virtuoso Travel Week
• In the field with...Point of view of a Mary Gostelow
  - Theme: Trending Spas
  - Ski Resorts
  - Shopping Experiences
  - Golf Resorts
  - Ecotourism

REGIONAL SPOTLIGHT
Spotlight on Americas & Caribbean
• Transport
  - Airlines: New routes and companies to and from the Americas, and new solutions within Europe (regional and intra-American)
  - Airports: Latest news from key American airports and hubs

I. Inbound
  • Facts & Figures
  • Overview by LATAM and the US Travel Association – Trends in tourism in the Americas
  • Trending Destinations
  • Where to stay: Trending Hotels

II. Outbound: how to attract the American clientele
  • Destination – Stepping out of the crowd
  • Hotels that make American clients feel at home

INNOVATIONS & TECHNOLOGIES
How cutting-edge hotels are innovating and leveraging new-tech solutions to improve guest comfort and business efficiency

Guest facing technologies
• In the field with David Esseryk
• Case Study
• News from leading hotel technology suppliers
**PRINT / AD OPPORTUNITIES**

**ADVERTISEMENT OR ADVERTORIAL**

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**STANDARD POSITIONS**

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**HIGHLIGHT POSITIONS**

- Inside Front Cover – 1 Page  
  € 7,000  
- Inside Front Cover – Double page  
  € 12,200  
- Inside Back Cover – 1 Page  
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- Back Cover  
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- Bookmark  
  € 7,000  
- Sponsorship of 1 chapter of your choice (Elite Travel Trends, Travel & Tourism or Innovations & Technologies)  
  € 5,000  
- Sponsorship of 1 subtopic of your choice (in the field with, ... Transport, Inbound Tourism, Outbound Tourism)  
  € 3,500  
- Sponsorship of the quarterly mailing to 5,000 recipients: Tour Operators, Travel Advisors, Tourism Organisations, Others  
  € 12,000  
- Sponsorship of the quarterly mailing to 5,000 recipients: Hotel Chain CEOs and Executives, Independent Hotel Representatives, Hotel Owners, Investors  
  € 12,000  

**PRINT / TECHNICAL SPECIFICATIONS**

**STANDARD POSITIONS**

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Tel: +33 442 77 46 06
The content is structured in such a way to facilitate the buying process for **key purchasers** and **decision makers**. Thanks to the variety of topics addressed in each section, **www.hotelandtourismonline.com** covers all aspects of the market and regions of the world.

**WEBSITE / STATISTICS**

**www.hotelandtourismonline.com**

All the richness of the SMART report in the online portal including your favorite sections:

- Elite Travel Trends
- Regional Spotlights
- Innovations & Technologies

**RESPONSIVE & POWERFUL**

**STATISTICS**

Sessions 21,144
Avg. Session Duration 02:46
Pageviews 74,640
Pages per Session 3.53
Device Access:

- 76% Desktop
- 4% Tablet
- 20% Mobile

**TOP 5 OF MOST READ ARTICLES**

1. Radisson Blu Intercontinental Steigenberger and Rosewood among big winners at EGTA
2. Accorhotels luxury brands set to take on new momentum in 2017
3. Gazing into the crystal ball part 1 - internet of things IoT
4. Lufthansa partners with booking.com
5. Luxury hotel market forecast

* Source: Google Analytics January - September 2018
### SPONSORSHIP

#### GLOBAL SPONSORSHIP - EXCLUSIVE POSITION
- Sponsorship of the website, webkiosk (e-magazine) and e-mailings
  - 3 months: €10,000
  - 6 months: €20,000
  - 12 months: €38,000

#### SPONSORSHIP OF THE CATEGORY OF YOUR CHOICE* - HIGHLIGHT POSITIONS:
- Sponsorship of 1 Section:
  - Elite Travel Trends, Travel & Tourism or Innovations & Technologies
    - 3 months: €4,200
    - 6 months: €8,400
    - 12 months: €15,500
  - Sponsorship of 1 Special Feature
    - 3 months: €3,000
    - 6 months: €6,000
    - 12 months: €11,000
  - Sponsorship of 1 Subcategory
    - 3 months: €1,600
    - 6 months: €3,200
    - 12 months: €5,800

*Print Bonus: +25% to sponsor the same section or special feature of the print version (your logo on all pages)

### PROMOTION OF YOUR ARTICLE + VIDEO IN THE CATEGORY OF YOUR CHOICE* - HIGHLIGHT POSITIONS:
- On the Homepage - up to 2 articles per quarter
  - 3 months: €8,000
  - 6 months: €16,000
  - 12 months: €29,000
- In 1 section - up to 2 articles per quarter
  - Elite Travel Trends, Travel & Tourism or Innovations & Technologies
    - 3 months: €5,000
    - 6 months: €10,000
    - 12 months: €18,000
- In 1 Special Feature - 1 article per quarter
  - 3 months: €3,600
  - 6 months: €7,200
  - 12 months: €13,000
- In 1 Subcategory - 1 article per quarter
  - 3 months: €2,000
  - 6 months: €4,000
  - 12 months: €7,000
- Dedicated Menu Entry + up to 2 articles per quarter
  - 3 months: €5,000
  - 6 months: €10,000
  - 12 months: €18,000

*Digital Bonus: +25% to feature the same article in one of the monthly newsletters

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### NEWSLETTER, e-MAILING & e-MAGAZINE / AD OPPORTUNITIES

#### e-MAILING
- e-Mailing to launch the quarterly edition that is sent out to travel professionals worldwide.
  - 4 e-mailings per year
  - 83,000 recipients per e-mailing
  - Travel Advisors, Tour Operators, Hotel Executives and CEOs, etc.

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*Your logo in the leaderboard banner

#### e-MAGAZINE
- Online version of the quarterly publication available for download on www.hotelandtourismonline.com – including links to exclusive audio streams.

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#### NEWSLETTER
- Monthly e-mail blast to send a selection of articles to travel professionals worldwide.
  - 12 e-mailings per year
  - 83,000 recipients per e-mailing
  - Travel Advisors, Tour Operators, Hotel Executives and CEOs, etc.

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Cleverdis is renowned worldwide for information intelligence and distribution in professional markets.

Through the creation of decision-making tools in the form of professional trade publications and custom publishing activities, Cleverdis enables vendor companies to disseminate their message in an intelligent manner directly to their customers.

Cleverdis publications are always structured in such a way as to facilitate the buying process for key purchasers and their advisors.

One of the key roles of Cleverdis is to develop and nurture socio-professional networks in the hospitality and tourism sectors, thus developing unique expertise in the field.

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