

# YOUR QUESTIONS ANSWERED



These frequently asked questions (FAQs) have been prepared to help you better understand Hotel Everywhere from Thomas Cook. If you have any questions that are not answered here please:

- Speak to your Thomas Cook contracting contact
- Email the Hotel Everywhere team at [hoteleverywhere@thomascookonline.com](mailto:hoteleverywhere@thomascookonline.com) or visit <http://hoteleverywhere.thomascookmedia.com/>

## WHY IS THOMAS COOK LAUNCHING HOTEL EVERYWHERE?

Since 1841 innovation has been at the core of our business and we continuously look for ways to improve our products and services for our hotelier partners. Hotel Everywhere is a new, ground-breaking hotel marketing product that places your hotel in front of potential customers wherever they are – offering your hotel significantly greater exposure and increasing your chances of a booking.

### What are the benefits of Hotel Everywhere?

- ✓ Multiple customer touch-points across online, in-store, agents and brochures (where applicable). Giving you greater reach and more for your money.
- ✓ More effective marketing by targeting the right customers, based on clear data on what they intend to buy.
- ✓ The greatest chance of a booking through timely placement of your hotel to those customers.
- ✓ The opportunity to increase your contribution for even greater reach, consideration and bookings.
- ✓ A stress-free way of marketing your hotel with the peace of mind that the technology is doing all the hard work for you.

## PACKAGES

### What packages are available?

There are a number of packages that have been designed around your marketing needs and budget. The greater the package, the greater your chances of reaching potential customers at the right time.

For information on our latest packages please visit <http://hoteleverywhere.thomascookmedia.com/Hotel%20Everywhere%20Packages.pdf>

### Are packages available across all Thomas Cook markets and brands?

Packages are sold per source market. Your packages will be seasonal within a source market, for example if you currently pay to feature in both a Neckermann and Thomas Cook brochure within Germany, we will

combine your contributions and advise you on which package you now fall in to. Based on your historical and current positioning within Thomas Cook, we will also create your package under the specific brand your hotel is predominantly sold under. For example if you are sold in Belgium market under our Pegase brand rather than Neckermann, we will create a Pegase campaign for you.

## How do I know which package to choose?

We have allocated a package to your hotel based on your current marketing contribution. However, you have the opportunity to discuss your package options with us and upgrade to a more enhanced package.

## What are the benefits of upgrading to a more enhanced package?

With a higher contribution, you are able to increase the number of customer views and channels through which we will run your campaign, giving you more chance of converting potential customers in to actual customers of your hotel. Speak to your contracting contact about upgrading your package.

## Can I change anything within the packages?

The packages have been designed to maximise the reach of your campaign for your budget and we will help you choose the right package for you.

If you have purchased an **Everywhere Bespoke** package you have the opportunity to flex your package. The Hotel Everywhere team will work with you to design the right package for your requirements.

## PAYMENT

### How and when do I pay for my Hotel Everywhere package?

Payment will be deducted in the same way as your previous brochure or marketing contribution.

## DATES

### How will I know when my campaign goes live and how long will it run for?

You will receive an email confirmation of the exact dates of your campaign before it commences. As a general rule, the go live date and length of your campaign will match our seasonal sales cycles. Here is an illustrative example of the dates and length of your campaign. These are subject to change so it is important that you use the dates provided in our email confirmation.

Holiday Season (traditional brochure cycle)	Campaign Dates
Winter 2017/18	August 2017 - December 2017
Winter and Summer 2017/18	August 2017 - March 2018
Summer 2018	January 2017 - June 2018

### After I choose my package how long does it take to advertise my hotel?

This depends on the season for which you have purchased your package and will be confirmed to you via

email. Please see above for an example timeline of campaign dates.

## **When will I need to purchase a new package? Can I add an additional package through the year?**

You can discuss package options with the Hotel Everywhere team at any time by emailing [hoteleverywhere@thomascookonline.com](mailto:hoteleverywhere@thomascookonline.com). We will also email you on completion of your campaign and you may also be contacted directly by a member of our team to discuss your options.

## **CREATIVE AND IMAGES**

### **What images and content do I need to supply for my package?**

None. At Thomas Cook we already have a selection of professional images which we currently use to merchandise your hotel to our in-store and online customers. Our team will select the best images to use to create your campaign. You can check these images by finding your hotel on the Thomas Cook website or from your most recent brochure placement.

### **What types of creative do I get for each channel? What do they look like?**

**Ecommerce Sponsored Listings and Links:** We take the existing image and/or text for your hotel that is currently used on our ecommerce websites and then place this into sponsored listing formats on Search Results and other core channel pages. This format will match the look and feel of the specific Thomas Cook website on which it is displayed.

**Online Advertising:** We select the best, most suitable images for your hotel. Typically we produce five creative sizes for your online advertising:

- 728x90 (Leaderboard)
- 300x250 (MPU)
- 250x250 (MPU Square)
- 160x600 (Skyscraper)
- 320x50 (Mobile Leaderboard)

These are Internet Advertising Bureau (IAB) standard online banner sizes and feature across desktop, tablet and mobile.

**In-Store Screens, Facebook Sponsored Posts and Agent Intranet:** The Hotel Everywhere creative team will select the best hi-res images to feature your hotel in our in-store screen promotions, on Facebook and in to our agent intranets.

### **When will I see the advertising creative for my campaign?**

We will send you an email to show you all the advertising creative produced for your campaign and what this looks like in each channel.

## CAMPAIGN

### **What is an 'online view'?**

An online view is counted every time the Hotel Everywhere technology places your hotel in-front of a potential customer, this is also commonly referred to as an advertising impression. Dependant on your chosen package, these views are split across our online channels: Sponsored Listings and Online Advertising. Our technology is designed to find the right customer, at the right time and therefore we do not commit to a number of views per each channel.

### **What is the difference between Online Advertising and Sponsored Listings and Links?**

Online Advertising is in the form of online banner advertising, whereas Sponsored Listings and Links are native style placements featuring on Search Results and other core channel pages within our brand websites.

### **What is a Facebook Sponsored Post and a 'social view'?**

Facebook Sponsored Posts are adverts for your hotel that are placed in front of a highly targeted audience on the world's largest social media site. Your hotel will feature across the site in sponsored placements and link directly through to a Thomas Cook brand website for a customer to complete their booking. Every time your hotel is displayed on somebody's Facebook, a social view is counted, as per online views; these are commonly referred to as advertising impressions.

### **If a customer clicks on my online advertising, where does it link to?**

Your online Hotel Everywhere campaign will link directly to your existing hotel accommodation page on the relevant Thomas Cook website. From this page a customer can: select their dates of travel, browse more images, read all your content and reviews, and most importantly click to book their holiday.

### **What will my in-store screen advertising be and how many screens will it feature in?**

Your in-store screen advertising will feature in a targeted promotion that will be viewed by both potential customers and agents for the duration of one week. These will be listed under a promotion such as 'Hotels of the Week' and will be shared in a loop with other promotions. Dependant on your package level your hotel will be featured between 5 – 30 seconds

The number of screens can vary based on the source market the package is selected in. We have an ever growing network of both window and in-store screens. In Germany, Belgium and UK we guarantee your hotel will feature in a minimum of 100 stores.

### **What reporting will I get for my campaign?**

You will be sent an email from the Hotel Everywhere team before your campaign goes live, confirming your package, your campaign dates and the creative (i.e. what your advertisements look like).

You will receive another email from our team upon the completion of your campaign. For **Everywhere Lite**, **Everywhere** and **Everywhere Plus** packages this email will confirm what has been delivered as part of your package.

For **Everywhere Premium** and **Everywhere Bespoke** packages we will provide you with more

comprehensive reporting, including the number of customer views and clicks per online channel, the number of agent views, estimated number of customers viewing your in-store screen placement and the total number of bookings for your hotel during your campaign live dates.

## OTHER MARKETING

### **Are other marketing opportunities still available with Thomas Cook?**

The Hotel Everywhere team now manages your marketing contributions. Thomas Cook still has a wide range of additional, effective marketing opportunities that are available to you beyond these packages.

When you select an **Everywhere Bespoke** package, one of our team will be in direct contact with you to create a campaign which can also include: in-store posters and promotions, social media posts, agent communications, event sponsorship, customer emailing, and much more!

### **What if I have an existing marketing campaign (non-brochure) with Thomas Cook?**

We have many partner hotels that have existing marketing campaigns with Thomas Cook. Your campaign will not be affected and your contact here at Thomas Cook is now part of the Hotel Everywhere team and will work with you to get the perfect campaign to fit your marketing budget, combining both your historical brochure contribution and your other marketing measures.