

Co-op Marketing Campaign Results

Travel + Leisure Q3 2023

TRAVEL+ LEISURE **Email Campaign** (US) Distributions in September/October Edgewood Tahoe Resort The Ranch at Laguna Beach The Parkside Hotel & Spa Porta Hotel Antigua Nile Safari Lodge Nomadic Expeditions

PLANET EARTH'S MOST SUSTAINABLE HOTELS

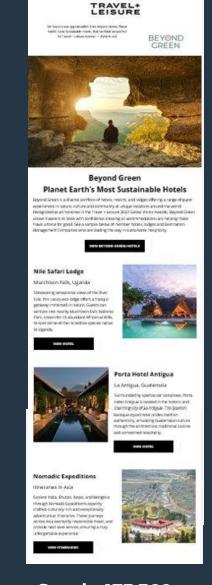
TRAVEL+ LEISURE

Email Campaign (Two Distributions)

Sept & Oct, 2023

T+L Reported Results (see opposite):

- This campaign featuring two dedicated Beyond Green brand emails in Q3 reached an audience of +346,000.
- Both emails had a tremendous open
 rate of 62% +
- 2000+ clicks to participating hotels webpages



Sends: 173,382 Opens: 106,849 Open Rate: 61.95% Clicks: 964

TRAVEL+ LEISURE

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Beyond Green Planet Earth's Most Sustainable Hotels

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The Ranch at Laguna Beach

Laguna Beach, California, USA

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The Parkside Hotel & Spa

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Edgewood Tahoe Resort

Stateline, Neveda, USA

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Sends: 172,675 Opens: 112,647 Open Rate: 65.51%

Clicks: 1,129



TRAVEL+ LEISURE

Growth in Beyond

Green Website

Views & Users Post

T+L Email

Distribution

September Distribution										
Member	Views Aug	Views Sept	Users Aug	Users Sept	Views % increase	Users % increase				
Porta Antigua	61	276	28	111	352%	296%				
Nile Safari	195	409	44	236	109%	436%				
Nomadic Expeditions	53	194	34	139	266%	308%				
Avg					242%	346%				

October Distribution									
Member	Views Sept	Views Oct	Users Sept	Users Aug	Views % increase	Users % increase			
Ranch at Laguna Beach	93	982	50	522	955%	944%			
Edgewood	399	1839	163	736	360%	351%			
Parkside	136	705	63	302	418%	379%			
Avg					577%	558%			