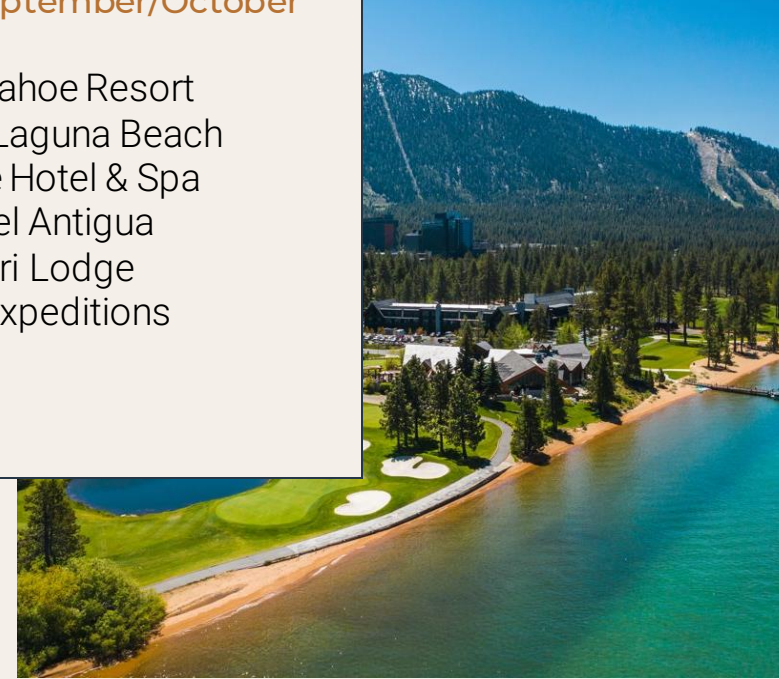
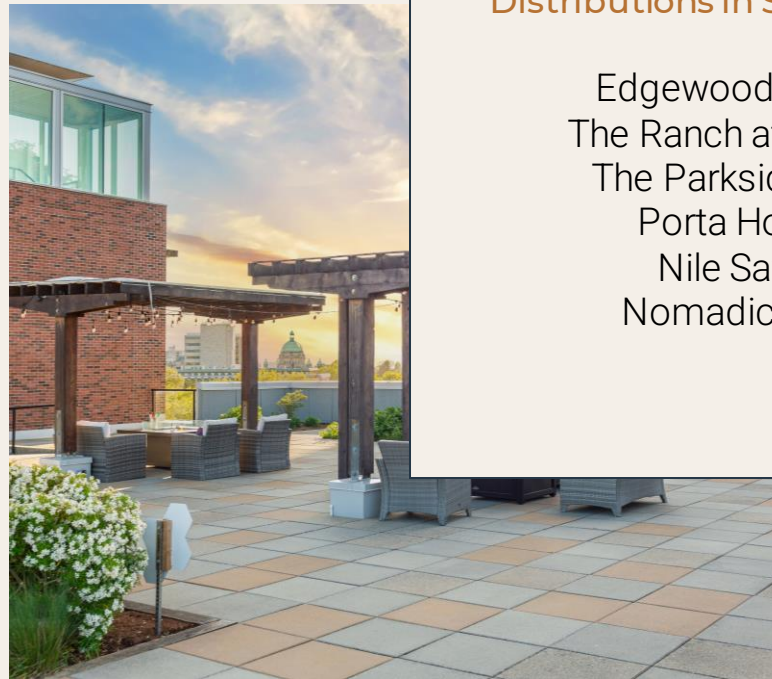




Co-op Marketing Campaign Results

Travel + Leisure Q3 2023

PLANET EARTH'S
MOST SUSTAINABLE
HOTELS



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

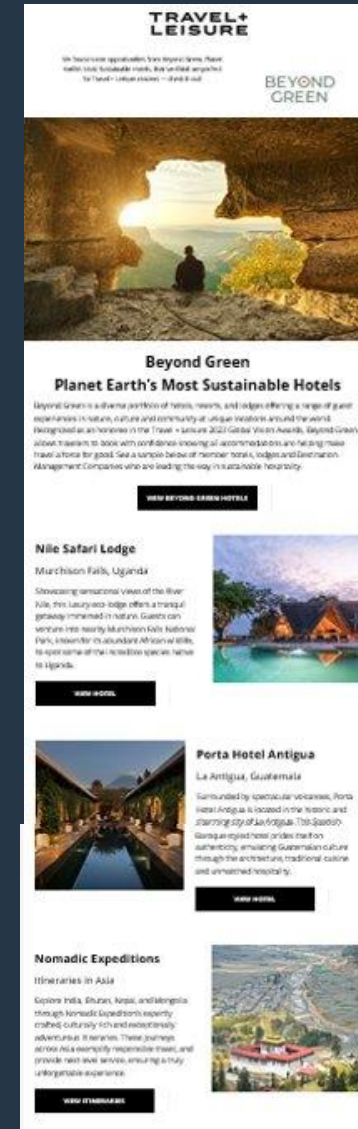
TRAVEL+ LEISURE

Email Campaign (Two Distributions)

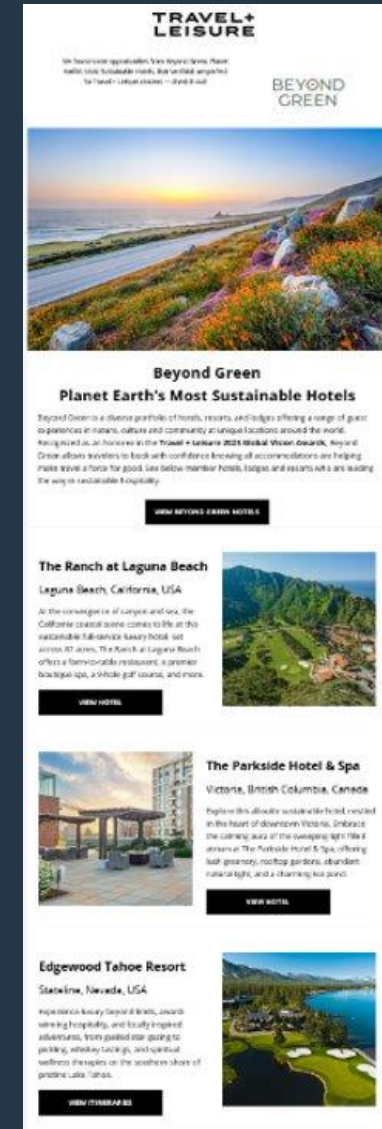
Sept & Oct, 2023

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



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%