

BOUTIQUE HOTEL NEWS

Part of the International Hospitality Media portfolio, Boutique Hotel News is the leading international brand for the boutique, luxury and lifestyle hotel market.

BOUTIQUE HOTEL NEWS OCTOBER 2023. V2.0





Powered by;

INTERNATIONAL HOSPITALITY • MEDIA

WHO ARE INTERNATIONAL HOSPITALITY MEDIA?

International Hospitality Media (IHM) is the number one brand to engage with decision makers in hospitality and real estate. Our 4 multimedia brands: BoutiqueHotelNews.com; ServicedApartmentNews. com; ShortTermRentalz.com and UrbanLiving.News lead their respective sectors with breaking news, comment, trends and opinion across a variety of multimedia solutions.

Boutique Hotel News (BHN) is the leading international brand for the burgeoning boutique, luxury and lifestyle hotel market.

Serviced Apartment News (SAN) launched in 2013, is the number one resource for the global serviced apartment, aparthotel and extended stay sectors.

Short Term Rentalz (STRz) launched in 2018 to provide a comprehensive b2b information source for the fast-growing short term and vacation rental sectors.

Urban Living News (ULN) is the most recent hospitality and real estate multi-media b2b platform, launched in April 2022. It was created in response to the increasingly blurred lines between asset classes within urban development. Sectors include but not limited to hotels, serviced apartments, BTR, PBSA, senior living, coliving, flexible workspaces and more. The platform focuses on the convergence of these markets rather than covering the sectors in isolation, and keeps you up to speed with the rapidly evolving ways in which we stay, live and work.

BOUTIQUE HOTEL NEWS OCTOBER 2023. V2.0



Media Brands:







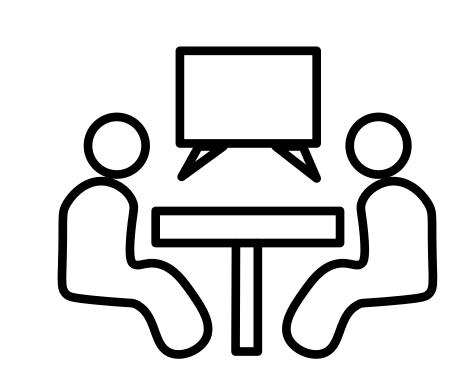




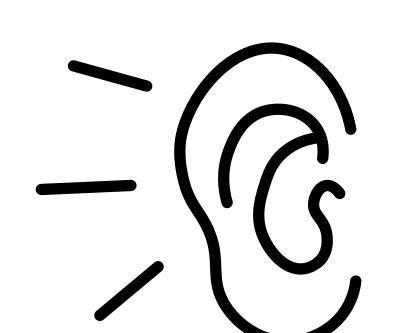


BOUTIQUE HOTEL NEWS

STISHORTTERM RZ RENTALZ

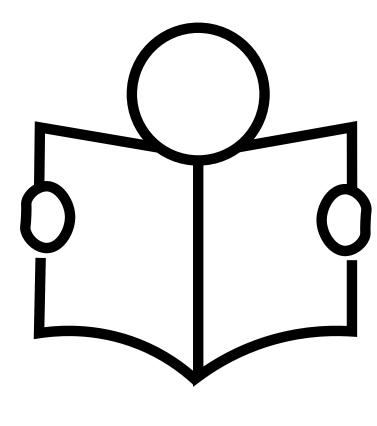




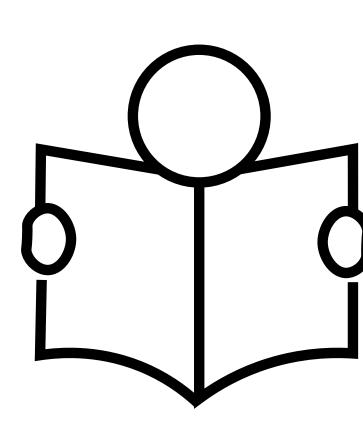








READ







Powered by;

INTERNATIONAL HOSPITALITY • MFDIA

🗓 BoutiqueHotelNews 🕺 @BoHoNews 🗗 BoutiqueHotelNews 🗭 @bohonews 🌐 https://boutiquehotelnews.com 🔼 BoHoNews



BOUTIQUE HOTEL NEWS STATS AND AUDIENCE INSIGHTS

13, 232

Av visitors per month

15, 123

Av sessions per month

26, 995

Av page views per month

* (All figures calculated July - Dec 2022 Inclusive)

Website stats E-newsletter subscribers Open rates Website visitor locations Audience profiles Desktop/ Mobile Device Email audience

16, 500+

opt-in subscribers to our weekly e-newsletter (including suppliers to the industry)

Database is 100% opt in and GDPR compliant

BOUTIQUE HOTEL NEWS OCTOBER 2023. V2.0



24.05%

Average open rate

(figures taken from email campaigns from Q3/Q4 2022)

(top 5)

UK US China Germany India

🗓 BoutiqueHotelNews 🕺 @BoHoNews 🗗 BoutiqueHotelNews 🔘 @bohonews 🌐 https://boutiquehotelnews.com ▷ BoHoNews



45%

Operators / property managers

18%

Developers / owners

16%

Investors and lenders

21%

Other (service providers, advisors, media ect)

64%

view us on desktop

36%

view us on a mobile device (including tablets)



Powered by;

INTERNATIONAL HOSPITALITY

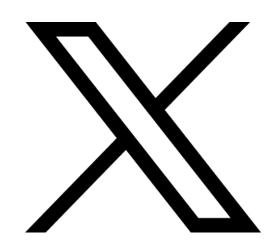
33%

of our e-mail audience are C-Suite, Director or Owner level -making the decisions

61 %

of our e-mail audience are mid-senior management level -influencing the decisions





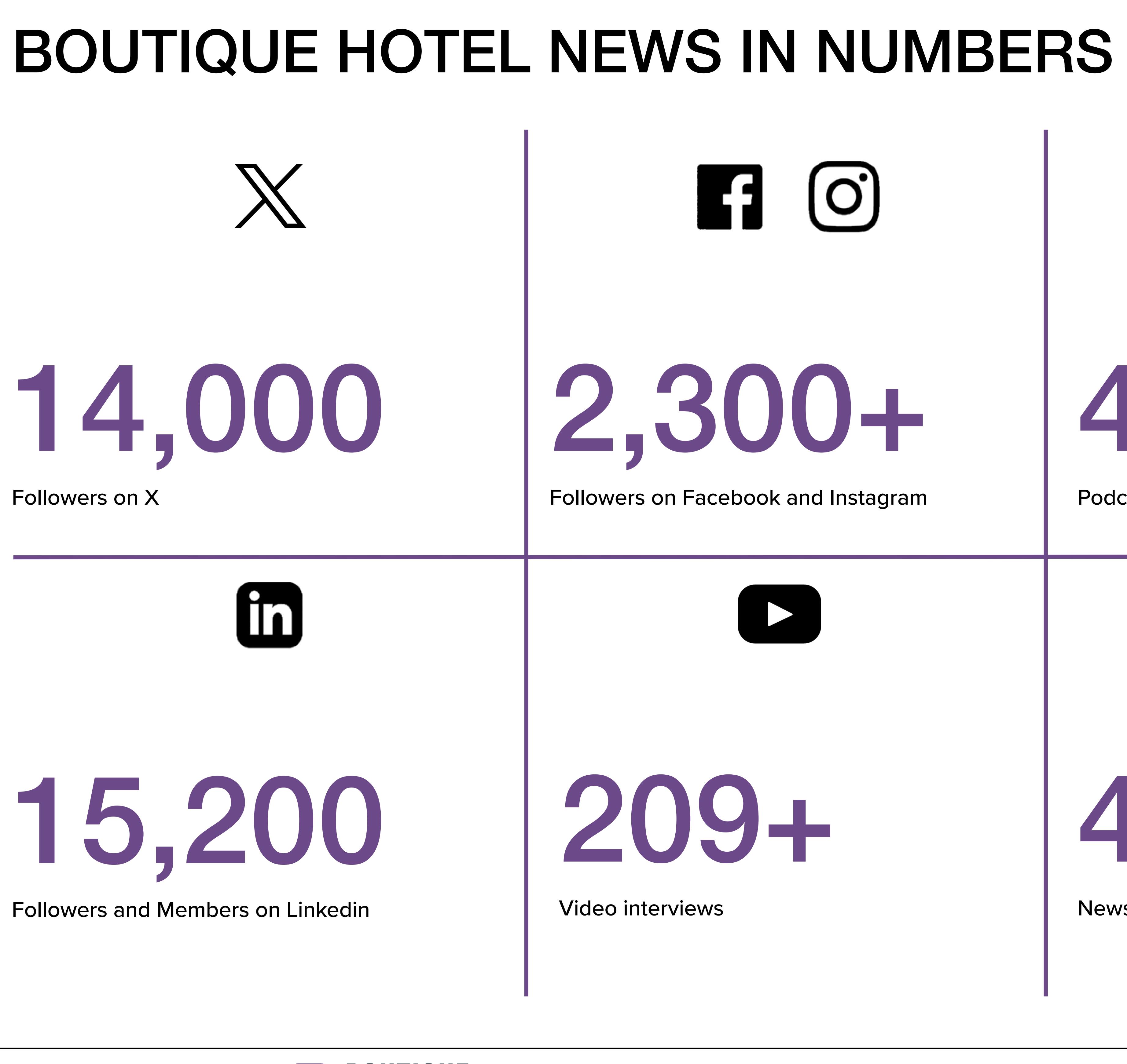
14,000Followers on X

15,200

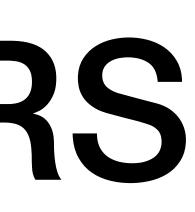
Followers and Members on Linkedin

BOUTIQUE HOTEL NEWS OCTOBER 2023. V2.0

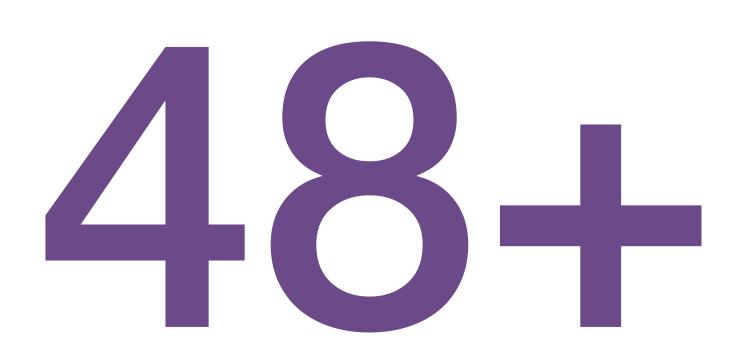












Podcasts





News stories and growing daily





Powered by;

INTERNATIONAL HOSPITALITY • MEDIA





Webinars





Features



HOW CAN YOU WORK WITH US?



In Person













Digital



- Podcasts
- Web Banners
- Social Media
- Solus HTMLs
- E-newsletter

sponsorship

BOUTIQUE HOTEL NEWS OCTOBER 2023. V2.0

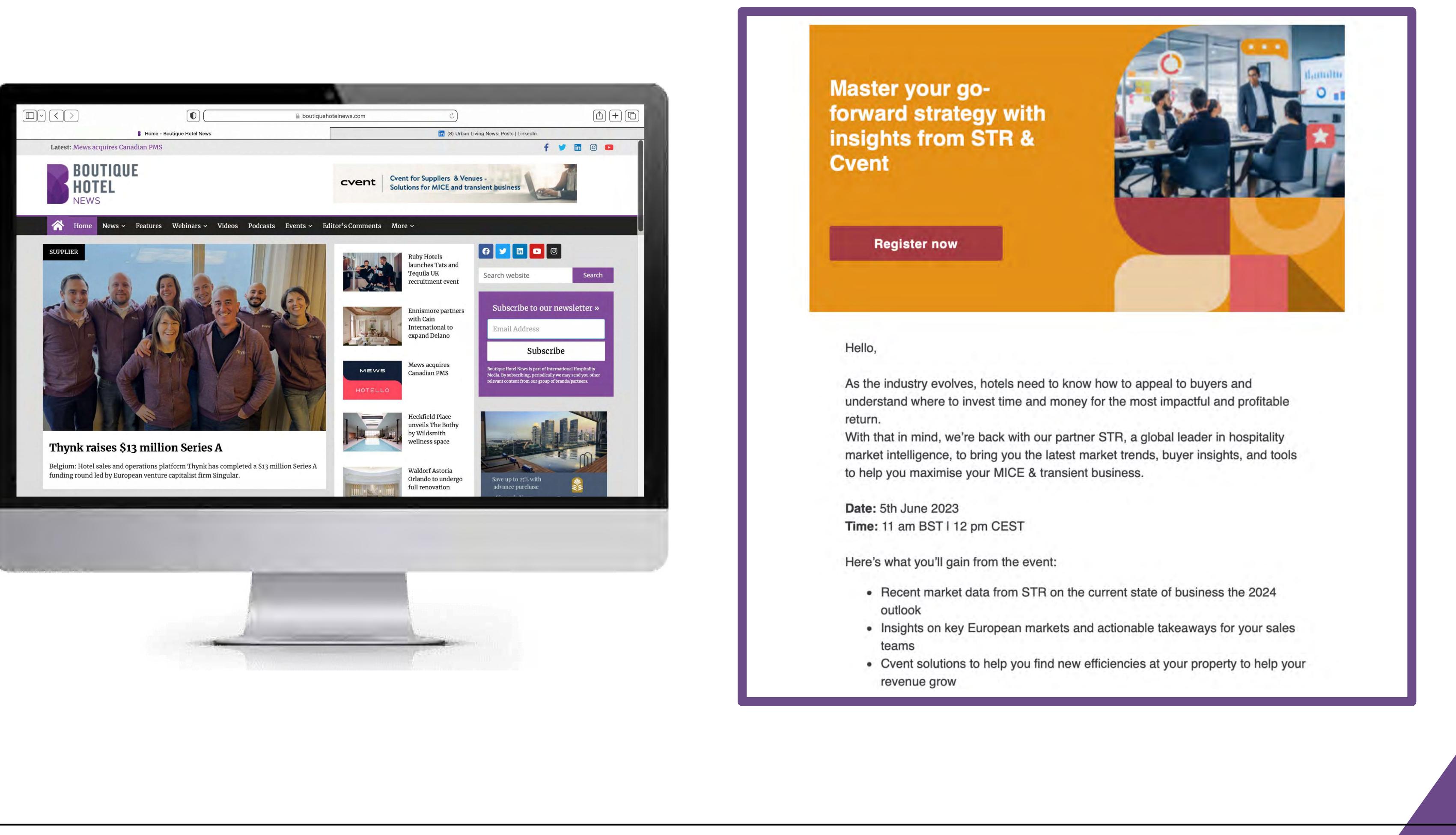




Content

- Sponsored Content
- (advertorial)
- Research
- Social Media
- Engagement
- Fully hosted Webinars











ELOISE HANSON

Eloise joined IHM in September 2019 as reporter for Boutique Hotel News and was promoted to editor in January 2022. As a multimedia journalist covering the global boutique, lifestyle and luxury hotel industry, Eloise spearheads BHN's webinar and podcast series and contributes to daily news articles, a weekly e-newsletter and monthly features.

eloise@internationalhospitality.media





Powered by;

INTERNATIONAL HOSPITALITY • MFDIA



IN-PERSON FOCUS

Feed Your Mind/ Thought Leadership

Co-hosted thought leadership events in a (breakfast, lunch or dinner 'dine and learn' format.) Let us plan and organise curating the topics, formats and guest lists in line with your business objectives and goals.

Urban Living Insights

Bespoke 1/2 Day events for urban innovators and investors at the cutting edge of contemporary hospitality, real estate and living.

Serviced Apartment Awards

The Serviced Apartment awards are the original annual awards for the global serviced apartment, apart-hotel, extended-stay and short term rental industry! The awards have grown year on year, even during the pandemic and recognise excellence at individual and corporate level and provide the perfect opportunity for the industry to meet.

Recharge

Is for forward thinking hospitality and real estate leaders with purpose. A unique event that encourages a new way of thinking: if you're happy to challenge the status quo positively and are prepared to look at doing business' differently - it's for you! RECHARGE promises an intense focus on collaboration and debate, bursting with innovation and 'personality.'

Urban Living Festival

The only leadership and investment event for urban innovators and investors to collectively define the future of how and where people STAY, LIVE and WORK in urban centres.

Please enquire for more info on specific events.

BOUTIQUE HOTEL NEWS OCTOBER 2023. V2.0



£9,495 (inc venue and F&B)

from £4,950

from £4,995

£9,950

from £9,950













🗓 BoutiqueHotelNews 🕺 @BoHoNews 🗗 BoutiqueHotelNews 🕜 @bohonews 💮 https://boutiquehotelnews.com 💽 BoHoNews

Adjacent

NSORS

and the second s



"Boutique Hotel News covers the topics I need to keep informed about – it's a must read for me."

"We have had the privilege of co-hosting two feed your mind sessions, with leaders in hospitality and real estate at out Bermonds Locke and Buckle Street studio venues in the past 12 months. Not only was the discussion relevant and informative, the calibre of guests were exceptional, and all were highly engaged and hopeful for the future of hospitality. We look forward to working with IHM in the future and want to express our appreciation for their support of our team, brands and the wider industry."

"I've known the Boutique Hotel News team for more than a decade. During this time, we have grown our business to more than 100 boutique and luxury hotels in our Bespoke collection so we follow BHN with keen interest and are avid readers of the weekly e-newsletter."

> "Boutique Hotel News has played a key role in supporting L+R Hotels' growth in 2023, specifically in highlighting its launch of The Mole Resort, Devon - L+R Hotels' first venture in the exciting luxury holiday lodge market.

Notably, the webinar series explores relevant industry topics and the BHN team do a tremendous job of pulling it all together. We really enjoyed participating in the webinar series, and received meaningful insights and exposure in return."

London Rock Partners wanted to reach a wider audience as we entered our second year of trading and decided to partner with International Hospitality as a sponsor for the BHN webinars. The topics are always super relevant, and the audience is wide across all areas of hospitality. The engagement with attendees post the webinars was great and we would 100% sponsor again. A great use of marketing budget if you are in the hospitality space.

BOUTIQUE HOTEL NEWS OCTOBER 2023. V2.0



David Taylor, CEO, Lore Group

Eric Jafari, Chief Development Officer/Creative Director - Edyn Group

Robin Sheppard, President, Bespoke Hotels

Desmond Taljaard, Managing Director, L + R Hotels

Clare Anna, London Rock Partners

In BoutiqueHotelNews











https://boutiquehotelnews.com



BoHoNews



DIGITAL FOCUS



Webinar Sponsorship

Position your brand as the thought leader by sponsoring our industry leading webinars.

At IHM we have delivered over 300 webinars, attracting high calibre C-suite panellists and attendees, and over 25,000+ registrations.

Webinar session sponsorships available from £1,995 + vat (as part of the series)

Webinar series sponsorships available from £8,495 + vat



Podcast Sponsorship

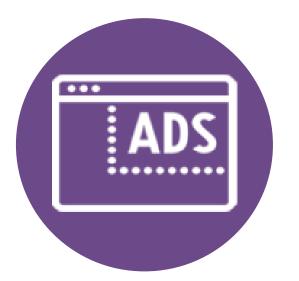
Showcase your business and engage with our thoughtprovoking content including interviews, debates, opinion and first class thought-leadership across the various markets in digestible bite-size chunks.

BHN has an established podcast series, hosted on our website and distributed on soundcloud (available via Apple, Spotify etc) to amplify your reach.

2 x podcasts available from £995 + vat (live reads and sponsored ads)

BOUTIQUE HOTEL NEWS OCTOBER 2023. V2.0





Website Advertising

Web banner available from £395 per month + vat Web MPU available from £250

per month + vat



Solus HTML e-shots

Send bespoke HTML e-shots to our engaged audiences with your brand/ product/service front of mind.

available from £995 + vat

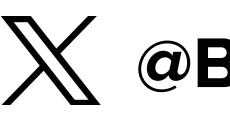


E-newsletter sponsorships

Feature in our weekly e-newsletters with a prominent banner driving traffic to your websites.

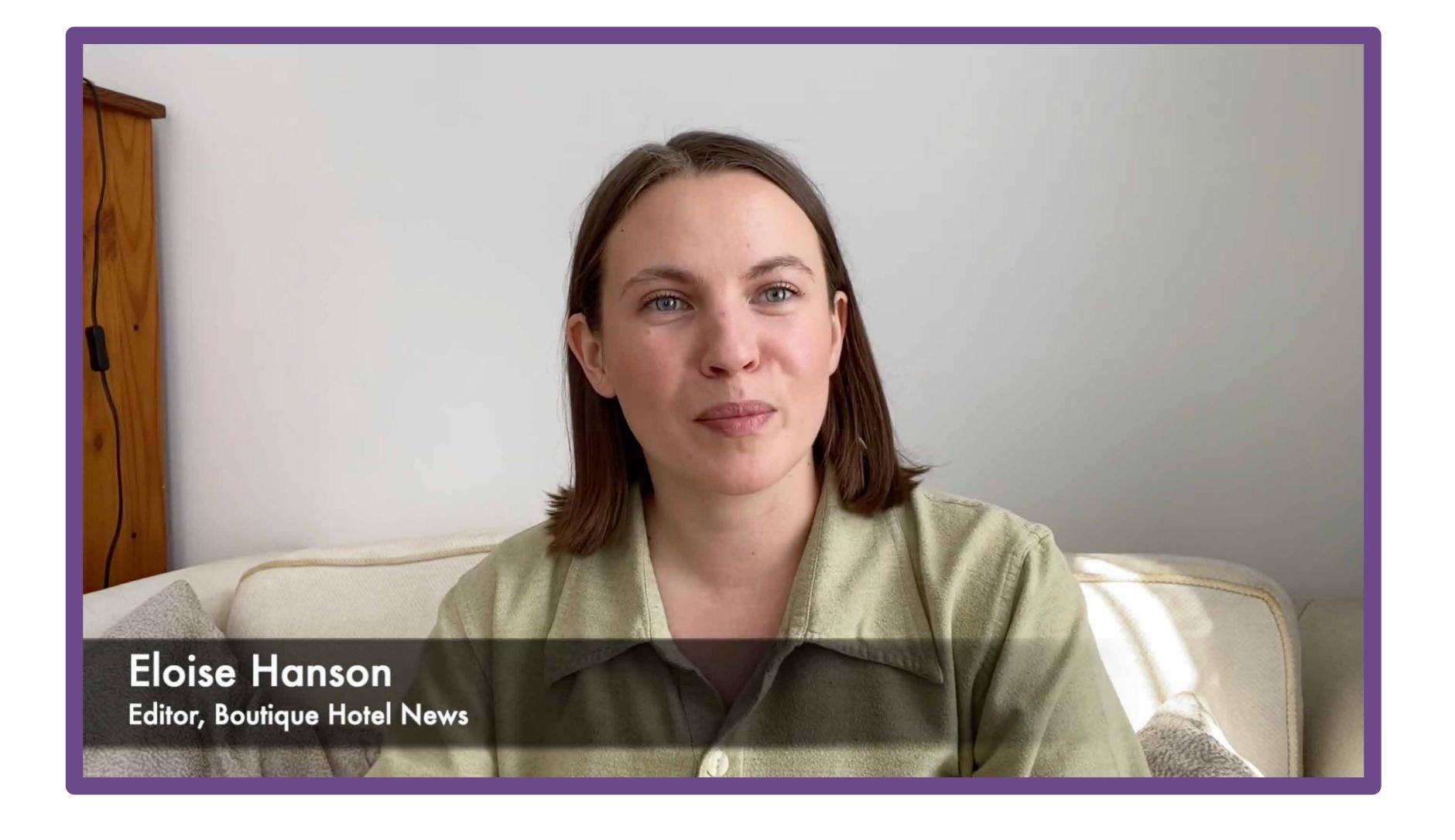
available from £150 + vat

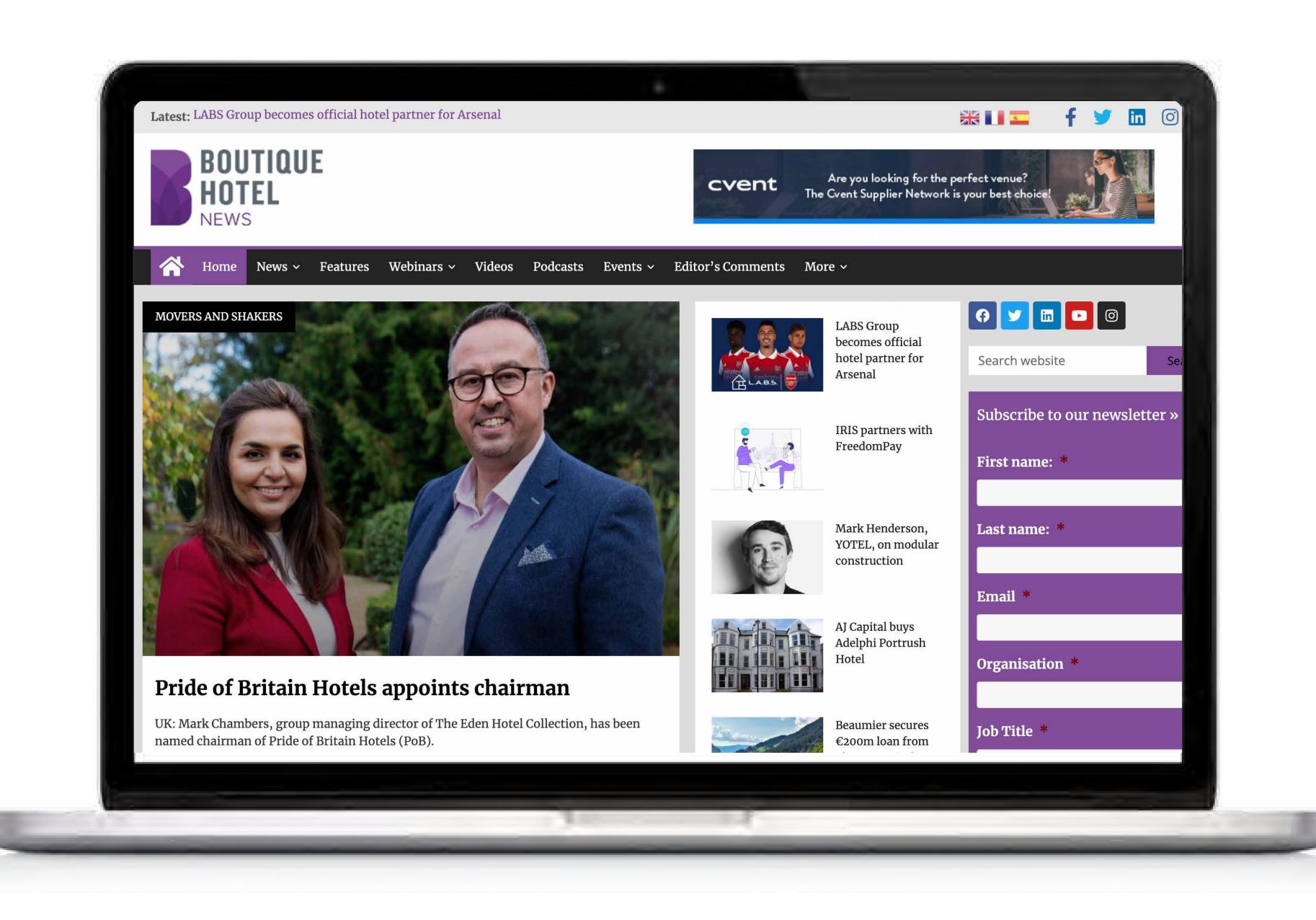




Video pre-roll sponsor available from £750 per month + vat













Powered by;

INTERNATIONAL HOSPITALITY • MEDIA





CONTENT FOCUS



Sponsored content

Produce an editorial article/advertorial piece of 700-1,500 words + up to 2 images or a 1 minute 30 second video and 200 words.

Native advertising is a great way to capture your audience's attention.

All content will be marked as ADVERTISEMENT FEATURE.

£995 + vat (per article/feature)



Fully hosted webinars

IHM offers the opportunity to host all your webinar requirements, professionally managed, marketed, planning (seeking speakers and agenda creation), produced and moderated and broadcast in line with your goals.

available from £4995 + vat

BOUTIQUE HOTEL NEWS OCTOBER 2023. V2.0



in

Social Media Engagement

Let us run a social media campaigns on your behalf using our combined audiences across LinkedIn, Facebook, X and Instagram of over 52,000, to engage the right audience to showcase and align your brand with. Talk to us to cut through the noise.

Bespoke Packages £POA



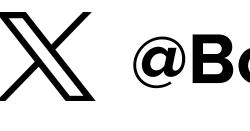
Research

Informed content that connects your brand to the most influential audiences in hospitality and real estate.

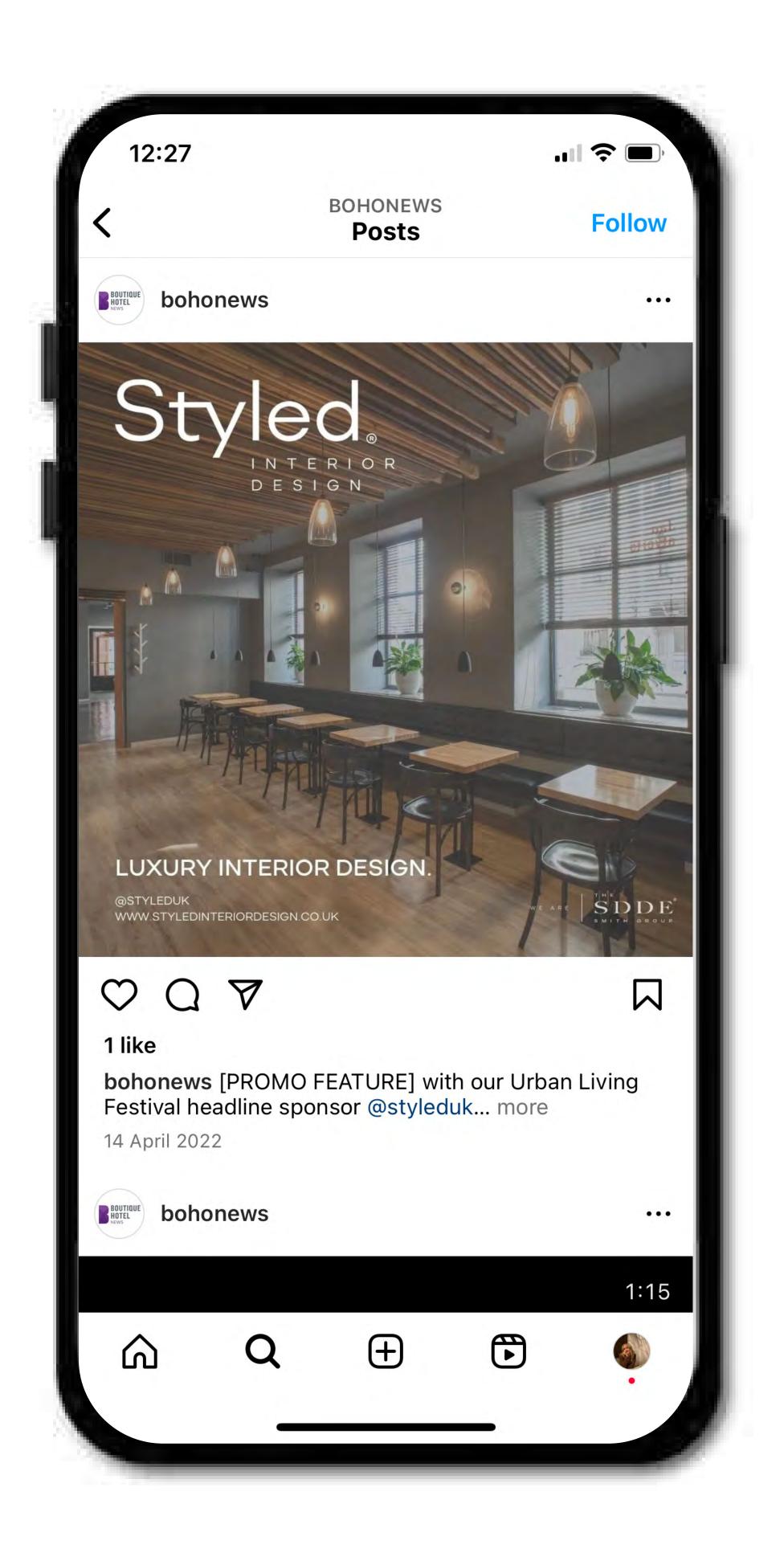
Inspired by IHM's journalism, creative thinking, and reach we help brands engage as thought leaders to solve problems, create unforgettable moments, and communicate big ideas through content, research, and event activations.

- > Content
- > Research
- > Event Services

Bespoke Packages **£POA**





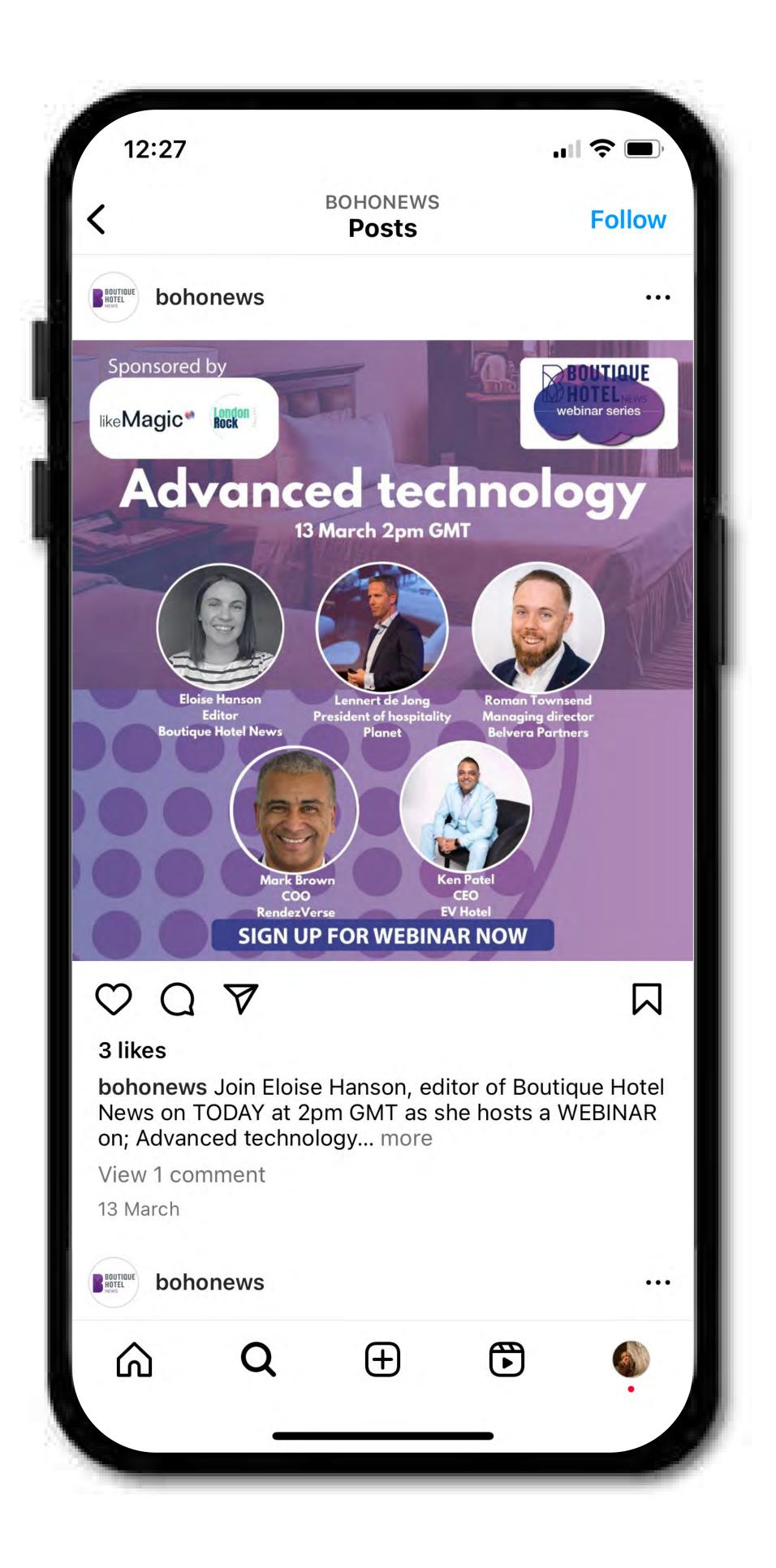






Powered by;

INTERNATIONAL HOSPITALITY • MEDIA



🗓 BoutiqueHotelNews 🕺 @BoHoNews 🗗 BoutiqueHotelNews 🧭 @bohonews 🌐 https://boutiquehotelnews.com ▷ BoHoNews

INTERESTED? CONTACT US NOW

Let us help build your bespoke marketing campaigns to help exceed your business goals. Whether the focus is elevating brand awareness, engaging content and thought leadership or lead generation opportunities, our digital audiences and IRL events provide the perfect opportunity to reach your desired audience, and ultimately do more business!











RAV BHALLA VP Commercial Partnerships - Hospitality +44 (0)7375 675475 +44 (0)20 8340 7989 rav@internationalhospitality.media



PIERS BROWN CEO +44 (0)7918 185840 +44 (0)20 8340 7989 piers@internationalhospitality.media





Powered by;

INTERNATIONAL HOSPITALITY • MEDIA

