



PARTNER HOTELS



In a world that never sleeps, immediate access to the latest information has never been more important to people on the move. News developments influence critical business decisions around the globe on a minute-by-minute basis. As the pre-eminent news and information source for frequent / business travellers, CNN International (CNNI) is expected by hotel guests as they follow big global stories in real time.

The pioneer of 24-hour news, CNN's portfolio of news and information services is available in 5 different languages across all major TV, internet and mobile platforms and is available in more than ***390 million** households and hotel rooms around the globe. * Source: Turner Broadcasting International; 3Q 2014

Winner of the prestigious "News Channel of the Year" by the Royal Television Society awards for the last two consecutive years, CNNI is an essential channel for your hotel as it is expected by business and high-end leisure guests.

“ We won't be signing off until the world ends. We'll be on, and we will cover the end of the world live, and that will be our last event ”

- Ted Turner



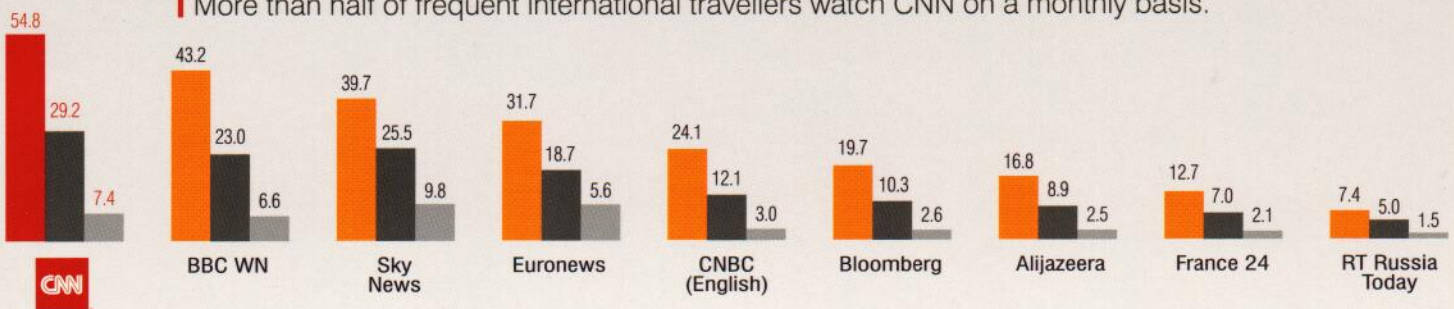
WHY PARTNER WITH CNN?

CNN Audience

* Source: CNN Consumer Connect - Travel & Tourism 2014

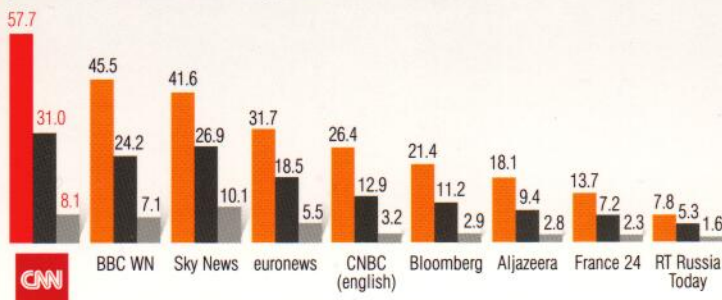
CNN is the Preferred News Channel for Frequent International Travellers

More than half of frequent international travellers watch CNN on a monthly basis.



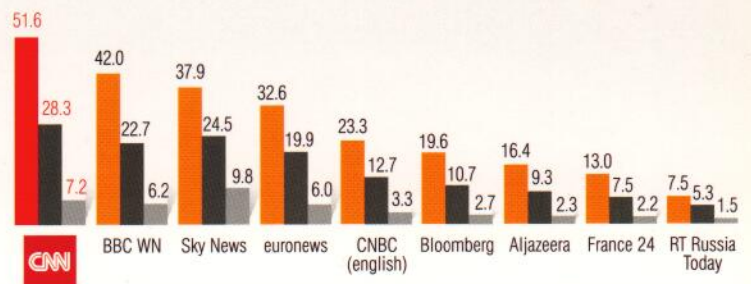
Hotel guests tune into CNN while on business ...

More than half of frequent international business travellers watch CNN on a monthly basis.



... and leisure

More than half of frequent international leisure travellers watch CNN on a monthly basis.



ENROLL IN THE HOTEL PARTNERSHIP PROGRAMME

On-Air Hotel Promotions



The On-Air Spot Campaign is a 30 second TV promotion of the HPP that is exclusively available to our hotels. As part of this campaign your hotel name will be promoted directly on CNNI to our viewers across Europe, Middle East and Africa.

Exclusive CNN Partner Hotels Online Exposure

✓ CNN Partners.com website: The one-stop destination for global travellers.

Hotels in our **CNN Hotel Partnership Programme** receive a complementary listing on the CNN Partner Hotels website www.cnn.com/hotels which exclusively promotes properties enrolled in the programme. A standard listing will include the name, address, phone / fax number, reservation email address, x 2 images and logo. The listing which includes a hyperlink to your website, is accessible from CNN.com (International) which generates over *233.8 million page views per month.

* Source: Adobe Reports & Analytics - Average Monthly Pageviews Apr-Sep'14

✓ Featured Hotel of the Month

A Featured Hotel of the Month listing will be showcased on a banner on the home-page of CNNPartners.com. The banner leads to an expanded listing which includes 4 images of the hotel, the hotel logo and a video of your property.

✓ CNN Special Deals & Monthly eNewsletter

Your hotel offers will be placed on the 'Special Deals' section of CNN Partners.com, with photos and a hyperlink to your website. In addition we will promote this offer in our Special Deals eNewsletter that is sent to subscribers worldwide.

What is it?

The **CNN Hotel Partnership Programme (HPP)** is a comprehensive, strategic marketing programme which includes the license to distribute CNN International in your hotel rooms coupled with high exposure and multimedia benefits for your property across multiple CNN platforms.



How can you become a CNN Partner Hotel?

For more information on the CNN Hotel Partnership Programme, please email Media Management Europe: info@mm-eu.tv