

An aerial photograph of a wooden treehouse nestled deep within a lush, dense tropical jungle. The treehouse features a gabled roof and large glass windows, with a hammock strung across its front. The surrounding vegetation is thick with various types of trees and plants, creating a vibrant green backdrop.

# 1 CONDÉ NAST johansens

LUXURY HOTELS • SPAS • VENUES

*2024 Go-To-Market*





An aerial photograph of a tropical island resort, likely in the Maldives. The island is lush with green palm trees and features several overwater bungalows connected by a wooden walkway. A circular lagoon with a sandy beach is visible on the left side of the island. The surrounding ocean is a deep blue, with lighter turquoise water near the shore indicating a shallow reef. The sky is a clear, vibrant blue with a few wispy white clouds.

The leading  
reference guide  
to *luxury hotels,*  
*spas & venues.*





A Global Collection Of

350+

LUXURY PROPERTIES

CONDÉ NAST



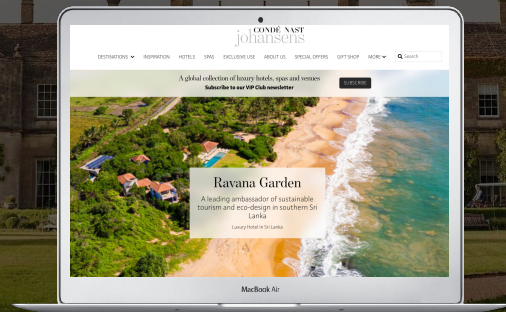
# Printed *Guides*

Printed Luxury Hotels and Luxury Spas Guides distributed internationally and trusted by **4 million** readers worldwide.



# Dynamic *Site*

Features the full collection of recommended properties, inspirational editorial content, Editor's Picks and experiential special offers.







# Approved By Local *Experts*

## Approval – In *Person*

Dedicated team of **trusted  
Local Experts** around the world

Local Experts visit each  
property **annually** for quality  
control

**Over 40 years** of visiting and  
recommending the very best  
properties, globally



## Benefits of Working With Us

- ✓ *Direct* booking referrals, commission-free
- ✓ Seen by *affluent & discerning* independent travellers
- ✓ Receive Condé Nast Johansens' *international mark of excellence*
- ✓ Option to add *marketing and promotion activities* through events, networking, print, digital & social





# Key *Insights*

REACH ACROSS KEY CHANNELS

1.4m | 4m | 65k | £6.8k

PAGE VIEWS

PRINT READERSHIP

HIGHLY ENGAGED  
NEWSLETTER SUBSCRIBERS

AV. YEARLY SPEND ON  
HOLIDAYS PER PERSON





# How To *Access*





Leverage Condé Nast  
*Johansens'* authority and  
reach to place *your property*  
directly on the radar of  
*sophisticated travellers.*

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# *How To Access*

OPPORTUNITIES TO APPEAR ACROSS PLATFORMS



## **PRINT GUIDES**

Feature your property in one of our landmark print guides or booklets



## **DIGITAL + SOCIAL**

Promote your property via our site, newsletter and social channels



## **EVENTS**

Join us as a co-exhibitor at key luxury buyer shows



## **OUR NETWORK**

Promote your property across the wider Condé Nast network via a native advertorial in print or online

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# Print *Guides*

## LANDMARK GUIDES & BOOKLETS

Feature your property in one of our landmark guides, with a description written by our expert team within a trusted, authoritative environment:

- **Luxury Hotels Guide**
- **Luxury Spas Guide**  
(total readership: 4M).

These are displayed in the bedrooms of each featured property, and distributed at key global ILTM events. We also print (3) A5 seasonal booklets per year, distributed to our network of 15,000+ readers – sometimes direct, sometimes via subscriber copies of *Condé Nast Traveller*, *Vogue*, *GQ*, *Tatler* or *Vanity Fair*. A digital version of each booklet is available on site and promoted via social.



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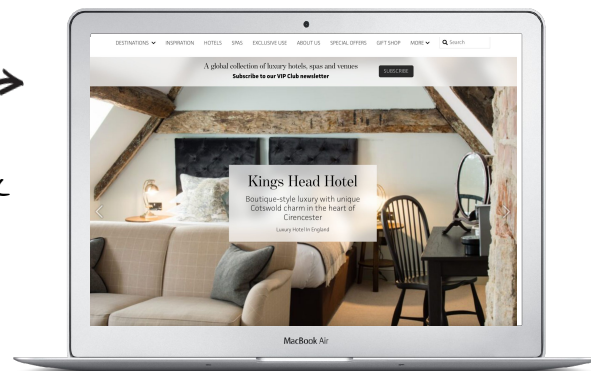
# Digital & *Social*

MAXIMISE YOUR PROPERTY'S  
IMPACT VIA OUR DIGITAL  
CHANNELS

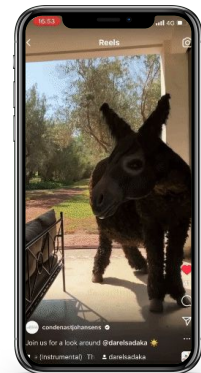
Leverage access to our digital audiences via a  
suite of activations, including:

- **Homepage:** become 1 of 9 Editor's Picks properties or a Hero Image
- **E-newsletter:** feature in our monthly edition or have 100% share of voice via a 'Spotlight' solus
- **Organic social:** leverage the *Condé Nast Johansens*' brand by supplying your video assets for us to share as IG Reels or IG Stories
- **Dark social:** benefit from a dark social campaign that links directly to your site
- **Competitions & special offers:** promote a prize and/or special offers on our website, in our e-newsletter and via social channels

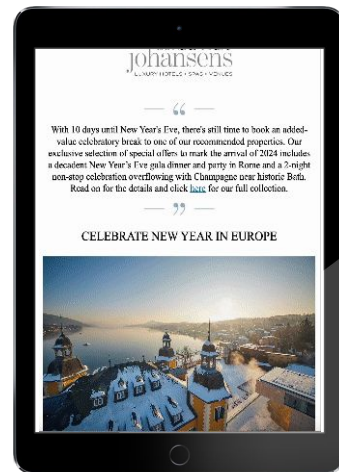
Homepage Editor's Pick  
or Hero Image



IG Reel using  
your supplied  
assets



Inclusion in our  
monthly newsletter -  
or one of your own!



# Events

## GUARANTEE ATTENTION FOR YOUR PROPERTY VIA OUR STANDS

During 2024 we will host co-exhibitors at key luxury buyer shows that combine premium networking and highly targeted, pre-scheduled appointments with VIP travel buyers, giving you an exclusive platform to optimise your return on time and investment.

\*Exhibit with us at:

- **ILTM Latin America**  
*Brazil, May 2024*
- **ILTM Asia Pacific**  
*Singapore, July 2024*
- **ILTM North America**  
*Bahamas, September 2024*
- **ILTM Cannes**  
*France, December 2024*

*\*subject to change*



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# Our *Network*

## LEVERAGE THE WIDER CONDÉ NAST PORTFOLIO & THEIR AUDIENCES

Harness the power of the Condé Nast network to create beautiful cross-platform storytelling across **British GQ** (TBR: 6.5m) or **Condé Nast Traveller** (TBR: 6.9m) to reach an even wider audience of affluent travellers.

Opportunities include:

- Supplied asset native articles
- Interactive module native articles
- Print advertorials
- Dark social campaigns
- Custom-branded content.



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# Logos & *Plaques*

SHOWCASE THE CONDÉ NAST SEAL OF APPROVAL AT YOUR PROPERTY

Adding the *Condé Nast Johansens'* logo to your website and putting an accreditation plaque on display at your property shows guests you are recommended by Condé Nast.

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# Award *Seals*

SHARE YOUR AWARD WIN MORE WIDELY  
ACROSS YOUR CHANNELS

The Awards are primarily voted by our readers based on responses from online voting and online guest reviews, plus Local Expert reports.

All *Condé Nast Johansens*' members are eligible for nomination; there's no additional fee to enter.

Our seals allow finalists and winners to showcase your inclusion in the awards across your digital footprint.





# Awards *Sponsorship*

BE PART OF THE CONDÉ NAST JOHANSENS  
AWARDS FOR EXCELLENCE 2025

*Condé Nast Johansens'* world-renowned Awards for Excellence are a trusted mark of quality recognised by travellers and travel professionals alike.

Guests will enjoy a drinks reception, a three-course dinner, wines and a chance to network with leading hoteliers in a relaxed and exciting environment.

Headline sponsorship includes:

- logo lock-up for awards
- product placement
- logo inclusion across select event collateral
- social amplification and press inclusion
- tickets to the event.





# Hospitality *Partnership*

FOR COMPANIES SEEKING BRAND  
ENDORSEMENT AND ASSOCIATION WITH  
THE LUXURY HOTEL SECTOR

Our hospitality partners must have sustainability at their core. They are carefully selected for the product and services they provide to the hospitality sector.

Over a 12-month partnership, these brands receive exceptional coverage across the *Condé Nast Johansens'* ecosystem, with special access to networking events to meet hoteliers directly.



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An aerial photograph of a wooden treehouse nestled deep within a lush, dense tropical jungle. The treehouse features a gabled roof and a balcony with a hammock strung across it. The surrounding vegetation is thick with various types of green leaves and palm trees, creating a vibrant, textured background.

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