



HoPro

MARKETING · HOTEL PROMOTION SINCE 1984

The only corporate gift nobody ever puts in a *drawer*.

Hotel stays as a marketing system for companies and sales partners. The concept on sixteen pages.

— STARTING POINT

Another ballpoint pen? *No thanks.*

Every company can give ten percent. That is exactly why ten percent no longer moves anyone. Discounts get priced in, corporate gifts end up in a drawer. An experience cannot be undercut by a competitor, because it cannot be expressed in percent.

A discount is forgotten within a week. A vacation gets told for ten years. With your name in it.





— THE SYSTEM

Your name on the *pillow*.

You buy voucher codes and turn them into your campaign: printed, as a collector card, as a QR code on the packaging. Your customer registers the code on hopro.org, chooses from the partner hotels and stays free of charge. At the hotel he pays only the usual board rate. You pay for the voucher. Not the vacation.

The lever is the hotel, *not your budget.*

since 1984

more than 40 years on the world market

over 50,000

partner hotels worldwide, up to 5 stars

5 years

valid from activation of the voucher

from 500 units

codes you turn into your campaign

01

Discounts get priced in. Experiences get told.

Whoever got a week by the sea talks about it at the dinner table, in the office, to the neighbor. Every time, your name comes up.

02

The value is a vacation. The price is a voucher.

The partner hotel provides the room. The guest pays for meals, as on any vacation. You pay only for the voucher, from 3.50 euros.

03

Loss weighs heavier than gain.

A customer who has already collected nights with you does not switch over two percent. Collecting binds, because there is something to lose.

A woman with long brown hair, wearing a white sleeveless dress, stands on a balcony overlooking a coastal town and the ocean. She is holding a smartphone up to take a photo. In the background, a man in a white shirt and dark trousers is seen from behind, looking out at the view. The balcony has a white railing and a large potted tree. The scene is set during the day with soft lighting.

— THE MOST FREQUENT QUESTION

Why do the hotels do this? And why is it so *affordable*?

The best advertising a hotel can have.

The guest is in the house, eats there, photographs the view, talks, recommends, comes back.

An empty room costs. A guest in the restaurant pays.

Hardly any hotel is more than seventy percent occupied. With the guest come meals, the bar and the spa.

A network growing since 1984.

Loyal houses from day one, new ones every year. The hotel pays with the room, the guest pays for meals, you pay for the system.

You buy codes. They become *your* campaign.

1

You choose quantity and nights.

From 500 units, three, seven or fourteen nights, or the annual pass.

- Voucher in your own design
- Collector or bonus card
- QR code on the product

2

Your customer redeems online.

On hopro.org he registers the code, chooses from the partner hotels and submits his booking request.

- Two people in a double room
- Can be split across several hotels, stackable
- Five years from activation



Redeemable on hopro.org

3

The hotel provides the room.

The guest stays free of charge and pays only the hotel's usual board rate, as a rule breakfast and one main meal.

- Hotels up to 5 stars, worldwide
- Children usually welcome, surcharge depending on the hotel
- The hotel wins a guest who comes back

On vacation, people always eat. *With us, they also sleep.*

— COLLECTING

Your customer collects his vacation *with you.*

Nights can be stacked: across several vouchers, several purchases, several months. Whoever already has six nights with you does not buy the next three from a competitor.

The bonus card in field sales

Five referrals, five nights. After the fifth, the customer has his vacation together, and the advisor five new customers.

The furniture store in Austria

From 500 euros of purchase, three nights on top. Buy twice and you have six. The customer returns for the sofa, and for the vacation.



Four goals. One tool. *Proven* results.

SALES PROMOTION · MILKA, FRANCE

6 weeks

Product bundle completely sold out.

Six chocolate bars including three hotel nights.

REFERRALS · HMI, GERMANY

over 20

referrals per customer.

Referral program with hotel voucher, on average over 20 referrals per customer.

CUSTOMER ACQUISITION · PIRELLI RE

3 nights

New tenants, quickly signed.

New tenants welcomed with three nights, vacant apartments rented in no time.

CUSTOMER RETENTION · FOCUS ONLINE

Subscription

The multi-hotel voucher for subscribers.

Flexible short trip instead of a rewards catalog.

REFERRALS · FIELD SALES

5 = 5

Five referrals, five nights.

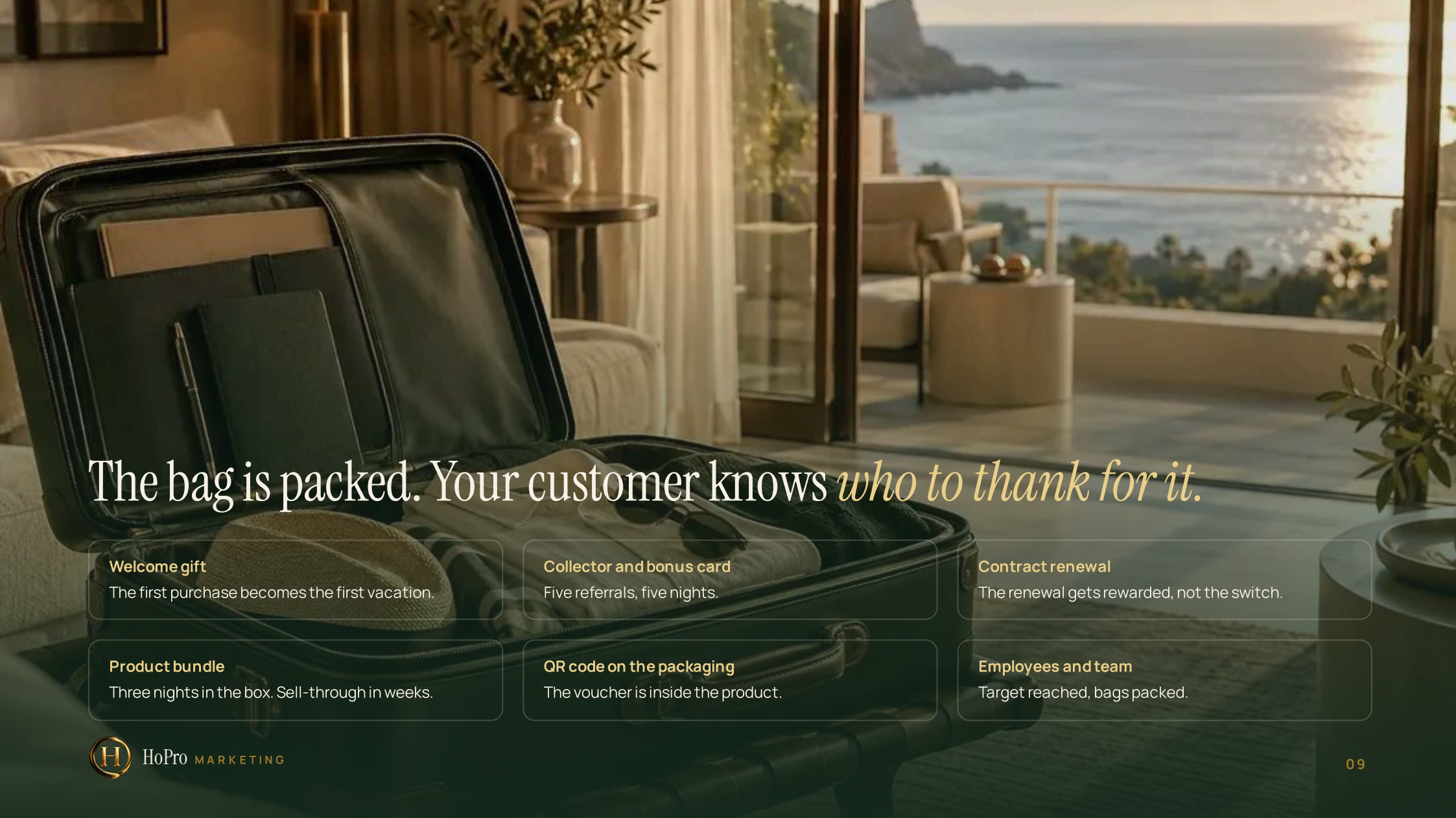
The advisor gets leads that are actually worth something.

SALES PROMOTION · FURNITURE STORE

500 €

Three nights on the purchase.

The customer collects, comes back and buys where his vacation is.



The bag is packed. Your customer knows *who to thank for it.*

Welcome gift

The first purchase becomes the first vacation.

Collector and bonus card

Five referrals, five nights.

Contract renewal

The renewal gets rewarded, not the switch.

Product bundle

Three nights in the box. Sell-through in weeks.

QR code on the packaging

The voucher is inside the product.

Employees and team

Target reached, bags packed.

And what do you do with it in *your* industry?

Furniture store

From 500 euros of purchase, three nights. The customer returns for the sofa.

Car dealership

Test drive one night, purchase three. The prospect becomes an appointment.

Financial and insurance sales

Bonus card: five referrals, five nights.

Publishing and subscriptions

Renewal rewarded. The most chosen reward in the catalog.

Trades and crafts

One night per referred job. The neighborhood becomes the sales force.

Fitness studio

Annual contract, three nights. Fewer cancellations.

Real estate

New tenants welcomed with three nights. Shorter vacancy.

Food and brand products

Code in the pack. Danone and Milka rewarded this way.

Restaurants and hotels

Regulars card: ten visits, one night elsewhere.

Tax advisors and law firms

Client refers client, one night per mandate.

Online shop

Nights on top from a certain order value. The cart grows to the threshold.

Employees and team

Quarterly target achieved, three nights in the account.

Your industry is missing? We find a way for almost every niche. You tell us the goal, we build the way there.

— PRICES

Do the *math*.

QUANTITY	3 NIGHTS	7 NIGHTS	14 NIGHTS	ANNUAL PASS
500	5.00 €	8.00 €	10.00 €	12.50 €
2,500	4.70 €	7.70 €	9.70 €	11.50 €
10,000	4.40 €	7.40 €	9.40 €	11.00 €
25,000	4.10 €	7.10 €	9.10 €	10.50 €
50,000	3.50 €	6.50 €	8.50 €	10.00 €

All prices per voucher, tiered by volume. The guest pays only the hotel's usual board rate.

Annual volume, called off per quarter

Marketing budgets are planned quarterly. You agree on the annual volume, call off per quarter and pay per quarter. The tier price of the annual volume applies from the first delivery.

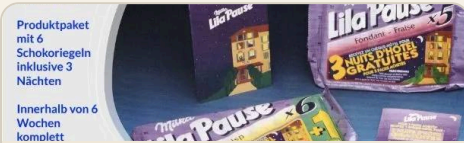
On call

The campaign runs better than planned and the vouchers are gone after a week? Resupply at any time, the tier stays.

Flat rate

Unlimited vouchers, one price. For publishers, retail chains and brand manufacturers, when the reach exceeds the unit count. Calculated individually by market, target group, size and campaign duration.

Campaigns that *really* happened.



Produktpaket
mit 6
Schokoriegeln
inklusive 3
Nächten

Innerhalb von 6
Wochen
komplett

Milka, France

Product bundle sold out in 6 weeks



Gepflegt war eine
Steigerung der
Empfehlungen
mit dem
Hotelgutschein.

Der Erfolg war
überwältigend:

Im Schnitt

HMI, Germany

over 20 referrals per customer



Gezielter
Produktverkauf
einer
Modellreihe in
einem
festgelegten
Zeitraum.

Keine vorherige

Navigation

product line sold on target



BAUER VERLAG
Deutschland:

Hotelüber-
nachungen als
Abprämie.

Die mit Abstand
meistgewählte
Prämie der

Heinrich Bauer Verlag

most chosen subscription reward



England:

Generierung von
Leads für
Direktmarketing –
Jeder Teilnehmer
erhielt 4 Nächte.

Innerhalb eines
Jahres wurden

Opel (Vauxhall), England

six-figure lead numbers



Punktesammel-
aktion mit
Zuzahlung, eine
von mehreren
Prämien.

Die meistgewählte
Prämie der

Shell, France

most chosen reward

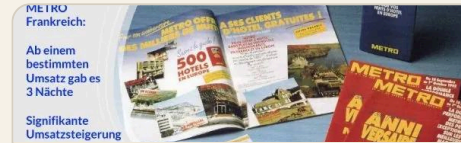


Neue Mieter
wurden mit
3 Nächten
beglückt.

In kürzester Zeit
waren alle freien
Wohnungen im

Pirelli RE

all apartments rented



METRO
Frankreich:

Ab einem
bestimmten
Umsatz gab es
3 Nächte

Signifikante
Umsatzsteigerung

Metro, France

significant sales increase



Festgelegter
Promotionszeit-
raum zur
Steigerung des
Produktverkaufs.

Die Verkäufe aller
Produktparten
nahmen messbar

Thomson, France

sales measurably up



DANONE
Frankreich:

Der Kauf einer
festgelegten
Mindestmenge
wurde mit 3
Nächten belohnt.

Umsatzsteigerung

Danone, France

sales increase recorded



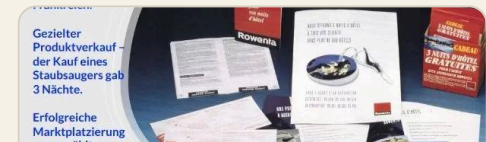
BASF Frankreich:

Produktpaket
inklusive 3
Nächten

Zweistellige
Prozentsätze an
Mehrverkäufen.

BASF, France

double-digit additional sales



Gezielter
Produktverkauf –
der Kauf eines
Staubsaugers gab
3 Nächte.

Erfolgreiche
Marktplatzierung

Rowenta, France

successful placement

Original documents from four decades of hotel promotion. Further cases: Triumph, Royco, Pulsar and Focus Online.

The voucher is our best tool, *not our only one.*

Strategy and campaign

Goal, target group, mechanic, budget, timeline. Through to the evaluation.

Facebook and Instagram

Management, editorial plan, posts, community.

Advertising

Audiences, budgets, evaluation. Reach you control.

Landing pages and websites

Hand-built, no site builder. Herzstück Web.

Vouchers, brochures, print

From draft to print file.

AI, video, telephony, back office

VIVYT Creative Studios and VirtuFlow.

A HOUSE OF THE VIA VITAL GROUP



Herzstück Web



HoPro MARKETING



— FOR SALES PARTNERS

You sell. We deliver the *product* to go with it.

A fixed commission on every order you bring in and every reorder. We discuss the amount in person; the structure is the same for all partners.

PATH 1

We handle it.

You bring the customer, we deliver and issue the invoice. You receive the commission.

PATH 2

You handle it.

You buy from us and look after the customer yourself. The commission is credited immediately.

The same prices for everyone. Your customer sees the same price with us as with you. *You do not sell against the price list, you sell with it.*

— CONSULTATION

One conversation. Then you know whether it *fits*.

Tell us your goal and your target group. Within a few days you get a proposal with mechanic, quantity and price. No obligation, no catalog. Phone, WhatsApp or video call, thirty minutes in which we ask more than we talk.

PHONE AND WHATSAPP

+41 76 268 75 93

PHONE GERMANY

+49 6222 948 24 10

EMAIL

hallo@viavitalgroup.ch

ONLINE

viahopro.com · hopro.org

HoPro Marketing, a house of the Via Vital Group · Via Vital Group LLC, 30 N Gould Street, Suite N, Sheridan, WY 82801-6317, USA · Representative office Voa Principala 25, 7077 Valbella, Switzerland · Redemption site hopro.org: WCS World Consulting Service Ltd Inc., 2701 Centerville Road, Wilmington DE 19808, USA



— IN 30 SECONDS

Four films, four *answers*.

Each film in thirty seconds, playable on the site and ready to send to customers via WhatsApp.



The Principle

Why a vacation beats a discount



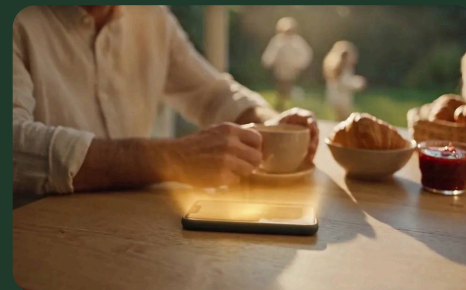
The Monday

One sofa, one vacation, two new customers



The Advisor

One conversation, one page, one proposal



The Saturday

Bring the customer once, earn every quarter

viahopro.com/en/#filme