

Late Escape 2022 Deals

Overview

Booking.com



Overview

A new Booking.com promotion that you can share with your customers to increase your bookings and improve performance. It provides travellers with a discount of **minimum 15%** to help you capture travel demand and bring in more bookings to make the most of the upcoming season.

Late Escape 2022 Deals will run from September 26, 2022 until January 3 2023.



Late Escape 2022 Deals in detail



Late Escape 2022 Deals will be available for travellers to book from 26 September 2022 until 3 January 2023.



During this time period, travellers can receive at least a 15% discount on selected rooms and rates at participating properties.



Potential guests will be able to book these discounted rates for stays from 1 October 2022 until 3 January 2023.

Late Escape 2022 Deals

Instructions & creative assets

Booking.com



How does it work?

You can promote Late Escape 2022 Deals through your usual channels. Once your customers click on an asset – for example a banner or social media post – they'll land on the Late Escape 2022 Deals landing page. This page shows customers the Late Escape 2022 Deals that are currently available.

Please make sure you add your Affiliate ID (AID)* to the end of the Late Escape 2022 Deals URL:

https://sp.booking.com/dealspage.html?campaign_id=lateescape&label=campaign-lateescape22

Here's an example for AID 11111111:

https://sp.booking.com/dealspage.html?aid=11111111;campaign_id=lateescape&label=campaign-lateescape22

* You can find your account's AID in Partner Center > Performance > Product Performance. Please check with your Account Manager for more detailed information on the Standard Labels Nomenclature.

Our approved fonts

If working in MacOS please stick to the Booking.com brand font of **Avenir Next**.

If on a PC, please use the Windows system font **Segoe** as an alternative.

Please see the image on the right for our ideal Chinese, Hebrew, Arabic, Japanese, Korean and Thai fonts.

探索世界

Noto Sans (Chinese)

הלג תא מלועה

Arimo (Hebrew)

إكتشف العالم

Tajawal (Arabic)

世界を発見する

Noto Sans (Japanese)

세계를 발견

Noto Sans (Korean)

ค้นพบโลก

Kanit (Thai)

Approved logos & brand standards

Included in the media kit are the Booking.com logos and the Brand Standards (formally called Guidelines).

- **Booking.com Logos** – we have included both the blue and white logos as PNG files. Our logos can be used to promote the Late Escape 2022 Deals campaign in situations where a banner is too big and/or where only the Booking.com logo and copy are being used.
- **Booking.com Brand Standards** – please check your designs against our guidelines.



Blue logo for use on light backgrounds



White logo for use on dark backgrounds

The Late Escape 2022 Deals Media Kit contains:

Click the links below to be directed to the instruction page in this document:

- [Campaign Banners](#)
- [Translated copy](#) *(44 languages)*
- [Image library](#) *(JPEG)*

Using these assets, you can also create:

- [Social media messages](#) *(using translated copy and Late Escape 2022 Deals images)*
- [SMS / Push notifications](#) *(using translated copy and Late Escape 2022 Deals images)*

Campaign banners

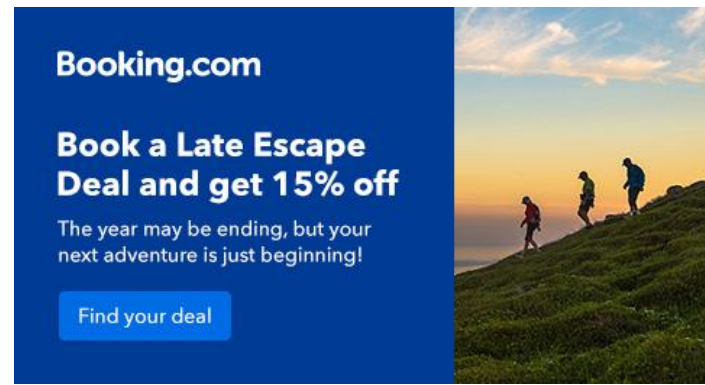
We have provided multiple versions of the banner – rectangle, square, and mobile – that you can use for various touchpoints.

Update the copy in the provided PSD files with your required languages. Translated copy is available in the [translation document](#). We have provided JPEG exports in English, French, Arabic and simplified Chinese.

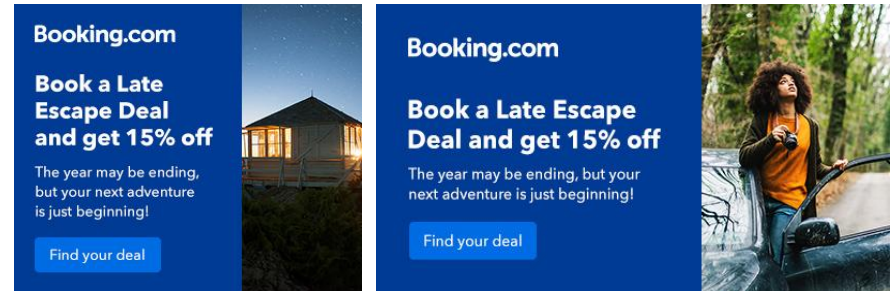
Please ensure you only update the text and image and do not re-design the banners. If you need to expand the button length please ensure there is breathing room on the left and right of the text.

Please refer to font guidelines on [this slide](#).

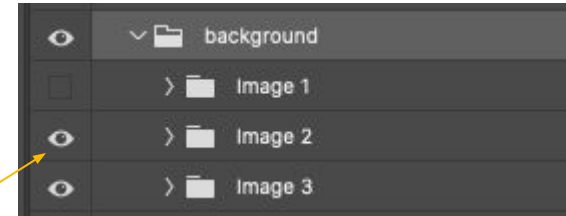
Banners provided for Late Escape 2022. Deals are owned by Booking.com and therefore should not be altered or repurposed for any other projects outside of Late Escape 2022 Deals.



Provided PSD files contain English, French, Arabic, and Simplified Chinese



Three campaign image options have been added into the photoshop file, (in the background folder) which can be switched on or off by clicking the eye icon.



Translated copy

Update the copy in the provided PSD files with your required languages.

Translated copy is available in the translation document.

Original design templates are provided in UK English, French, Arabic, and Simplified Chinese only.

Please note: copy must be used exactly as provided, unless expressly authorised by your account manager.

44 languages (including UK English) are included in the translation document for all assets:

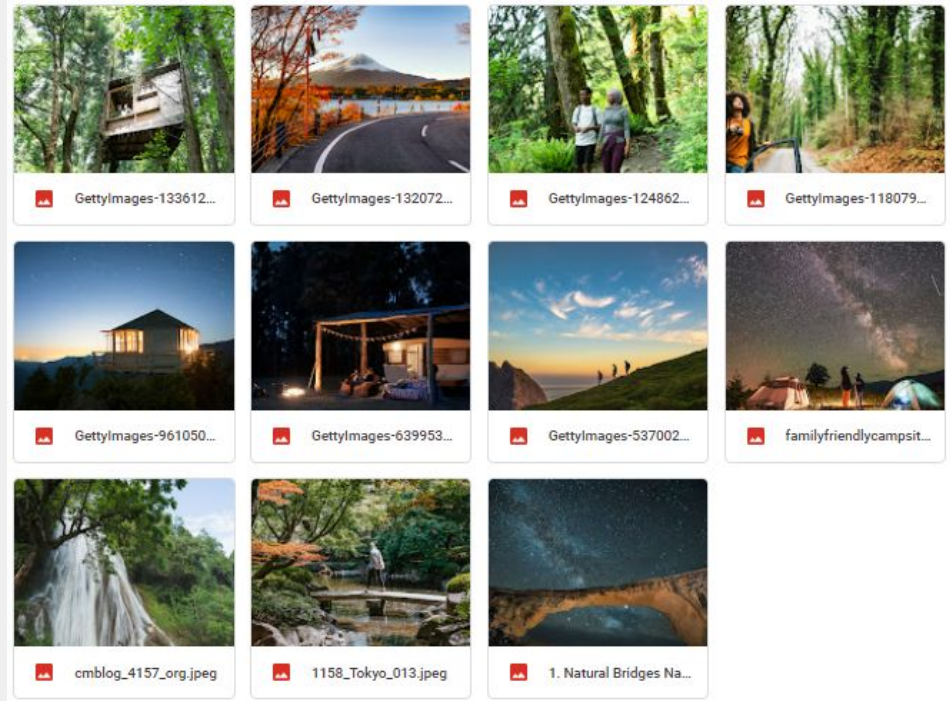
AR (Arabic)	LV (Latvian)
XU (American English)	LT (Lithuanian)
ES (European Spanish)	MS (Bahasa Melayu – Malay)
IT (Italian)	NL (Dutch)
DE (German)	NO (Norwegian)
RU (Russian)	PL (Polish)
BG (Bulgarian)	PT (European Portuguese)
CA (Catalan)	XB (Brazilian Portuguese)
CS (Czech)	RO (Romanian)
DA (Danish)	SK (Slovak)
KA (Georgian)	SL (Slovene)
EL (Greek)	SR (Serbian)
XA (Argentinian Spanish)	SV (Swedish)
ET (Estonian)	TH (Thai)
FI (Finnish)	TL (Tagalog)
FR (French)	TR (Turkish)
HE (Hebrew)	UK (Ukrainian)
HR (Croatian)	VI (Vietnamese)
HU (Hungarian)	ZH (Simplified Chinese)
ID (Bahasa Indonesian)	XT (Traditional Chinese)
JA (Japanese)	
IS (Icelandic)	
KO (Korean)	

Late Escape 2022 Deals image library

Download the approved Late Escape 2022 Deals image library from the asset download page. We have provided 11 images for you to choose from.

The images can then be used for your banners, social media posts (see [this slide](#)) and/or SMS or push notifications (see [this slide](#)).

Please note: Images provided are licensed only for use with Booking.com assets.



Social media messages

Copy and image are provided. Completed design files are not provided for social media posts.

COPY:

Use the copy in the translation document for your social media post(s).

IMAGE:

Select an image from the Late Escape 2022 Deals image library available on the asset download page. Crop image to the appropriate size for the social media channel you are using.

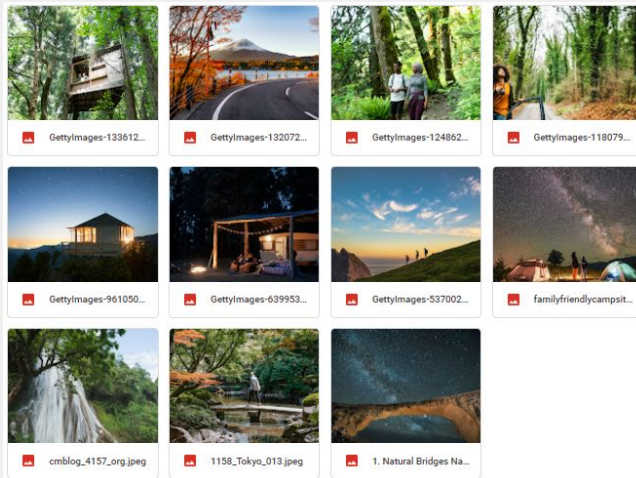
ADD LINK:

Add a link to the deals page including your AID. (See [this slide](#)).

COPY:

Hello, end-of-year adventure [LINK]

Book a stay before 3 January 2023 and get 15% off with a Late Escape Deal.



SMS / push notification

Copy and images are provided. Completed design files are not provided.

COPY:

Use the copy in the [translation document](#) for the SMS / push notification.

IMAGE:

Select an image from the [Late Escape 2022 Deals image library](#) available on the asset download page.

ADD LINK:

Add a link to the deals page including your AID. (See [this slide](#)).

COPY:

Save 15% with a Late Escape Deal

Book now and save on stays until 3 January 2023.

COPY (short version):

Late Escape Deals

Save 15% on stays until 3 January 2023.

Conditions & Fine Print.

Please always make sure to include the below legal copy for your conditions/fine print

Minimum 15% saving available on new accommodation bookings at participating properties indicated by the “Late Escape Deals” badge on the search results and room selection pages. Bookings must be made before 11:59 pm CET on 03/01/23 for stays with check-in from 01/10/22 and check-out on or before 03/01/23. Discount applies to the cost of room only (excluding any additional fees or taxes). If you make any changes to your booking you may lose your discount and be liable for the full amount. Discount cannot be used in conjunction with any other promotion except Genius discounts. Room rates labelled “Partner Offer” are excluded from this promotion. This offer is provided by the participating property and subject to availability.

Late Escape 2022 Deals Media Kit - In Summary

1. Include your AID in the [provided link](#)
2. Use our approved [fonts](#), [logos](#), [brand standards](#).
3. Always make sure to include the [legal copy for your conditions/fine print](#)

**To a successful
campaign!**

Booking.com

