

The Good Hotel Guide

THE GUIDE THAT DELIVERS

Every year, in addition to the print guide reaching an estimated 20,000 readers (entry is free, based on merit alone), the pages on our website see over 1 million views, and we send over 45,000 referrals to the websites of our hotels. Here are the Top Ten reasons to buy a GHG web entry:

1 Attractive hotel review

A review of your hotel/B&B will appear on the GHG website (www.goodhotelguide.com) illustrated by up to fifteen rotating photos.

2 Multiple contact points

Full details of each hotel are on the GHG's website with address, telephone number and direct link back to the hotel's own website. Hotels are able to put up a special offer at the end of their entry.

3 Direct referrals

Hotels and B&Bs benefit from direct referrals from the GHG, thus avoiding 20% commission charged by Online Travel Agents (OTAs). You also own the relationship with your customers, not the OTAs.

4 Publicity that cannot be bought

The GHG has close links with the national and regional media. A feature on The GHG César awards was carried exclusively by the Daily Mail last year. Our Editor's Choice awards were reported on extensively by the regional websites and newspapers across the country.

5 Special offers that work

Every hotel that has a web entry qualifies for our special offer programme. Our readers love special offers, and we love promoting them.

6 Vibrant social & digital media

The GHG actively promotes its selected hotels and B&Bs to our thousands of followers on Twitter and Facebook. It also reaches millions of readers through regular posts on Independent.co.uk, Standard.co.uk and USA Today.

7 An influential GHG newsletter

The GHG's newsletter is sent monthly, promoting special offers to more than 4,000 readers.

8 Leveraging our search engine optimisation (SEO)

The GHG is investing heavily in SEO and website development. We are on Google Page 1 for several categories (eg "Best Hotels in England", "Best Hotels in Scotland", "Best Hotels in Wales", "Best Hotels in Ireland") and we are targeting many more.

9 Prestigious awards

Each year the GHG honours ten outstanding hotels with a César award, named after the celebrated hotelier César Ritz. That and the Editor's Choice awards in 20 different categories receive widespread publicity in both the national and the regional media.

10 Logos/endorsement

Every hotel and B&B selected by the GHG is sent a display sticker and is able to put up a logo on its website showing that it has been selected by the GHG. The GHG weblink is an excellent way to endorse your hotel.

ANNUAL WEB ENTRY FEE PRICING CHART Prices in effect through March, 2020

NUMBER OF BEDROOMS	ANNUAL PRICE PLUS VAT
3–4	£195 (full entry) £160 (Shortlist)
5–6	£225 (full entry) £185 (Shortlist)
7–9	£295 (full entry) £230 (Shortlist)
10–12	£375 (full entry) £295 (Shortlist)
13–15	£450 (full entry) £335 (Shortlist)
16–19	£550 (full entry) £420 (Shortlist)
20–29	£695 (full entry) £450 (Shortlist)
30 +	£725 (full entry) £550 (Shortlist)

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Special Offer /Enhanced Listing Programmes

prices in effect from October 12, 2018

Gold Enhanced Listing/Special Offer Package: £695 + VAT a year (or £100 + VAT a month)

- Generates four to five times more viewers
- Rotating featured image on home page
- Special Offer on home page
- Prioritised listing on regional landing pages
- Promoted in the GHG monthly newsletter to 4,000 readers
- Special Offer at the end of hotel's GHG web entry
- Featured on the regional special offers page
- Highlighted on social media
- More information: richard@goodhotelguide.com

Silver Enhanced Listing/Special Offer package: £295 + VAT a year

- Generates up to twice more viewers
- Special Offer listing at the end of your GHG web entry
- Featured on the regional landing pages
- Promoted quarterly in Special Offers email to 4,000 readers
- Featured on the regional special offers page
- Highlighted on social media
- More information: richard@goodhotelguide.com