

At our **Skål** Wellington July Luncheon we pre-viewed the new France 24 TV channel Alexis ROBIN has now come up with a special offer for **Skål** members.



Dear **Skål** Wellington club delegates,

Following my email about FRANCE 24, the international 24/7 news channel in English with a French point of view, I would like to inform you and your members that it is possible to obtain **free worldwide** publicity for hotels on FRANCE 24. In fact, we assure a free promotion for our hotel partners all over the world. If your members wish to increase their communication impact for free in Europe, the Middle East, Africa or Asia where FRANCE 24 has a lot of viewers, in particular opinion leaders, it would be possible and easy.

Through our websites in French, English and Arabic with 14 million visits/month and 60 million pages viewed/month, we promote a hotel partner in Travel page (<http://travel.france24.com/>). We reference each hotel that broadcasts FRANCE 24 with a picture and their preferred contact details. A search engine on the top right of the page helps web users to select their criteria.

Moreover for the hospitality group partners, we offer publicity spaces to them on our TV channels in French, English and Arabic versions with 30 million viewers every week around the world. We broadcast their TV publicity spots for free. On our websites, we offer various opportunities for publicity such as home page banners. The deal is simple; each room has a of publicity value of NZ \$8.50. A hospitality group which has 1 000 rooms will obtain NZ \$ 8 500 of publicity in FRANCE 24, TV or/and Web.

Your members can enter this patnership for the price of NZ \$60. This will cover the cost of a call out to your hotel to substitute one of the current TV channels for FRANCE 24. They will become our partner and will benefit from free worldwide publicity on FRANCE 24.

For more information, please don't hesitate to contact me.

Best Regards,

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