

To: Kristen Rogers (Journalist at CNN)

Twitter: @krstnro

RE: Story Pitch – Booking.com Research Shows Hope for 2021 Travel

Hello!

My name is Zoe Lumpkin and I am a publicist at Booking.com. With Covid-19 vaccinations rolling out, we've decided to conduct some research that's shown almost 71% of Americans are feeling more hopeful and optimistic about future travel opportunities. In line with this research, Booking.com is providing \$50 post-stay promotional travel credits to help support travel loving Americans and help the tourism industry become revitalized. The work you do at CNN focuses both on wellness and travel, so your audience will be very keen to hear about new information rolling out regarding travel and Covid-19.

The research we've conducted has indicated that 61% of Americans think travel is critical to their emotional well-being, and 60% have stated that they've had serious reevaluations to how important travel is to them since the pandemic started. To help Americans on their journey back to travel, any American can activate Booking.com's \$50 post-stay promotional travel credit in the Booking.com app by April 30, 2021, then book a stay in the app by May 31, 2021 and complete that stay by December 31, 2021. After that stay, the \$50 promotional travel credit will be automatically deposited into a customer's Booking.com account, redeemable for one year for a future trip on select properties.

If this is an opportunity you'd be interested in sharing with your audience, we'd also be happy to offer a special promo code exclusive to your readership for additional post-stay credits to go toward eager travelers. For more information, please feel free to email me at [zoe.lumpkin@gmail.com](mailto:zoe.lumpkin@gmail.com) or call me any time at (678)435-2577. I'd love to give you more details about our promotion as well as provide you with any other assistance/resources you'd need.

Thank you, Zoe Lumpkin