



## Hotels.com Launches College Football Collaboration

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Hotels.com and IMG College Collaborate to Make Sports and Travel More Rewarding For the 2017 College Football Season

DALLAS, Oct. 10, 2017 — Hotels.com® is combining people’s passion for travel with their passion for sports through a recently announced, season-long partnership with IMG College. Hotels.com will reward fans with the opportunity to score big savings on places to stay and receive access to exclusive sweepstakes (for [Michigan](#) and [Florida](#) fans alike) and discounts including: game tickets, Hotels.com gift cards, complimentary lodging and unique experiences such as meet & greets with head coaches, radio announcer booth tours and sideline access, at select University of Florida and University of Michigan games. Hotels.com will also host a number of tailgate activities outside the football stadiums of key games, offering fans sweepstake opportunities, merchandise giveaways and engagement stations.

IMG College, a leading sports marketing company which targets nearly 190 million college sports fans, and Hotels.com, a leading online accommodation booking website, kicked off their collaboration this September with the AdvoCare Classic, where the University of Michigan Wolverines claimed victory over the University of Florida Gators.

To prepare for upcoming games, fans can visit [www.hotels.com/gators](http://www.hotels.com/gators) and [www.hotels.com/goblue](http://www.hotels.com/goblue) to save 10 percent off accommodations.

“With more than 50 percent(1) of both Michigan and Florida fans living outside of their alma mater states, Hotels.com can make traveling to the big games easy and more rewarding,” said Josh Belkin, VP and GM of Hotels.com North America.

Properties near the stadiums can be booked via the Hotels.com mobile app, available on iOS and Android, where in just a few clicks you can be on your way to destinations around the world. And for all your trips, don’t forget that when you book through Hotels.com you can access Hotels.com® Rewards for instant savings and when you collect 10 nights, you get one free\*\*. Check out the latest digital spot from Hotels.com [here](#).

**About Hotels.com**

Hotels.com L.P. operates Hotels.com, a leading online accommodation booking website with properties ranging from international chains and all-inclusive resorts to local favorites and bed & breakfasts, together with all the information needed to book the perfect stay. Customers get instant savings \*\*\* with Secret Prices through our mobile booking app and when logged into the booking website. Hotels.com Rewards members can earn and redeem free\*\*\*\* nights at thousands of properties worldwide. The Hotels.com Mobile Concierge on iPhone is like having a local expert in the palm of your hand, offering fast access to services such as transportation, on-demand food delivery, restaurant reservations and activities.

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\*Instant savings are only available on select, participating properties.

\*\* Free nights are only available on select, participating properties. Maximum value of the free night is the average of daily rate of the 10 paid nights and doesn't include taxes or fees. See site for details.

Secret Prices are available to Hotels.com app users, Hotels.com® Rewards members and individuals who unlock Secret Prices on the website by subscribing to Hotels.com by email. Secret Prices will be shown where the "Your Secret Prices" banner is displayed on your search results. Available on select hotels and select dates only. Subject to [full terms and conditions](#).

(1) Source: IMG

### **About IMG**

IMG is a global leader in sports, events, media and fashion, operating in more than 30 countries. The company represents and manages some of the world's greatest sports figures and fashion icons; stages hundreds of live events and branded entertainment experiences annually; and is one of the largest independent producers and distributors of sports media. IMG also specializes in sports training; league development; and marketing, media and licensing for brands, sports organizations and collegiate institutions.