

newhotels.

MEDIA KIT · ADVERTISING · 2026

Where travelers meet the world's newest hotels.

The international editorial guide to new and upcoming hotel openings — and the audience that plans its travel around them.

WWW.NEWHOTELS.IO

THE RITZ-CARLTON MELBOURNE — FEATURED IN THE GUIDE

ADVERTISING PARTNERSHIPS

ABOUT

The editorial guide to what’s opening.

NewHotels.io covers one story, everywhere it happens: new hotels. From the first credible announcement to opening day, every property is researched and verified by our editorial team — no user submissions, no scraped listings, no noise.

1,900+

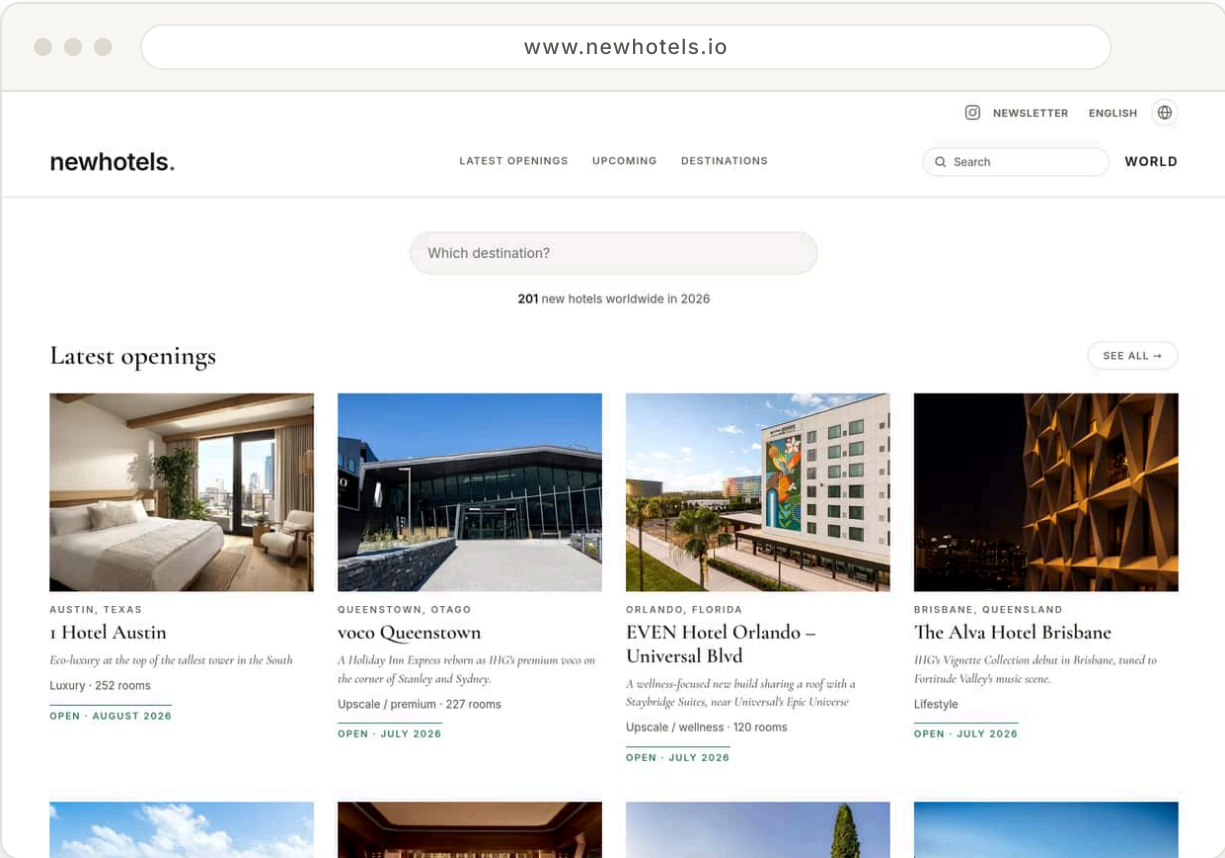
HOTELS TRACKED

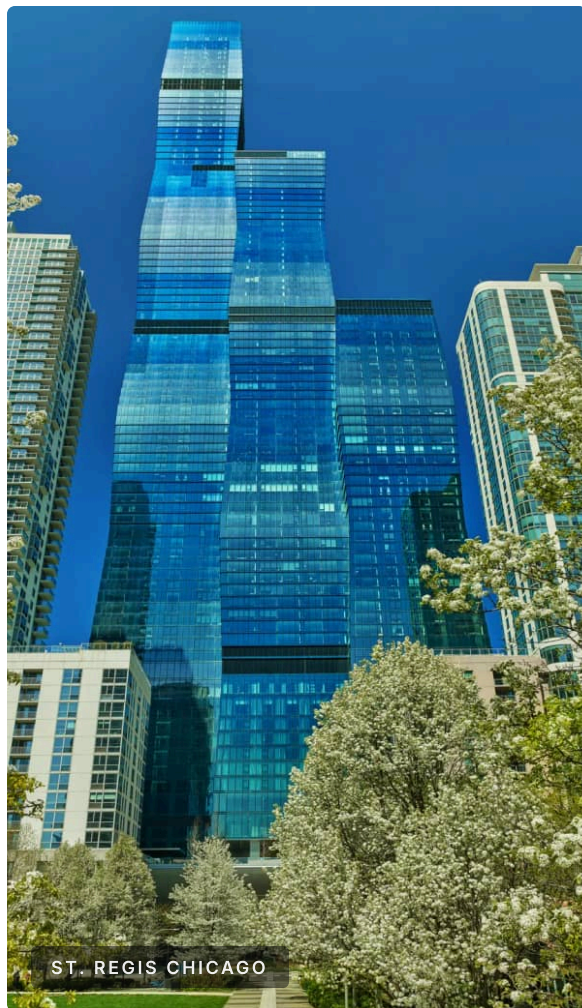
Daily

UPDATES

4

LANGUAGES





COVERAGE

A global guide, at scale.

1,900+

HOTELS TRACKED

Every property verified before publication.

1,240+

RECENTLY OPENED

The world's newest addresses, ready to book.

660+

UPCOMING OPENINGS

A live pipeline reaching into 2028 and beyond.

260+

CITIES COVERED

From New York and London to the next resort.

18

COUNTRIES

Across five continents, each with its own hub.

4

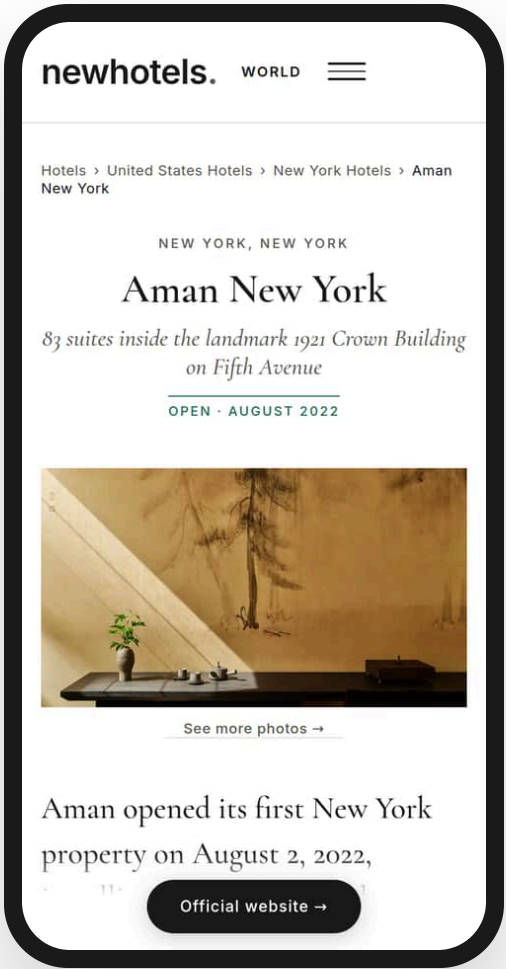
LANGUAGE EDITIONS

English, Spanish, German and French.

AUDIENCE

Readers with intent.

Planning the next trip	Browsing by city and country, actively choosing where to stay — not idly scrolling.
Booking-ready	Every open hotel links straight to booking; our audience arrives at the decision moment.
Early adopters	People who want to stay somewhere first — and pay for the newest address in town.
Industry insiders	Hoteliers, developers, designers and journalists tracking the market through our pages.

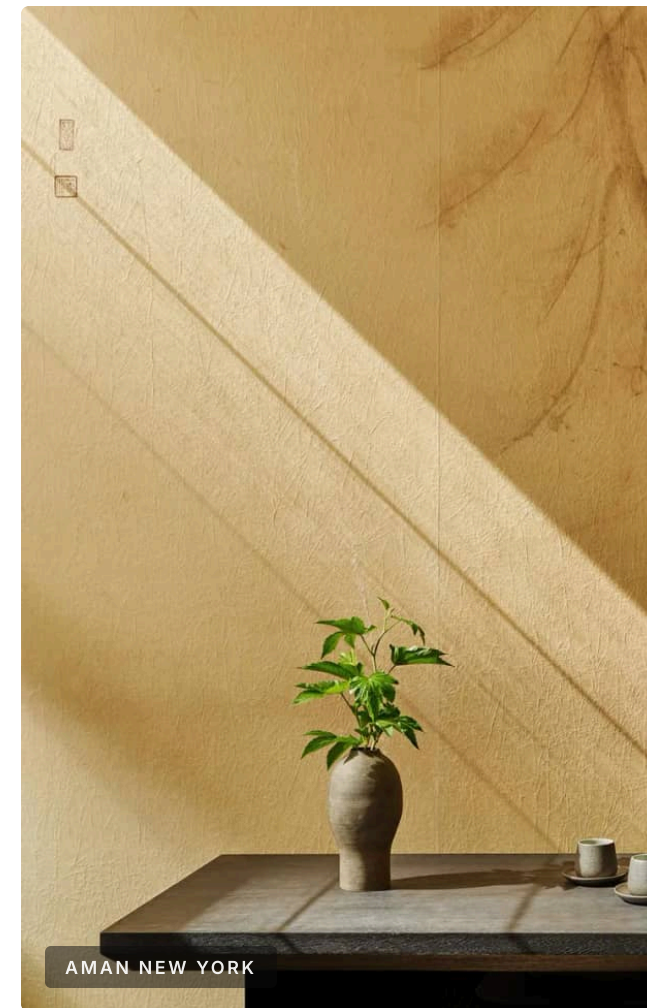


A HOTEL PAGE ON MOBILE — BOOKING ONE TAP AWAY

WHY OPENINGS

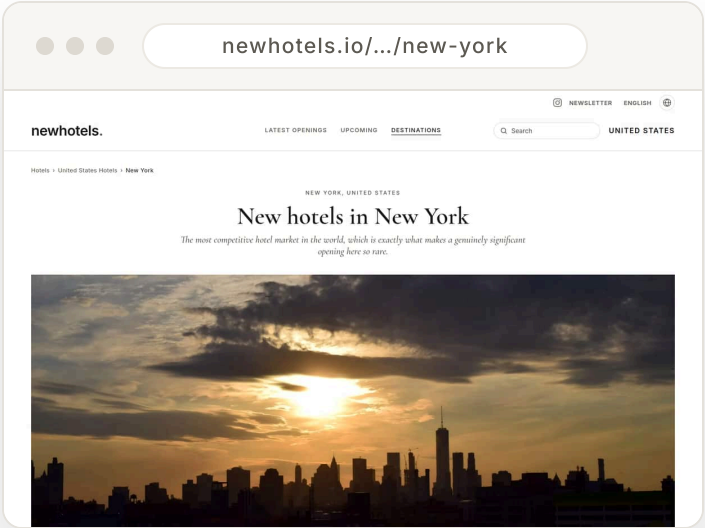
A new hotel is news for exactly one season. We own that season.

An opening is the moment of maximum curiosity and zero legacy content — no years of reviews, no familiar imagery, just attention and intent. Advertising alongside that moment places your brand at the very start of the customer relationship.



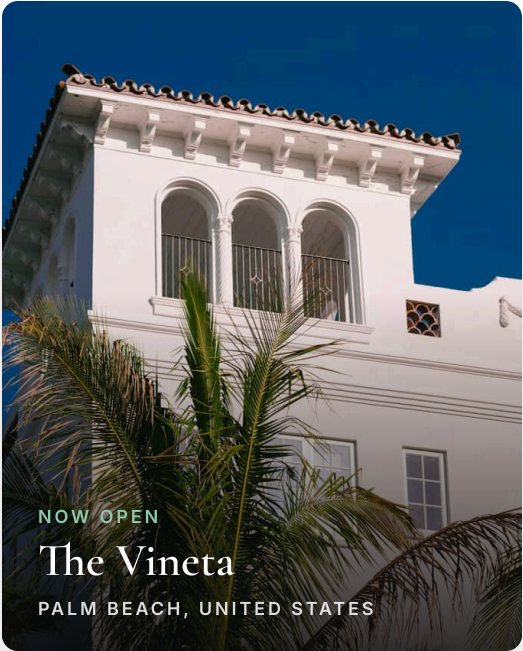
CHANNELS

Three ways we reach them.



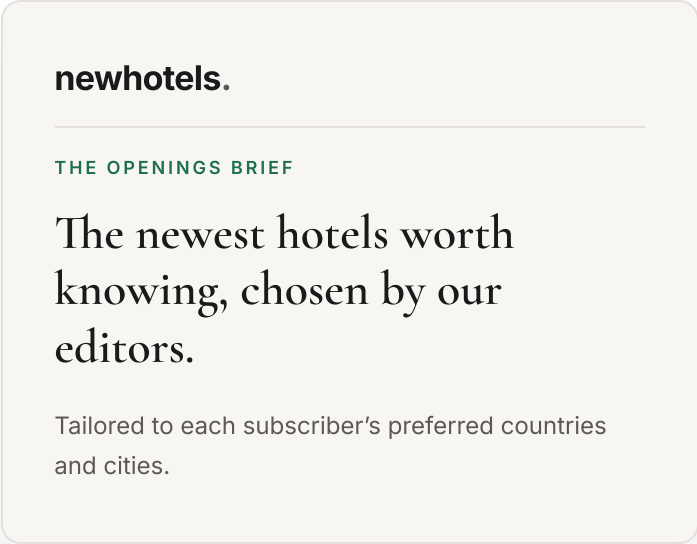
The guide

Country hubs, city pages and neighborhood guides in four languages, updated every day.



Instagram

@newhotels.io — daily Reels, carousels and Stories showcasing the most anticipated openings.



Newsletter

A curated email of new and upcoming hotels, by country and city preference.

PARTNERSHIPS

Ways to work together.

01	Display advertising	Premium placements across the guide's pages.
02	Sponsored features	Branded content in our editorial style — always clearly labeled as such.
03	Newsletter placement	A dedicated presence in the openings brief.
04	Instagram partnership	Featured in daily Reels, carousels and Stories.
05	Custom programs	Tell us your objective; we design the campaign around it.

EDITORIAL ENVIRONMENT

Premium context, by design.

— Every listing independently researched and verified before publication.

— No user-generated content, no clickbait, no programmatic filler.

— Clean, fast, design-led pages built for reading.

— A clear line between editorial and advertising — always.

FOOTPRINT

18 countries. Five continents. One guide.

THE AMERICAS

United States
Canada
Mexico
Argentina

EUROPE

United Kingdom
Ireland
Spain
Germany
Switzerland
Austria
Belgium

ASIA & MIDDLE EAST

Singapore
Hong Kong
United Arab Emirates

OCEANIA

Australia
New Zealand

AFRICA & INDIAN OCEAN

Morocco
Mauritius

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Let's talk.

For rates, availability and custom proposals, tell us about your brand and your objective.

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contact@newhotels.io

WEB

www.newhotels.io

INSTAGRAM

[@newhotels.io](https://www.instagram.com/newhotels.io)

ADVERTISING PARTNERSHIPS · 2026

THE ALVA HOTEL BRISBANE — FEATURED IN THE GUIDE