INDUSTRY PRESENTATION / HOTELS & HOSPITALITY

THE GUEST CHECKS OUT. YOUR BRAND DOES NOT HAVE TO.

Turn a disposable welcome handout into a genuinely useful gift — from the first minutes in the room to a possible future direct booking.

WELCOME → EVERYDAY USE → A REASON TO RETURN



01 / THE PROBLEM WITH DISPOSABLE HOTEL HANDOUTS

GOOD HOSPITALITY SHOULD OUTLAST THE PAPER.

A room leaflet can explain Wi-Fi, breakfast or checkout. Once it is read, a guest may have no reason to keep it.

ORDINARY WELCOME LEAFLET

CHECK IN → READ → DISCARD?

The guest information can be useful for a day, then end up in the bin.

HOLDERCARD

WELCOME → USE → TAKE HOME

The printed brand has a practical role after the initial message.

Designed to offer an alternative to single-use advertising. Actual retention and waste reduction require measurement.

02 / THE ADVERTISING MEDIUM WITH A USEFUL FUNCTION

ONE BRANDED CARD.
MORE THAN A WELCOME NOTE.

A flat, portable advertising surface folds into a smartphone stand, giving the guest a reason to keep it close.



FLAT / HOTEL BRAND + QR



FOLDED / PHONE SUPPORT

Photographs show actual HOLDERCARD products, not a commissioned hotel project. Artwork and folding must be checked on a physical sample.

03 / SERVICE BEGINS BEFORE A GUEST ASKS

A SMALL GIFT.
A BETTER ARRIVAL.

Place a branded card near the socket. The guest can charge the phone and enjoy a hands-free call home.

ARRIVE	A welcome gift is waiting.
CONNECT	QR opens Wi-Fi instructions.
SETTLE IN	Phone supported during the call.



04 / THE GUEST JOURNEY AFTER CHECKOUT

THE STAY ENDS.
THE RELATIONSHIP CAN STAY.

A guest may keep the stand after checkout. A direct booking via QR can avoid an intermediary commission; own booking costs may still apply.

01 **IN THE ROOM**

A card with the welcome materials; two for two guests.

02 **AFTER CHECKOUT**

A familiar useful object goes home in the bag.

03 **BEFORE A NEW TRIP**

QR opens the hotel's direct booking website.



Wi-Fi and booking may use separate QR codes. The hotel maintains the linked pages. Return bookings are not guaranteed.

05 / AN ALTERNATIVE TO THE SINGLE-USE FLYER

GIVE THE GUEST A REASON TO KEEP YOUR MESSAGE.

HOLDERCARD is not waste-free. The difference is designing a use for the advertising medium beyond its first handout.

LESS REASON TO DISCARD

Practical value may help the brand escape the hotel waste bin.

MORE BRAND MOMENTS

If kept, the same object can be seen during everyday phone use.

A DIRECT BRAND ROUTE

QR offers a path to guest services or direct booking.

USEFUL WELCOME → POSSIBLE RETENTION → REPEATED BRAND VISIBILITY

06 / DOCUMENTED BRANDED CAMPAIGNS

REAL BRANDS.
REAL PRINTED PRODUCTS.

Examples of commissioned HOLDERCARD projects across industries; none is presented as a completed hotel campaign.

TOYOTA AUTOART

Automotive dealership campaigns and documented follow-on work.

KAMMED

Medical equipment manufacturer campaigns and repeat orders.

STALEKS

Branded cards used by international sales teams.

ACTUAL PRODUCTION EVIDENCE — NOT A CLAIM OF MEASURED HOTEL BOOKINGS OR GUEST RETENTION.

Original product photographs and published cases at holdercard.com.

07 / UKRAINIAN CORPORATE PRICE REFERENCE

ROOMS. WELCOME PACKS. SCALE WITH THE CAMPAIGN.

Approved Ukraine rates per branded card in EUR, shown as a reference. Other countries require separate quotes.

SMALL HOTEL / TRIAL

QTY	EUR / CARD	TOTAL
100	€0.69	€69
200	€0.63	€126
300	€0.59	€177
500	€0.55	€275

MULTI-PROPERTY ROLLOUT

QTY	EUR / CARD	TOTAL
1,000	**€0.44**	**€440**
2,000	**€0.40**	**€800**
3,000	**€0.39**	**€1,170**
5,000	**€0.38**	**€1,900**

10,000+ / CUSTOM QUOTE SUBJECT TO FACTORY CAPACITY AND PRICING

Ukraine prices approved 26 Oct 2026. Shipping, applicable taxes, exact artwork and production terms agreed separately.

08 / A PRACTICAL HOTEL CAMPAIGN PILOT

A THOUGHTFUL GIFT.
A MEASURABLE CAMPAIGN.

Example: 1,000 cards for 500 rooms at two welcome gifts per room. Count distribution and give every campaign a traceable QR.

01

WELCOME DELIVERY

Record cards placed and guests who receive them.

02

DIGITAL GUEST ROUTE

Link Wi-Fi, services and future direct booking.

03

PROVE THE OUTCOME

Measure QR traffic and attributable bookings; survey retention.

A SCAN IS NOT A BOOKING. RETENTION AND WASTE SAVINGS ARE NOT ASSUMED.

09 / BUILD A HOTEL-SPECIFIC CAMPAIGN

YOUR HOTEL.
ADVERTISING WORTH KEEPING.

A useful welcome gift can travel home after checkout, carrying the memory of your hospitality and a direct path to your brand.

UKRAINE EXAMPLE: 1,000 BRANDED CARDS / €440

Agree locations, quantities, languages, design, Wi-Fi links, booking QR and delivery before production.

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