

Program Terms for the ESS Group Affiliate Program

1. About the Program

ESS Group offers an affiliate program where publishers earn a commission on verified room bookings generated through TradeDoubler links. Commission is paid out after the guest's arrival has taken place. The partnership applies to our destinations in Sweden, Norway, and Denmark.

2. Commission and Tracking

Commission: Standard 5% on confirmed bookings (excluding VAT, fees, and add-ons such as spa, restaurant, etc.).

Tracking period: 30 days (cookies).

Payout: After the guest has completed their stay and payment has been finalized.

Invalid bookings: Cancelled, rebooked, or corporate bookings made under separate agreements do not qualify for commission.

Cashback programs: Valid on standard rates only and cannot be combined with other offers or discounts.

3. Approved Marketing Channels

Allowed channels:

Websites, blogs, and newsletters.

Social media (organic content).

Not allowed:

PPC campaigns (e.g., Google Ads) using ESS Group or destination brand names.

Retargeting or display networks without prior approval.

Coupon or discount sites that do not have an active partnership with ESS Group.

Spam, pop-ups, or cookie stuffing.

4. Brand Guidelines

ESS Group's logos, images, and trademarks may only be used in accordance with our brand guidelines.

All materials must reflect ESS Group's values and tone of voice: premium, personal, and inspiring.

Publishers may not portray ESS Group or any of our destinations in a negative or misleading context.

5. Quality Requirements

Publishers must drive relevant traffic focused on travel, hotels, lifestyle, or experiences.

ESS Group reserves the right to review, pause, or terminate the partnership at any time in cases of suspected fraud, misuse, or low-quality traffic.

6. Communication

All communication regarding the partnership takes place via the TradeDoubler platform.

Publishers are encouraged to contact ESS Group's affiliate manager for campaigns, offers, or requests for customized materials.

7. Other Terms

ESS Group reserves the right to update these program terms at any time.

Any disputes shall be governed by Swedish law