

European Sleeper Affiliate Program Guide

Introduction

Our night train connects **Brussels - Amsterdam - Berlin - Prague**, allowing travelers to wake up refreshed at their destination while skipping airport hassles and reducing their carbon footprint. This is our permanent route, operating every other day—you can check the full timetable [here](#).

We also offer an exciting seasonal winter route connecting **Brussels – Eindhoven – Munich – Innsbruck – Bolzano – Venice**. Learn more about this route [here](#).

And soon, we'll be launching a new route to **Barcelona**.




Who we are looking for

Are you a **content creator, blogger, or influencer with a passion for travel**? European Sleeper is looking for dynamic and creative affiliates who love to share their travel experiences.

If you have a talent for storytelling, a keen eye for capturing unforgettable moments, and an engaged audience that trusts your travel recommendations, we'd love to work with you!

How to join

TradeTracker (for NL and BE) – [Sign up here](#)
*soon opening new markets in UK, DE, CZ, ES

 **Stay Updated** - Sign up for our [B2B newsletter](#) to receive the latest updates, exclusive insights, and partnership opportunities.

Why partner with us

- Competitive commission rates
- Exclusive marketing materials
- Access to tracking tools
- Regular updates & promotions
- Personalized affiliate support
- Travel perks & discounts

Content Guidelines & Checklist

Type of content

📺 Videos: highly encouraged! **Short clips** showing the fun and cozy atmosphere of taking the night train (ideally portrait format for social media use)

📷 Photos: Ideally **portrait format**, but landscapes are also welcome.

Our hashtags: **#EuropeanSleeper #TheGoodNightTrain #connectingEuropebynight**

Before your trip

Ensure you have all the necessary information and materials from our side.

Double-check that your tickets have been received correctly and are in order.

If you have any special requests or creative ideas, let us know – we're here to support you and make your preparation as smooth as possible!

During your trip

We would love a mix of photos and videos that capture the full European Sleeper experience. Here are some key moments to capture:

- Outside the Train (Optional but great!)
 - At the departure station
 - While riding, capturing the view from the window
- Inside the Train
 - Walking through the corridors
 - In the couchette compartment (reserved cabin)
 - In the dining car (if available)
 - Moments of relaxation & fun: people reading, chatting, playing cards, sleeping (avoiding faces)
- At the Destination
 - Highlights of the city you arrive in
 - Local experiences that fit the slow travel theme

After your trip

✉ Please send us your content to affiliates@europeansleeper.eu — we'd love to feature it! We encourage you to tag us when posting and invite us as collaborators where possible.

Thank you for making European Sleeper part of your travels!