

# European Sleeper Affiliate Program Guide

## Introduction

Night trains are more than just transport: they're an adventure. You fall asleep in one city and wake up in another, refreshed and ready to explore. No airport stress, no early wake-up calls. And with a much lower carbon footprint than flying, it's a better choice for the planet too.

Our current route connects four European capitals : **Brussels - Amsterdam - Berlin - Prague**, with some other stunning stops on the way.

Soon, we will be launching new routes, potentially to the destinations in Europe.



## 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** – [Sign up here](#)

Currently active in **NL, BE, CZ, FR, UK**

 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

1. Ensure you have all the necessary information and materials from our side.
2. Double-check that your tickets have been received correctly and are in order.
3. 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](mailto: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!