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TRAVELSAVERS[®]
HOTEL DIVISION

TSA HOTEL PROGRAM
2024 MEDIA KIT

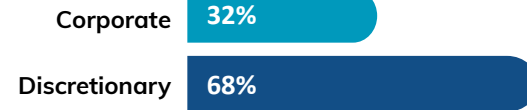
AUDIENCE

2024 Media Kit

Promote your property through TRAVELSAVERS' award-winning marketing! TRAVELSAVERS marketing will put you in front of thousands of active booking travel advisors, strengthen brand recognition, and boost overall room night production.



Access to 3,000+ Independently Owned Agencies, with 25,000+ Advisors



Hotel Program Spend



Drive a Higher Average Daily Rate with TRAVELSAVERS Rates



Agencies Booked 20+ Million Room Nights in 2022



High Booking Demand for the Americas & Europe



MARKETING CALENDAR

2024 Media Kit



	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter												
Marketing	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec										
tripXpress	1	2	3	4	5	6	7	8	9	10	11	12										
Agent Extranet	1	2	3	4	5	6	7	8	9	10	11	12										
Social Connect	1	2	3	4	5	6	7	8	9	10	11	12										
Social Media	Weekly																					
Agent's Edge	→ Volume 6		Volume 1		Volume 2		Volume 3		Volume 4		Volume 5		Volume 6 →									
Supplier Scoop	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2
Consumer Emails	Daily																					
Exclusive Scoop	Daily																					
Business Analyst Update	Weekly																					
Agent Day Planner											2025 Distribution											
Hotel Partner of the Month	1	2	3	4	5	6	7	8	9	10	11	12										
Campaign Marketing	On Request																					

TRAVELSAVERS has multiple technology platforms that give you the opportunity to advertise promotions and provide last minute offers and TRAVELSAVERS exclusive promotions through the following channels:

POINT OF SALE MARKETING

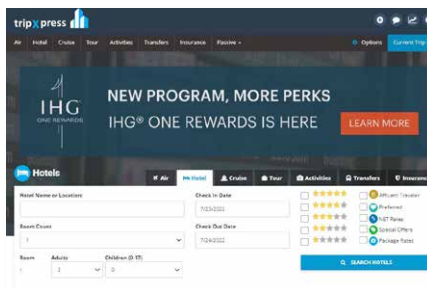
► tripXpress

tripXpress is an innovative content search and booking platform, built to help streamline business for over 3,000 agency locations. Robust real-time content is utilized to create a complex itinerary, compare choices and provide pricing, all on one platform. tripXpress aggregates content from our proprietary cruise booking platform, cruiseexpress, TRAVELSAVERS Preferred Hotel Program, along with additional add-ons such as customized tours, activities and transportation. It has the unique ability to research, build and book itineraries all from one platform, giving the advisors more flexibility to create a personalized vacation. tripXpress receives more than 35,000 average page views per month.

■ Hero Ad - \$2,500

The top banner ad on the tripXpress home page, the Hero Ad can be biased in linking to specific brands in a destination in the hotel search/booking section, making it a great targeting tool.

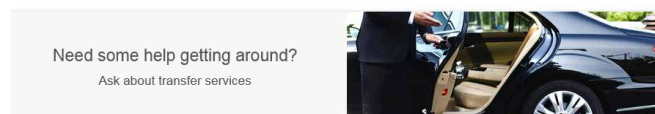
Hero Ad



■ Suggested Ads - \$1,500

Suggested ads provide advisor messaging to encourage TRAVELSAVERS' agencies to add your product to the itinerary, and consumer focused for the client to encourage them to ask about your product. Logic is built in to only suggest product relevant to the trip being booked.

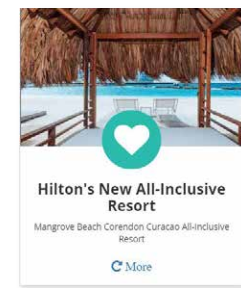
Suggested Ad



■ Card Ad- \$750 for two weeks

Card ads are viewable on several tripXpress search pages. They allow hotel chains to promote multiple hotels within a city. When the advisor clicks the ad it will go right to the listings where the advisor can book. Great to promote brand-wide city offers.

Card Ad



DIGITAL MARKETING

► Agent Extranet

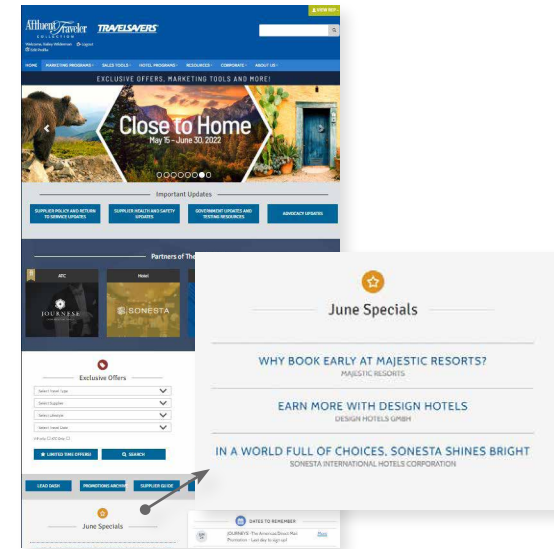
The TRAVELSAVERS Agent Extranet is a password-protected website just for TRAVELSAVERS members. This website provides all of the resources and information that advisors will use and receives over 11,000 page views a month.

■ Feature Offer Listing - \$500

TRAVELSAVERS offers premium placement of your exclusive offer, clickable through to full promotional details to advisors who access this advisor-only portal. The Feature Offers will be emailed at the beginning of the month to all advisors for added initial exposure.

■ Exclusive Offers - \$500

A unique way for TRAVELSAVERS and NEST advisors to quickly find your offers, Exclusive Offers are located on the home page of the Agent Extranet where each ad is categorized by travel type, supplier, lifestyle and travel dates. Exclusive Offers gain approximately 11,000 page views per month.



[Click here for Agent Extranet marketing specs](#)



► Social Media Package

TRAVELSAVERS' social media technology offers the opportunity to push your marketing message out to more than 1,500 advisors in our closed Facebook groups.



Advertising package includes:

Post

An electronic postcard will feature a preferred supplier's exclusive offer/destination content/new product offering/travel fun that is easily shared and viewed on one of the most popular social media networks.

Videos

Hotels can share up to 4 videos (one per week) to promote properties and/or brands to advisors on TRAVELSAVERS' social media networks and include a brief marketing message along the way! Video has never been this easy to share and customize!

- **Social Media Access — Post and Video Cost: \$750 per month**

[Click here for Social Media Package marketing specs](#)

► Agent's Edge

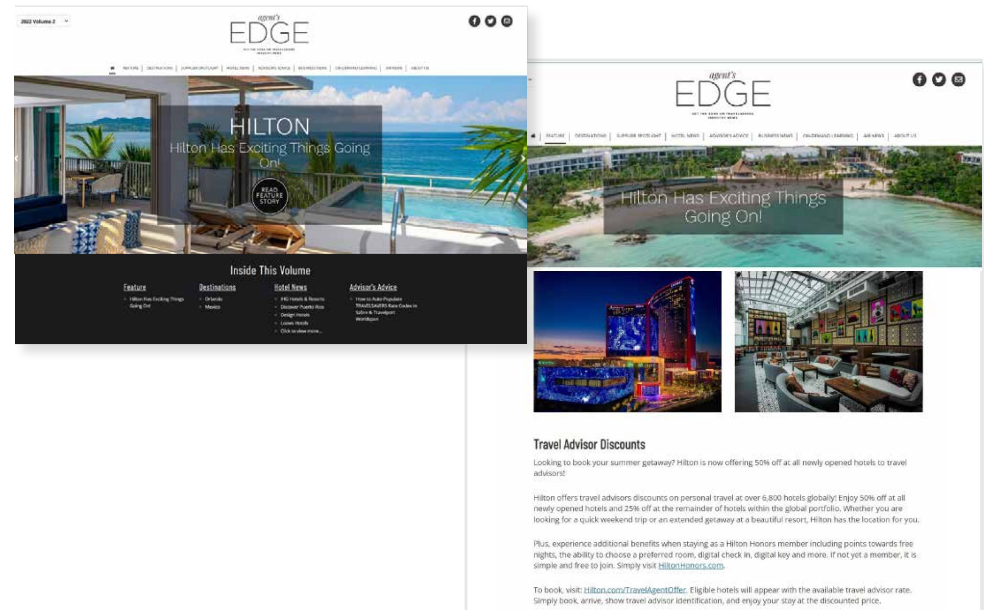
Offering six volumes throughout the year, this fun, online format allows us to be flexible with supplier advertising and editorial at budget-friendly prices. Agent's Edge online provides advisors with relevant and timely information in a media format they enjoy using.

Agent's Edge volumes are archived and newly released volumes are announced to advisors via email. This online travel magazine provides fun editorial based on a destination, features a hotel supplier, plus it provides additional information on TRAVELSAVERS programs. It's a great way to highlight promotions, contests, activities and more.

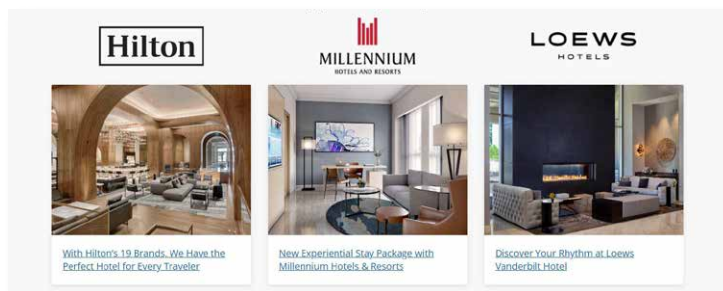
Open Rate: 33.4%, Click to Open Rate: 7.2%, Average Pageviews: 1,600+

- Featured Supplier Package (Limit 1 per volume) - \$3,250**
 With the Featured Supplier Package, one supplier will have the Feature Photo on the home page, plus the Feature Article. Highlights topics important to advisors such as new openings, brand updates, and more.
- Supplier Spotlight (Limit 6 ads per volume) – \$2,000 each**
 The Supplier Spotlight links from the home page to its own landing page (hosted on our site) with logo, three photos, and full details on the supplier. These ads also have a dedicated 'Supplier Spotlight' link from the menu bar for maximum visibility.

Featured Supplier Package



Supplier Spotlight



▶ Agent's Edge Advertising Continued

■ **Bottom Banner Ad (Limit 2 ads per volume)** - \$1,500 each
 These ads run across the bottom of all webpages to provide maximum exposure and can link to a file or URL of your choice.

■ **Sidebar Banner Ad (Limit 4 ads per page)** - \$750 each
 The Sidebar Banner Ads link from a specified page (see available pages below) to their ad in the Hotel News or Deals section, where they also receive top placement in the 'High-lights Section'. Includes a Logo, one photo, a title and up to 100 words, plus link to a file or URL of your choice.

Available Pages Include:

- Destination Article (4 ads)
- Technology Article (4 ads)
- Advisor's Advice Article (4 ads)
- Air News (4 ads)

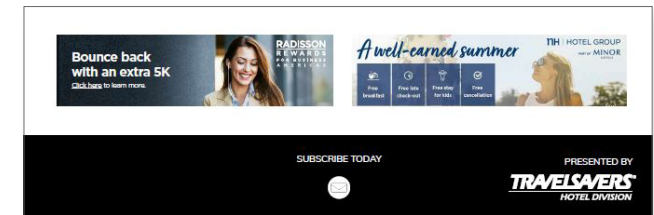
■ **Hotel News Ad - \$500 each**
 Use this ad to announce openings, renovations, brand changes, and more.

■ **Hotel Deals Ad - \$500 each**
 This ad is in our dedicated Hotel Deals section from the main menu and includes a logo, one photo, a title and up to 50 words, plus link to a file or URL of your choice. Use this ad to promote a specific deal, discount, amenity, promotion, etc.

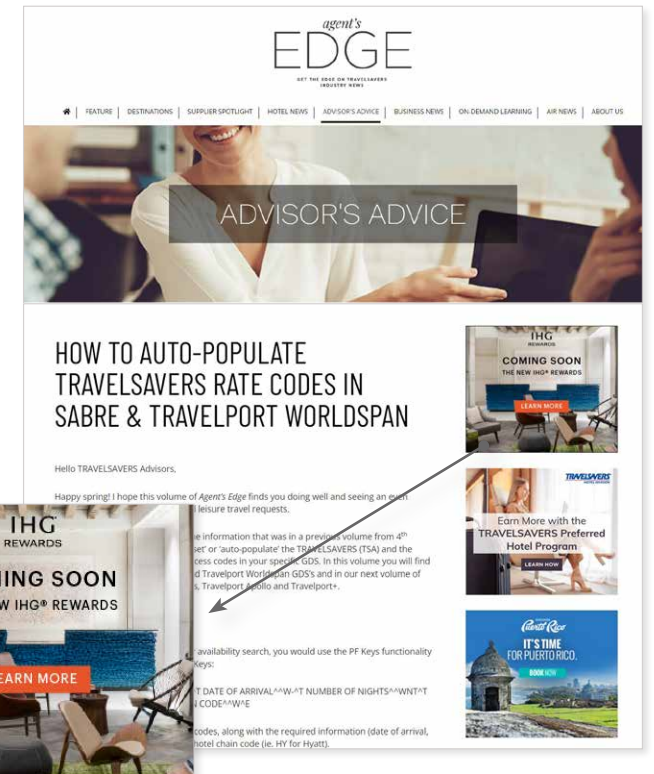
Hotel Deals Ad



Bottom Banner Ad



Sidebar Banner Ad



EMAIL MARKETING

TRAVELSAVERS email marketing is timely and efficient in getting your critical and time-sensitive messages out to our agency owners/managers and front-line advisors through the following email distributions:



► Supplier Scoop by TRAVELSAVERS

A promotional marketing email that reaches over 4,100 travel advisors. This weekly email helps to promote branding, new openings/renovations, promotions, FAMS and more. It features preferred supplier products along with proprietary TRAVELSAVERS programs. Supplier Scoop is distributed bi-weekly.

**Distribution: 4,400+, Open Rate: 32.2%,
Click to Open Rate: 6.6%**

- Preferred Ad Cost: \$800
- Basic Ad Cost: \$650
- Video Ad Cost: \$500

[Click here for Supplier Scoop marketing specs](#)



► Exclusive Scoop by TRAVELSAVERS

Stand-alone email distribution featuring your product i.e., current promotions, training opportunities, and supplier updates. Clickable (hyper-link) through to full promotional details. Your call-to-action is tagged with all hotel offers.

Distribution: 4,400+, Open Rate: 32.3%, Click to Open Rate: 7.7%

- Frequency: Daily distribution
- Cost: \$2,000

[Click here for Exclusive Scoop marketing specs](#)

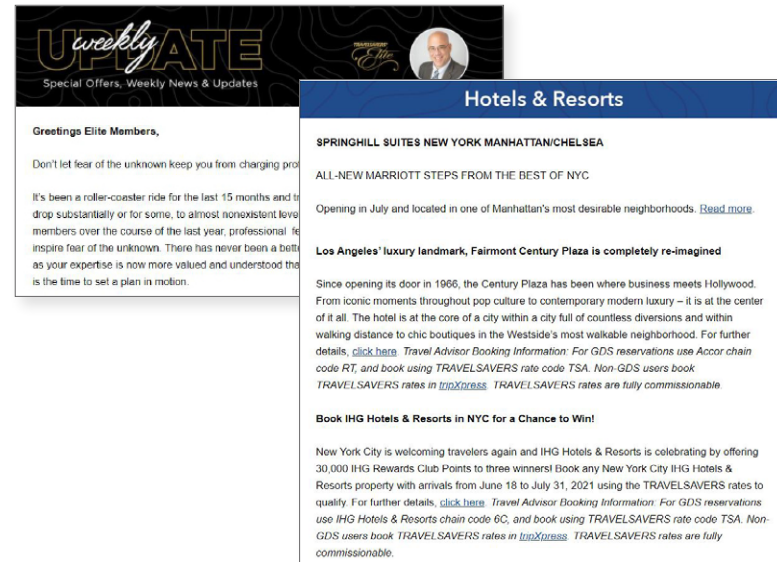
► Business Analyst Update Email

An email that is shared by TRAVELSAVERS and NEST Business Analysts to their member agencies, this publication is sent weekly and provides a way to share important updates and information with advisors.

Distribution: 3,000+ Agencies

- **Frequency:** Weekly distribution
- **Informational Ad Cost:** \$500

[Click here for Business Analyst Update marketing specs](#)



PRINT MARKETING

► 2025 Agent Day Planner Calendar

This exclusive agent day planner is destined to become an agent's best friend! The Day Planner Calendar will include valuable reference guides, including a quick guide to preferred supplier commission and details. The planner will be 13 months in duration (January–January). Distribution is approximately 9,000.

- **Frequency:** Once yearly in January (distributed in November, 2024)
- **Target Audience:** Front line travel advisors
- **Cost:** \$3,000 per month

[Click here for Agent Day Planner marketing specs](#)



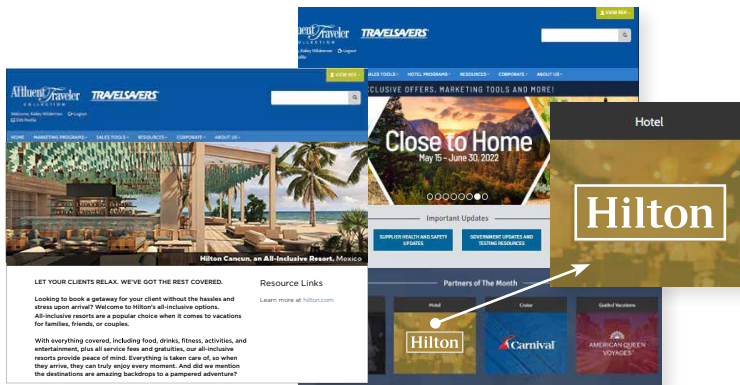
TRAVELSAVERS marketing campaigns allow you to reach our advisors using a variety of media over a full month, maximizing your exposure and results.

► Hotel Partner Of The Month

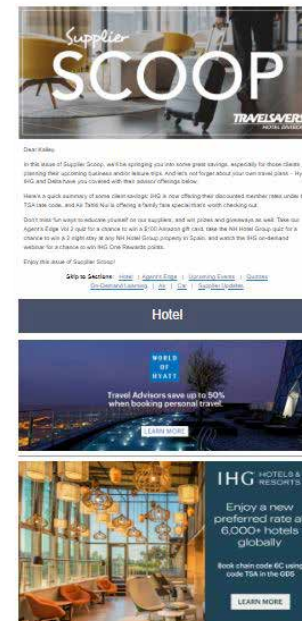
Each month we spotlight a hotel chain. The hotel should offer an exclusive promotion to the agency community. This is also a great way to advertise a promotion backed by an advisor incentive. As Hotel Partner of the Month your promotional message will be advertised throughout the month in the following vehicles:

- On-Demand Webinar with 3 exclusive emails (\$2,500)
- Supplier Scoop - 2 Preferred Ads (\$1,600)
- Social Media Package (\$750)
- Partner of the Month Ad on Agent Extranet (\$750)
 - Value: \$5,600
 - Cost: \$4,500

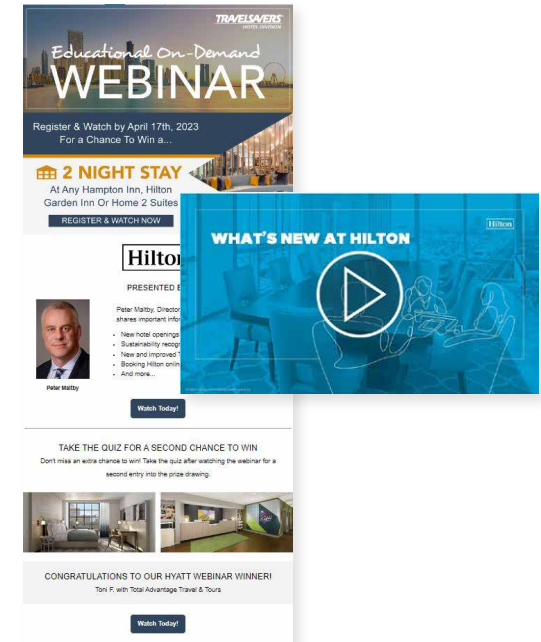
Partner of the Month Ad & Landing Page



Supplier Scoop Emails



On-Demand Webinar



Social Media Package



► New Openings Package

This new openings package was created to assist preferred suppliers with building excitement and recognition of their new product, whether it's a new brand launch, new hotel, new loyalty program, etc. Exposure and education through our communication vehicles to our agency members is as follows:

- A Supplier Spotlight Ad in Agent's Edge Online Magazine. This ad should focus on promoting the new product with a call-to-action on how to book or get more information on the product. (\$2,000)
- Social Media Package will include updates on exciting new developments and the opportunity for followers to get excited about the launch. (1 month, 1 post/video per week = \$750)
- Exclusive Scoop Ad is the hotel's stand-alone email that can be used for the big announcement and can link to a press release and/or a new opening offer. (\$2,000)
 - **Value:** \$4,750
 - **Cost:** \$4,000

[Click here for New Openings Package marketing specs](#)

► Newly Renovated Hotel Package

This newly renovated hotel package was created to assist preferred hotel suppliers with their relaunch efforts. After spending all of the time, money and resources on major changes to your hotel, it's extremely important to get the word out to our advisors. Exposure and education through our communication vehicles to our agency members is as follows:

- A Supplier Spotlight Ad in Agent's Edge Online Magazine. This ad should focus on promoting the new product with a call-to-action on how to book or get more information on the product. (\$2,000)
- Supplier Scoop Preferred Emails (2) to announce the changes to your hotel and link to a URL or file (2 ads @ \$800 ea = \$1,600)
- Social Media Package will include your updates and announcements on your renovations including photos and/or video. (1 month, 1 post/video per week = \$750)
 - **Value:** \$4,350
 - **Cost:** \$3,200

[Click here for Newly Renovated Hotel Package marketing specs](#)

► Social Connect, Influence Marketing

Our custom built social media technology offers our advisors the opportunity to push pre-designed messages, provided by you, out to their social network sites in one click. Sites such as, Facebook, Twitter, Google+, Pinterest and more. Advisors have the ability to fully customize all supplier marketing with their logo, contact information and a small marketing message and link them back to their website.

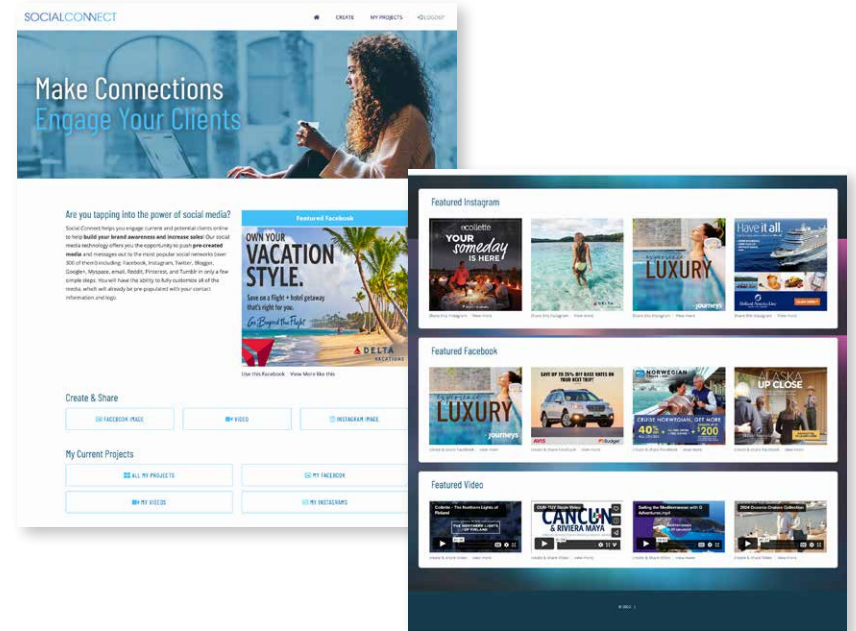
The marketing messages available include:

1. Postcards: An electronic postcard will feature a preferred supplier's exclusive offer, destination content, or new product offering travel info that is easily shared by advisors.
2. Videos: Advisors can share videos of destinations, activities and properties to their clients on social media networks and include a brief marketing message along the way!
3. Activity Guides: Advisors can share their customized "expert" articles on experiences and lifestyles like skiing, zip lining, snorkeling, culinary and more. Advisors can customize a brief marketing message at the bottom of the article with their contact information on how to book a similar experience!

Distribution: 3,000 agencies

Cost: \$1,000 per month

[Click here for Social Connect, Influence Marketing marketing specs](#)



► Consumer Email

These HTML emails feature preferred supplier offers that are redeemable through a TRAVELSAVERS or NEST agency. Each email will be queried based on key consumer demographics collected by the agency, customized with the agency's contact information as the call to action.

Distribution: Up to 3 Million consumer emails, segmented by tags and key demographics

Cost: \$2,500 per email

[Click here for Consumer Email marketing specs](#)

VIRTUAL EVENTS

▶ TRAVELSAVERS Tuesdays (US)

These monthly virtual events are a way to reach the agency owners, managers and frontline agents to present a high level overview on hotel trends, sales and marketing tips.

Dates and Times: TBA

Average Participation: 30-50 advisors; 2 suppliers per event

Speaking Time: 20 minutes

Sponsorship Rate: \$500 per meeting, plus giveaway



[Click here for TRAVELSAVERS Tuesdays marketing specs](#)

TRAVELSAVERS

EDUCATIONAL OPPORTUNITIES

Webinars You Won't Want to Miss

- July 11th at 1pm EST - [TRAVELSAVERS Tuesday Lunch 'n Learn](#)
- July 12th at 3pm EST - [Virgin Voyages Digital Campaign Webinar](#)
- July 13th at 1pm EST - [Update from SITA World Tours](#)

TRAVELSAVERS

July 11th
10:00am PST / 1:00pm EST

TRAVELSAVERS Tuesday Lunch 'n Learn

These monthly virtual events provide a high-level overview on company trends, sales and marketing tips. The preferred supplier presenters are MSC Cruises and Central Holidays.

[REGISTER NOW](#)

July 12th
12:00pm PST / 3:00pm EST

BOOK YOUR MARKETING

If you would like to schedule or discuss marketing opportunities,
please email advertise@travelsavers.com

PUBLICATION SPECS & DUE DATES

Links to specifications and due dates can be found on the
corresponding page of the 2024 Media Kit.