



2024 PREMIER HOTEL PROGRAM 2024

Global Marketing Menu

Whatever your marketing objectives or business needs are, we have the program!

Through our extensive menu of unique and differentiated marketing programs you have access to the broadest range of customer segments and distribution channels. Whether you are looking to increase brand awareness, fill distressed inventory, launch a new hotel or special offer, our powerful range of marketing options can directly target the right audience to meet your business objectives.

For more information or assistance, please reach out to your ABC•CCRA account representative or email us at hotels@ABCGlobalServices.com.



EXCLUSIVE 10% OFF
for Preferred properties



ABC•CCRA Travel Advisor Audience Profile

Target the right customer with your brand's message! The legend below provides a profile of our travel advisor customer segments, and the corresponding icons are displayed on each of the marketing program menu items indicating the audience distribution.



Corporate / GDS-Automated Travel Advisors

Audience is 15,000+ GDS advisors, agency operations & account managers, and CTD specialists.



Leisure Travel Advisors (GDS & Non-GDS)

Audience is composed of 50,000+ leisure specialists accessing content via a combination of GDS & non-GDS channels, including "brand.com," supplier's central reservations center, OTA and hotel direct outreach.



TRUE Member Agencies and Travel Advisors

Audience of 2,500+ independent travel advisors who hold TRUE accreditation and/or are participating in TGN's host agency program. This audience books directly with suppliers using their TRUE code. Suppliers marketing to the group must accept TRUE accreditation for production tracking and commission processing.



Website Visitors

ABCGlobalServices.com and CCRA.com receive over 15,000 visitors to our websites each month.



Social Media & Blog Followers

ABC•CCRA's audience of over 33,000+ social media followers comprised primarily of leisure travel advisors.



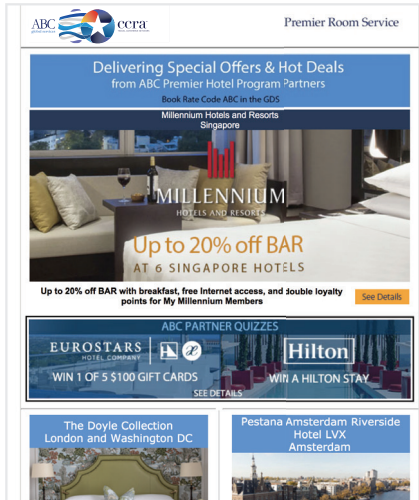
Virtuoso Travel Advisors

10,000+ agency owner/managers and travel advisors of Virtuoso's member agencies.



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Effective October 2023. Subject to Change.



Premier Room Service

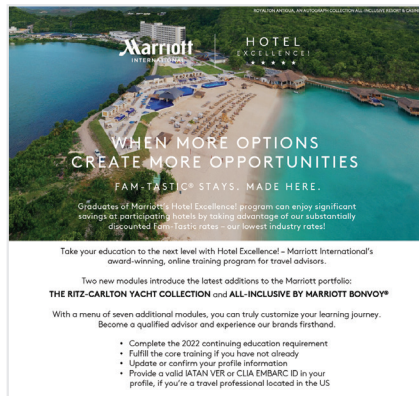


A cost-effective opportunity to reach over 15,000 travel advisors and corporate travel managers to advertise your special offers, products, updates, or promotions.

Spotlight Placement - ~~\$2,450~~ **\$2,205**
 Top ad placement including large graphic with featured text and link to landing page.

Standard Placement - ~~\$1,950~~ **\$1,755**
 Lower ad placement including small graphic with text and link to landing page.

[See Example](#)



Custom Email Blast

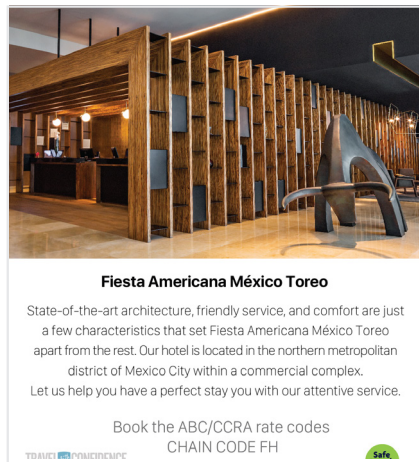


PRS Custom Email

Dedicated email blast exclusively featuring your message, sent to our GDS advisor audience; includes link to a dedicated landing page.

~~\$5,000~~ **\$4,500**

[See Example](#)



Custom Email Blast



Check-In Email

Dedicated email blast exclusively featuring your message, sent to our non-GDS agent primarily leisure audience; includes link to a dedicated landing page.

~~\$4,000~~ **\$3,600**

[See Example](#)



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Website Advertising



Hot Deals

Special offers and promotions for travelers featured in the Hot Deals section of our website.

Participating hotels offer on ABC rate code ~~\$595~~ **\$540**
(posted for validity of offer up to 3 months).

Participating hotels offer not on ABC rate code ~~\$1,295~~ **\$1,170**
(posted for validity of offer up to 3 months).

Featured Hot Deals ~~\$3,120~~ **\$2,810**

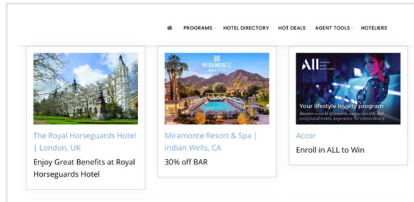
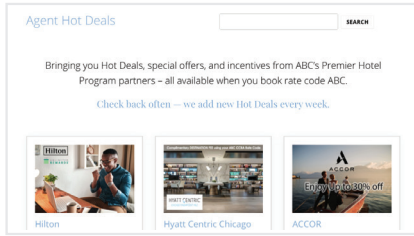
[See Example](#)



Agent Hot Deals (Complimentary)

Special industry rates, offers and complimentary incentives exclusively for travel advisors (cannot include commission offers). Complimentary to ABC•CCRA preferred hotels, and industry supplier partners.

[See Example](#)



Social Media & Blog



Social Media Spotlight

Single post on all ABC and CCRA social media outlets (Facebook, Twitter, LinkedIn, Instagram) - ~~\$550 per post~~ **\$495 per post**

[See Example](#)



CCRA Blog

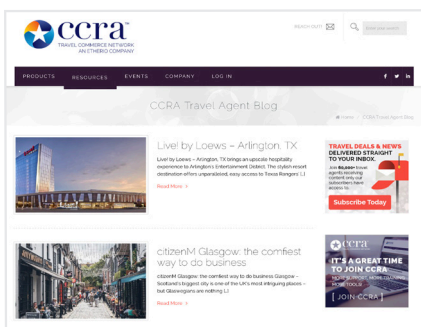
Blog hosted on CCRA website featuring industry news, updates, and promotions from our partners.

Blog Spotlight - ~~\$750 per post~~ **\$675 per post**

Includes your brand message and images.

Blog Banner Ad - ~~\$550 per week~~ **\$495 per week**

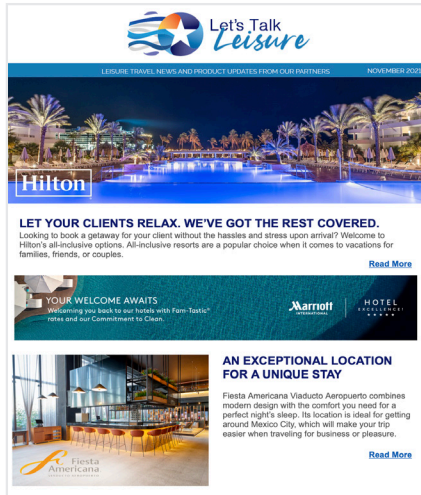
[See Example](#)



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Newsletters & Magazines



Let's Talk Leisure



Leisure focused e-newsletter distributed bi-weekly to over 50,000 travel advisors.

Supplier Spotlight - ~~\$2,900~~ **\$2,610**
150 word description/article provided by supplier, including logo and 5 images, plus link to landing page (optional)

Featured Placement - ~~\$2,225~~ **\$2,005**
75 word description including logo and 2 images, plus link to landing page (optional)

Display Ad - ~~\$1,500~~ **\$1,350**
580x200 with link to landing page (optional)

[See Example](#)

Additional Marketing Distribution Opportunities



Premiere Openings



Unique 4-month program to promote your newly opened, recently re-branded, or fully renovated hotel property, includes a combination of custom and multi-partner emails, as well as Premier Newsletter and website placements during the campaign.

~~\$4,275~~ **\$3,850**

[See Example](#)

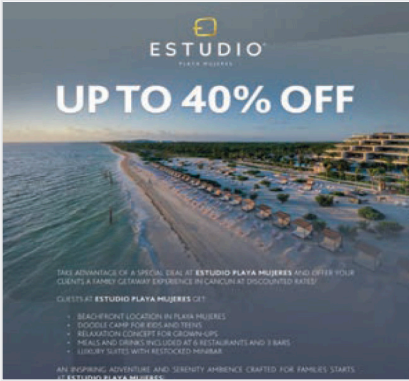
[See Program Details](#)



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TRUE Member Only Marketing



Custom Email Blast

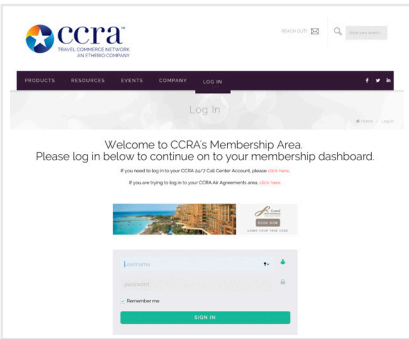


TRUE Member Only Email

Custom email featuring your brand message sent exclusively to TRUE member agencies and travel advisors.

~~\$750~~ \$675

[See Example](#)



TRUE Member Only Website

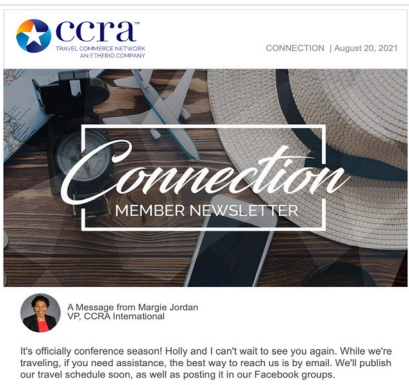


Supplier Directory Banner Ad - ~~\$395~~ per week **\$360 per week**

Banner ad on member dashboards - ~~\$495~~ per week **\$450 per week**

Banner ad on TGN member login - ~~\$395~~ per week **\$360 per week**

[See Example](#)



Connection Newsletter



Bi-weekly e-newsletter exclusively for our TRUE members with program news and updates from TRUE supplier partners. Suppliers must accept the TRUE code.

Display Ad - ~~\$495~~ **\$450**

Advertorial - ~~\$2,000~~ **\$1,800**

[See Example](#)



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Virtuoso Exclusive Marketing

Virtuoso marketing opportunities are only available to properties and/or brands participating in the Premier Privileges program.



Virtuoso Preferred Webinar

Professionally moderated 30-minute live webinar, followed by a live Q&A session.

Property-Specific Webinars: ~~\$2,000 per webinar~~ **\$1,800 per webinar**
Maximum of four (4) properties may present together.

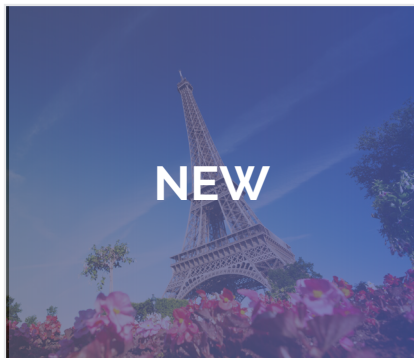
Brand-Level Webinars: ~~\$5,000 per webinar~~ **\$4,500 per webinar**
All content and photos may highlight participating properties only.



Virtuoso Preferred Custom Email Blast

Dedicated email blast, exclusively featuring your message sent to over 10,000 Virtuoso travel advisors. Optional link to landing page included.

~~\$2,800~~ **\$2,520**



Virtuoso Preferred Multi Partner Email

Monthly email blast featuring your message to over 10,000 Virtuoso travel advisors. Optional link to landing page included.

Spotlight: ~~\$1,500~~ **\$1,350**

Standard Placement: ~~\$995~~ **\$900**



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2024 PREMIER HOTEL PROGRAM

2024 Marketing Programs Space Agreement

Please select from the marketing programs below and complete this form to reserve your space. Please indicate the date(s) for your placements.

Email Marketing

- Premier Room Service Email Blast** Feature Dates
- Spotlight Placement **\$2,205** ~~\$2,450~~ per blast _____
 - Standard Placement **\$1,755** ~~\$1,950~~ per blast _____
- Custom Email Blast**
- Custom Email – PRS **\$4,500** ~~\$5,000~~ _____
 - Custom Email – Check-In **\$3,600** ~~\$4,500~~ _____
 - TRUE Member Only Custom Email **\$675** ~~\$750~~ _____

Social Media & Blog

- Social Media Spotlight **\$495** ~~\$550~~/post _____
- Blog Spotlight Banner Ad **\$495** ~~\$550~~/week _____
- Blog Spotlight Post **\$675** ~~\$750~~/post _____

Virtuoso Exclusive Marketing

- Virtuoso Preferred Webinar**
- Brand Level Webinar **\$4,500** ~~\$5,000~~ _____
 - Property Level Webinar **\$1,800** ~~\$2,000~~ _____
- Virtuoso Custom Email Blast** **\$2,520** ~~\$2,800~~ _____
- Virtuoso Multi Email Blast**
- Spotlight **\$1,350** ~~\$1,500~~ _____
 - Standard **\$900** ~~\$995~~ _____

Website Advertising

- Feature Dates
- Featured Hot Deals **\$2,810** ~~\$3,120~~ /month _____
 - Hot Deals on ABC/AOM Rate Codes **\$540** ~~\$595~~ /month _____
 - Hot Deals not on ABC/AOM Rate Codes **\$1,170** ~~\$1,295~~ /month _____
- TRUE/TAGN Member Only Website (CCRA.com)**
- Supplier Directory Banner Ad **\$360** ~~\$395~~/week _____
 - Banner Ad on Member Dashboards **\$450** ~~\$495~~/week _____
 - Banner Ad on TGN Member Login **\$360** ~~\$395~~/week _____

Newsletters & Magazines

- Let's Talk Leisure**
- Supplier Spotlight **\$2,610** ~~\$2,900~~ _____
 - Featured Placement **\$2,005** ~~\$2,225~~ _____
 - Display Ad **\$1,350** ~~\$1,500~~ _____
- Connection Newsletter**
- Display Ad **\$450** ~~\$495~~ _____
 - Advertorial **\$1,800** ~~\$2,000~~ _____

Additional Marketing Distribution Opportunities

- Premiere Openings **\$3,850** ~~\$4,275~~ _____

