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TRAVELSAVERS[®]
HOTEL DIVISION

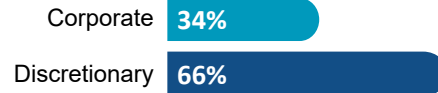
TSA HOTEL PROGRAM 2025 MARKETING STORE MEDIA KIT

Promote your property through TRAVELSAVERS' award-winning marketing!

TRAVELSAVERS Hotel Division is a two year back-to-back recipient of the prestigious Gold Travel Weekly Magellan Award. 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 3,100+ Independently Owned Agencies, with 25,000+ Advisors



Hotel Program Spend

↑ ADR

Drive a Higher Average Daily Rate with TRAVELSAVERS Rates



Agencies Booked 20+ Million Room Nights in 2023



High Booking Demand for the Americas & Europe

The TRAVELSAVERS Hotel Division is part of AMG, which is a parent company of 19 travel brands, including the following:



MARKETING CALENDAR

2025 Marketing Store 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 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	1	2
Exclusive Scoop	Daily																							
Business Analyst Update	Weekly																							
Campaign Marketing	On Request																							

NEW FOR 2025!

► Online Marketing Store

New this year, we've launched the Marketing Store. Created with individual properties in mind, the Marketing Store gives hotels an easy way to book marketing opportunities through the TSA Hotel Program quickly and securely using a credit card.

Learn about marketing stats for each advertisement, purchase multiple ads at a time, select your preferred run dates, and more.

Click here to view the Marketing Store

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:

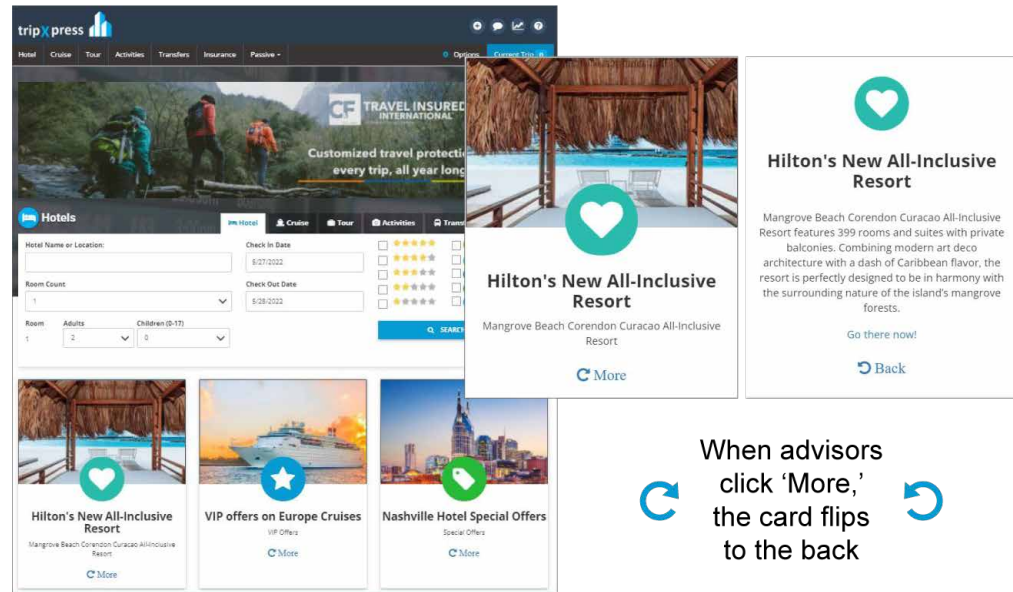
POINT OF SALE MARKETING

► tripXpress

tripXpress is an innovative content search and booking platform, built to help streamline business for 3,100+ 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 45,000 average page views per month.

■ 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.



DIGITAL MARKETING

► Agent Extranet

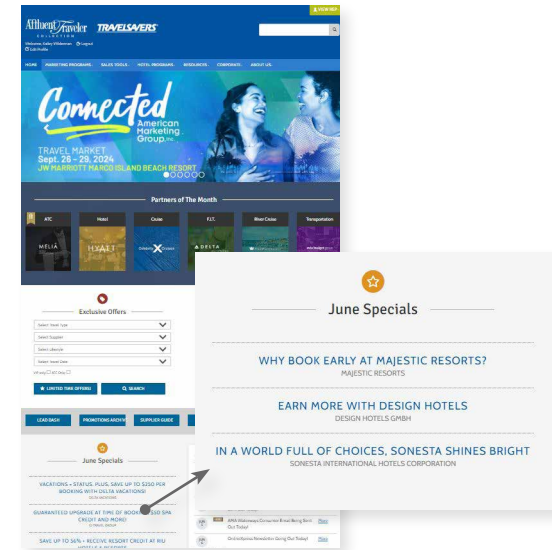
The TRAVELSAVERS US, TRAVELSAVERS Canada and NEST Agent Extranets are a password-protected websites just for TRAVELSAVERS and NEST members. These website provides all of the resources and information that advisors will use and they receive, in total, over 27,000 page views a month.

■ Feature Offer Listing - \$500

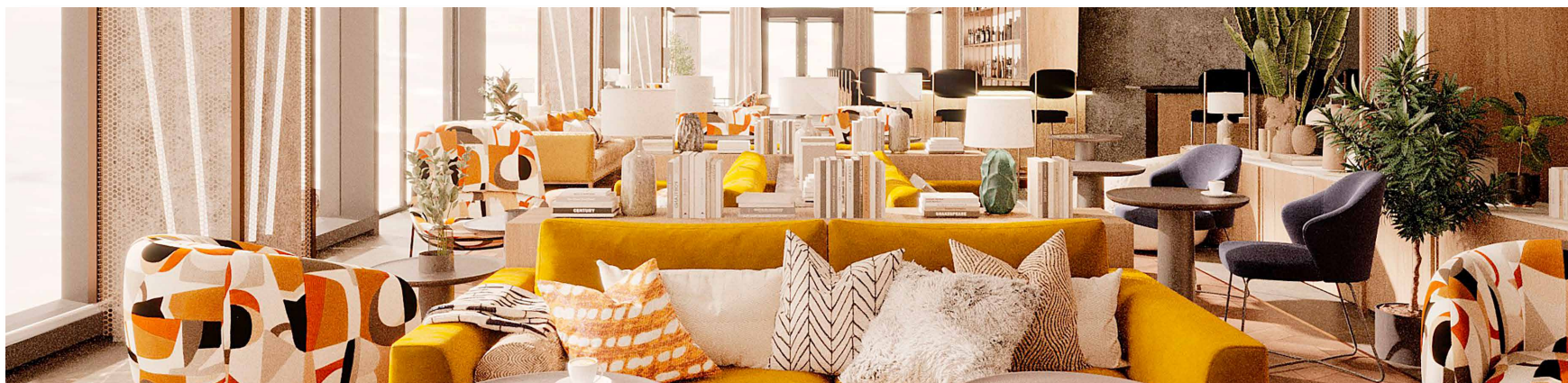
Premium placement of your exclusive offer, clickable through to full promotional details to advisors who access these advisor-only portals. The Feature Offers will be emailed at the beginning of the month to all advisors for added exposure.

■ 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 Extranets where each ad is categorized by travel type, supplier, lifestyle and travel dates. Exclusive Offers gain approximately 11,000 page views per month across all three extranets.

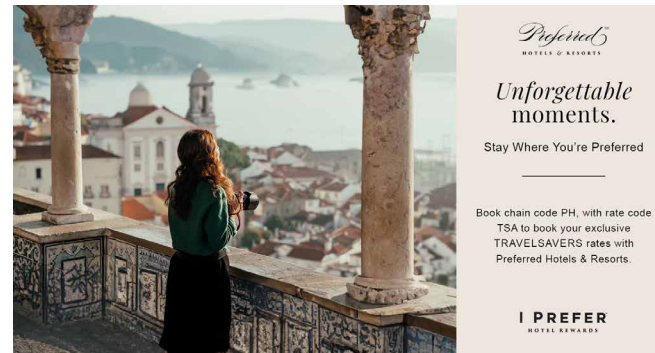


[Click here for Agent Extranet marketing specs](#)



► Social Media Package

TRAVELSAVERS' social media technology offers the opportunity to push your marketing message out to more than 1,700 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 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: 37.8%, Click to Open Rate: 6.6%, Average Pageviews: 1,600+

■ Sidebar Banner Ad (Limit 4 ads per page) - \$750 each

The Sidebar Banner Ads offers two ads in one. The Sidebar Banner Ad links from a specified page (see available pages below) to a separate ad in one of the following (based on your industry): Top placement on the Hotel News or Deals pages, Air News, or a separate URL/PDF 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 - \$600 each

Use this ad to announce openings, renovations, brand changes, and more.

■ Hotel Deals Ad - \$600 each

This ad is in our dedicated Hotel Deals section from the main menu. Use this ad to promote a specific deal, discount, amenity, promotion, etc.

Hotel Deals Ad



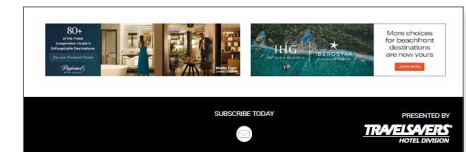
Chateau Elan
Winery &
Resort

Braselton, Georgia

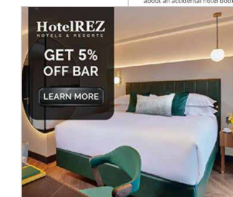
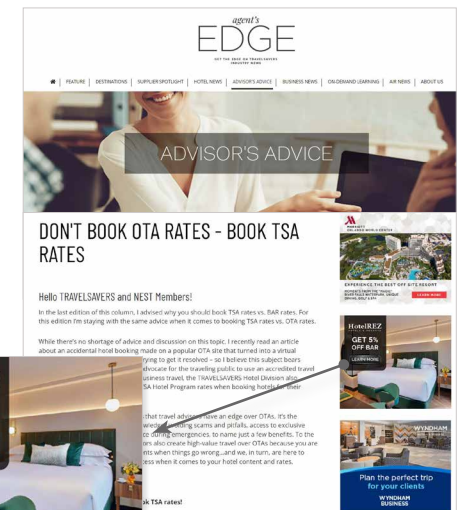
Chateau Elan has everything you need to indulge and unwind, including a \$25 daily food and beverage credit and a bottle of Chateau Elan wine to enjoy.

[Click here](#) to learn more.

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:



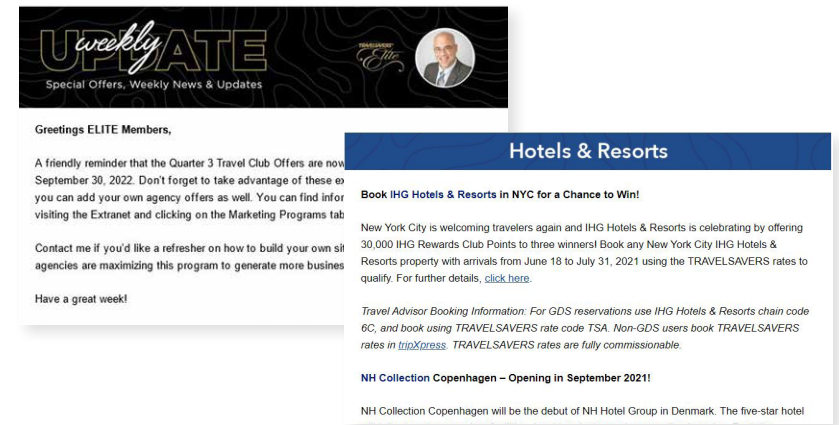
► Supplier Scoop by TRAVELSAVERS

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: 5,000+, Open Rate: 38.7%, Click to Open Rate: 6.4%

- **Video Ad Cost:** \$550

[Click here for Supplier 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: 3,100+ Agencies, Open Rate: 45.8%, Click to Open Rate: 6.4%

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

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

NEW FOR 2025!

► Extended Stay Marketing Package

This extended stay package is a distinctive marketing initiative catered to extended stay properties. This program is designed to educate our travel advisors about the advantages of booking their clients at these long-term accommodations.


Through this marketing campaign, extended stay properties can advertise throughout the year, where their unique offerings are highlighted through various marketing channels and cross-promotion initiatives.

Exposure and education through our communication vehicles to our agency members is as follows:

- Up to 4 ads in a quarterly email aimed at promoting extended stay properties. (\$2,600)
- Extended stay ad in 2 volumes of Agent's Edge. This ad lives on our Extended Stay page under the Business Travel section of Agent's Edge for a total of 4 months. (\$1,000)
 - **Value:** \$3,600
 - **Cost:** \$2,250


[Click here for Extended Stay Marketing Package specs](#)

Agent's Edge Extended Stay Email



Learn more about extended stay properties that are available to book in the TSA Hotel Program by using the TSA rate code in the GDS! Alternatively, you can book these extended stay properties through our [tripXpress](#) booking tool. Your clients can rest easy for work trips or long vacations at each of these properties. Book now and treat your travelers to a stay at these extended stay properties!


- From the TRAVELSAVERS Hotel Division



Homewood Suites by Hilton

Book a 2 week stay in April, August and October and get complimentary laundry access and buffet breakfast for those busy mornings.

[Learn More](#)




Candlewood Suites

To ensure you don't miss out on anything during your stay, we're offering a special deal: Nightly appetizers and beverages in the lobby.

[Book Now](#)

Agent's Edge Extended Stay Ad



Candlewood Suites Trois-Rivières Ouest Is Now Open!

CandleWood Trois-Rivières is located in the heart of the brand new District55. Help yourself to signature Smart Roast coffee and tea served 24 hours a day.

Stay connected with our free Wi-Fi and 24-hour Business Centre. Take a dip in our indoor heated pool or keep up with your exercise program at our always-open Fitness Centre.

[Click here](#) to learn more.

CAMPAIGN MARKETING

► 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](#)

2025 Marketing Store Media Kit

► 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](#)

BOOK YOUR MARKETING

If you would like to schedule marketing opportunities, please purchase them through the [online marketing store](#) or email us at advertise@travelsavers.com

PUBLICATION SPECS & DUE DATES

Links to specifications and due dates can be found on the corresponding page of the 2025 Marketing Store Media Kit.