

# TACTICAL HOTEL CAMPAIGN

## 2026 MARKETING SPECIFICATIONS

### DUE DATE

One month prior to run date

### OVERVIEW

The Tactical Hotel Campaigns provide a strategic way to spotlight your property through themed email marketing, targeted social media posts, and featured ads in Agent's Edge. With distinct themes released throughout the year, you can select the category—or categories—that best align with your hotel's strengths and position your property for maximum visibility.

### THEMES & CAMPAIGN DATES

- **Option 1** - April 1-30 | Smart Stays for Smart Travel
- **Option 2** - Aug 1-31 | Business with a Conscience
- **Option 3** - Dec 1-31 | The Business of Bleisure

Ad on Themed Agent's Edge Page



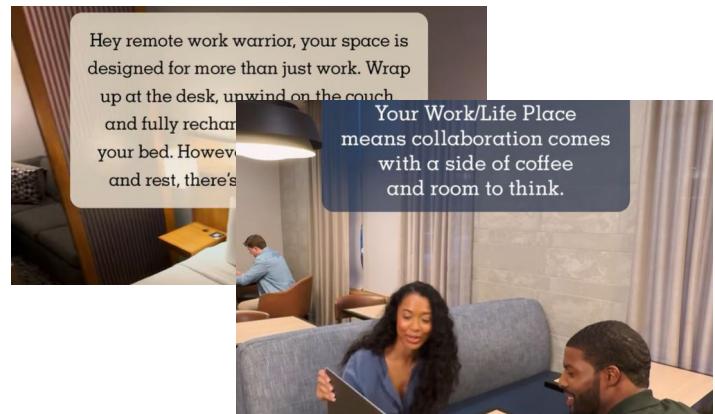
**HYATT®**

Hyatt's Wellbeing Collective  
Elevates the Standard of Wellness

Hyatt's Wellbeing Collective offers an array of adventures grounded in care. We encourage guests to connect with new cultures and communities, relish in the arts, open their bodies and minds to restorative experiences, and take unique adventures to explore and reconnect with nature around them.

[Click here](#) to learn more.

### Social Media Package



Ad in Themed Tactical Email



Home2 Suites by Hilton

Now more than ever, travelers are seeking out the perfect balance of comforting amenities and homelike convenience. Home2 Suites by Hilton is leading the charge with hospitality and sustainable elements that don't compromise on comfort.

[Learn More](#)

**TRAVELSAVERS®**  
HOTEL DIVISION

# AGENT'S EDGE AD ON THEMED PAGE

## 2026 MARKETING SPECIFICATIONS

### OVERVIEW

This ad is in our dedicated themed Tactical Hotel Campaign 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.

### SPECS

- Vector logo
- One photo: 900x675 px, <400k, JPG
- Copy: Title plus a maximum of 50 words. Your copy should pertain to the theme of the selected campaign:
  - Smart Stays for Smart Travel
  - Business with a Conscience
  - The Business of Bleisure
- Link: PDF or URL to link to from the ad. If providing a URL, please ensure it does not send the advisor to a booking page on your website. All links must direct advisors to additional information or to details about an offer, etc.



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# AD IN THEMED ADVISOR-FACING EMAIL

## 2026 MARKETING SPECIFICATIONS

### OVERVIEW

A themed email containing a logo, photo and copy pertaining to the theme of the selected campaign.

### EXAMPLES

- General awareness
- Loyalty program benefits
- Renovation announcements
- Deals & promotions

### SPECS

- Vector logo
- One photo: 900x675 px, <400k, JPG
- Copy: Title plus a maximum of 50 words. Your copy should pertain to the theme of the selected campaign:
  - Smart Stays for Smart Travel
  - Business with a Conscience
  - The Business of Bleisure
- Link: PDF or URL to link to from the ad. If providing a URL, please ensure it does not send the advisor to a booking page on your website. All links must direct advisors to additional information or to details about an offer, etc.



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[Learn More](#)

# SOCIAL MEDIA PACKAGE

## 2026 MARKETING SPECIFICATIONS

### DUE DATE

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### OVERVIEW

TRAVELSAVERS' social media technology offers the opportunity to push your marketing message out to more than 2,500 advisors in our closed Facebook groups.

**Please provide up to 4 posts and/or videos to be shared once per week for the duration of the social media campaign.**

### POST

- Image: 1200 px (w) x 633 px (h)
- Resolution: 72 dpi
- Text: Your copy or description should pertain to the theme of the selected campaign (50 words max)
- Send terms and conditions with the exclusive offer above. (200 words max)
- File Format: jpg



### VIDEOS

- Do not submit video links from YouTube, the only acceptable video link is from Vimeo

#### Submitting Video Files:

- Videos should be 5 min or less
- Acceptable video file extensions are: .wmv, .mov, .mp4, .avi

#### Video Content:

- New Hotel/Property
- Hotel relaunch/renovations
- Brand/Loyalty Program videos
- Any promotional video