HOLIDAY TRAVEL

CAMPAIGN MARKETING TOOLKIT



access

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This season, help your members make the holidays memorable without the overspending. Our all-in-one Holiday Marketing Toolkit comes packed with ready-to-use messaging and creative assets spotlighting top destinations, festive activities, hotels, flights, car rentals, and cruises – all at exclusive member pricing.

Whether they're traveling, gathering, or gifting, your members can do more this season for less.

Pro Tip:
Need tips on how to utilize the toolkit materials?
Check out this video tutorial:

How to Use Campaign Marketing Toolkits

Want more content like this? Visit your CMP

CAMPAIGN OVERVIEW

Campaign Dates: October 26 - January 3

Offer Details

We're offering ten weeks of holiday travel deals and giveaways! Each Friday (and some Mondays) during the campaign, we'll highlight both national and local discounts on hotels, theme parks, cruises, flights, and car rentals in top destinations.*

Email Marketing Support

We're featuring popular destinations, all-inclusive travel, holiday theme park events, cruise mega sales and more in weekly Friday emails (and some Monday emails) sent in October, November, and December.* If you are not currently allowing Access to send emails on your behalf, you can utilize the HTML versions.

HTML versions of holiday travel emails will be posted on your Client Marketing Portal (CMP) and sent out in your weekly *Today at Access* email. If you do not receive this email or need help getting onto the CMP, reach out to your Client Marketing Specialist (CMS) and they will assist you.

Campaign Terms & Conditions

These terms and conditions are not required, but if you need them to meet your own compliance or legal requirements, feel free to copy and paste them into your emails or other promotional channels.

Offer Terms & Conditions:

Savings vary by destination, category, and provider, and are subject to change or availability. Final pricing is determined at checkout, and additional charges may be required by the hotel at check-in. Please refer to the cancellation policy displayed at the time of booking and included in your confirmation email. Restrictions may apply. Void where prohibited.

**Travel category promotion in emails will vary based on member subscription.*

MARKETING COPY

MINI:
Travel happy! Holiday trips up to 50% off now through January 3.

SHORT:
Travel happy. Spend less. Holiday trips up to 50% off now through January 3.

MEDIUM:
Travel happy. Spend less. Holiday trips up to 50% off! Members get exclusive deals and special offers October 26 - January 3.

LONG:
Travel happy. Spend less. Holiday trips up to 50% off! Members get exclusive deals and special offers on hotels, cruises, experiences, car rentals, and flights October 26 - January 3.

GIVEAWAY DETAILS & ASSETS

We’re spreading extra cheer by giving away THREE $250 VISA GIFT CARDS!

Whether members are planning a winter getaway, a visit to family, or a festive adventure, a $250 boost can make their holiday travel even more magical.

Members must be signed up and can enter to win just by visiting their discount program homepage October 26 - January 3 and making sure they are signed in.

We’ll be promoting the giveaways to members through our Friday email sends and will also have a giveaway banner posted on the homepage of their discount program website reminding them about it.

We’ve provided social media and banner images you can use to promote the giveaway on your own. For banners, link the CTA button to the giveaway information sheet. And for the social media images, copy and paste the full terms and conditions into any marketing or posts so your audience understands how and when the giveaway works.



DOWNLOAD IMAGES

GIVEAWAY INFORMATION LINK: https://static.accessdevelopment.com/Toolkits/Holiday_Travel_Giveaway_Flier.pdf

Terms & Conditions:

To be eligible to win, you must be signed up for your discount program. Enter to win by visiting your discount program website October 26, 2026 through January 3, 2027 (starts and ends at midnight MST) and simply sign in. Maximum of one entry per day. The more days you visit your discount program website, the more chances you have to win. Winners will be notified via email and/or phone by Friday, January 8, 2027. The winners must respond back to claim their winnings no later than Friday, January 15, 2027. If there is no response, an alternate winner may be chosen. All giveaways will be fulfilled digitally via email by Access. Giveaway is sponsored by Access V.G. LLC. Giveaway eligibility includes all participating Access V.G. LLC client/discount programs. No purchase necessary to win. Void where prohibited. By participating in this giveaway, participants agree to release, indemnify, and hold harmless Access V.G. LLC and its affiliates, officers, directors, employees, and agents from any and all liability, claims, or actions of any kind arising out of or related to their participation in the giveaway or the receipt, use, or misuse of any prize awarded.

SOCIAL MEDIA CONTENT

These images can be used on Facebook, Instagram, and other social channels to help extend the reach and awareness of this year's holiday travel savings. Two different creative options have been provided. Both options can be used as is and have room to add your logo. We encourage you to pair these images with the suggested copy on page 6.

1080 × 1920	1200 × 630	1080 × 1080
1080 × 1350	1015 × 1350	1080 × 566

Download Images



Raw & Themed Images

We've provided a variety of seasonal travel images for you to use when creating your own holiday savings promotions.

DOWNLOAD HERE >



SOCIAL MEDIA CONTENT

Copy and paste the messaging below into your social media channels. Make sure to remove any reference to travel categories not available in your subscription.

WEEK 1 OCTOBER 26 - NOVEMBER 1

Holiday travel, meet holiday savings. 🎉 Save up to 50% on hotels, cruises, car rentals, flights, theme parks & more. Now through Jan. 3. Start planning today at [add your discount program travel homepage URL here].

GIVEAWAY COPY:

❄️ Winter giveaway! Win $250 to make your holiday travel even sweeter. Enter daily now through Jan. 3 at [add your discount program homepage URL here].

WEEK 2 NOVEMBER 2-8

🏨 Find your home away from home at a price you'll love. Save up to 50% on over 850K hotels around the globe. Book your holiday stay today at [add your discount program travel homepage URL here].

GIVEAWAY COPY:

Win $250! Enter our winter giveaway for a chance to score money for your holiday trip. Just sign in or sign up at [add your discount program homepage URL here] by Jan. 3. Enter daily to increase your odds!

WEEK 3 NOVEMBER 9-15

⚓ Set sail for less this holiday season. Save up to 40% on over 44 top cruise lines and 30K+ itineraries worldwide. Plan your next cruise at [add your discount program travel homepage URL here].

GIVEAWAY COPY:

Enter for your chance to win $250 in our winter giveaway now through Jan. 3 at [add your discount program homepage URL here]. One entry a day = more chances to win!

WEEK 4 NOVEMBER 16-22

However your family travels this holiday season, we'll help you save.🎄Up to 50% off hotels, theme parks & experiences, cruises, car rentals & flights. Book now at [add your discount program travel homepage URL here].

GIVEAWAY COPY:

Need a little extra cheer this season? You could win $250 to spend on your holiday travels! Sign in or sign up at [add your discount program homepage URL here] and enter once a day until Jan. 3.

WEEK 5 NOVEMBER 23-29

🎢Make some holiday magic for less. Save up to 50% on hundreds of unforgettable theme parks and experiences through Jan. 3. Get discounted tickets at [add your discount program travel homepage URL here].

GIVEAWAY COPY:

$250 could be yours! Enter our winter giveaway now through Jan. 3. Daily entries = better chances. 👉 [add your discount program homepage URL here].

WEEK 6 NOVEMBER 30 - DECEMBER 6

Some holidays call for a fireplace. Others call for an ocean view. Either way, we've got the savings! Up to 50% off travel through Jan. 3. Book now at [add your discount program travel homepage URL here].

GIVEAWAY COPY:

Your holiday travel could come with a $250 bonus! Enter our winter giveaway now through Jan. 3 at [add your discount program homepage URL here]. One entry per day = more chances to win!

WEEK 7 DECEMBER 7-13

🚗Wherever the road takes you this holiday season, save getting there. Up to 25% off car rentals now through Jan. 3. Can't get there by car? ✈️Save up to 10% on flights at [add your discount program travel homepage URL here].

GIVEAWAY COPY:

Ready for your chance to win $250 in our exclusive winter giveaway? Enter once a day now through Jan. 3 at [add your discount program homepage URL here].

WEEK 8 DECEMBER 14-20

Where are the holidays taking you this year? Whatever the destination, save up to 50% on the way there — hotels, experiences, car rentals, flights, and cruises. Start planning at [add your discount program travel homepage URL here].

GIVEAWAY COPY

We're giving away $250 for holiday travel! From cozy cabins to festive city stays, a little extra goes a long way. 🎁 Enter daily through Jan. 3 at [add your discount program homepage URL here].

WEEK 9 DECEMBER 21-27

Whether you're chasing snow or running from it, we've got a deal for that. Save up to 50% on travel this holiday season. ❄️☀️ Don't miss out at [add your discount program travel homepage URL here].

GIVEAWAY COPY:

🎉 $250 up for grabs! Enter our winter giveaway and treat yourself to a festive escape.
✓ Sign in or sign up
✓ Enter daily through Jan. 3
✓ [add your discount program homepage URL here]

WEEK 10 DECEMBER 28 - JANUARY 3

⏰ The clock's ticking on holiday savings! Up to 50% off travel through Jan. 3. Don't wait to book your next adventure at [add your discount program travel homepage URL here].

GIVEAWAY COPY:

$250 toward your holiday getaway? Yes, please. Last chance to enter our winter giveaway. Ends Jan. 3! Enter daily at [add your discount program homepage URL here].

WEB & EMAIL BANNERS

These banners can be used in your emails, bulletins, newsletters, and other communications. Make sure to place the banner as close to the top of your emails as possible. This will ensure your audience sees it as soon as they open the email. Two different creative options have been provided. Both options can be used as is and have room to add your logo.

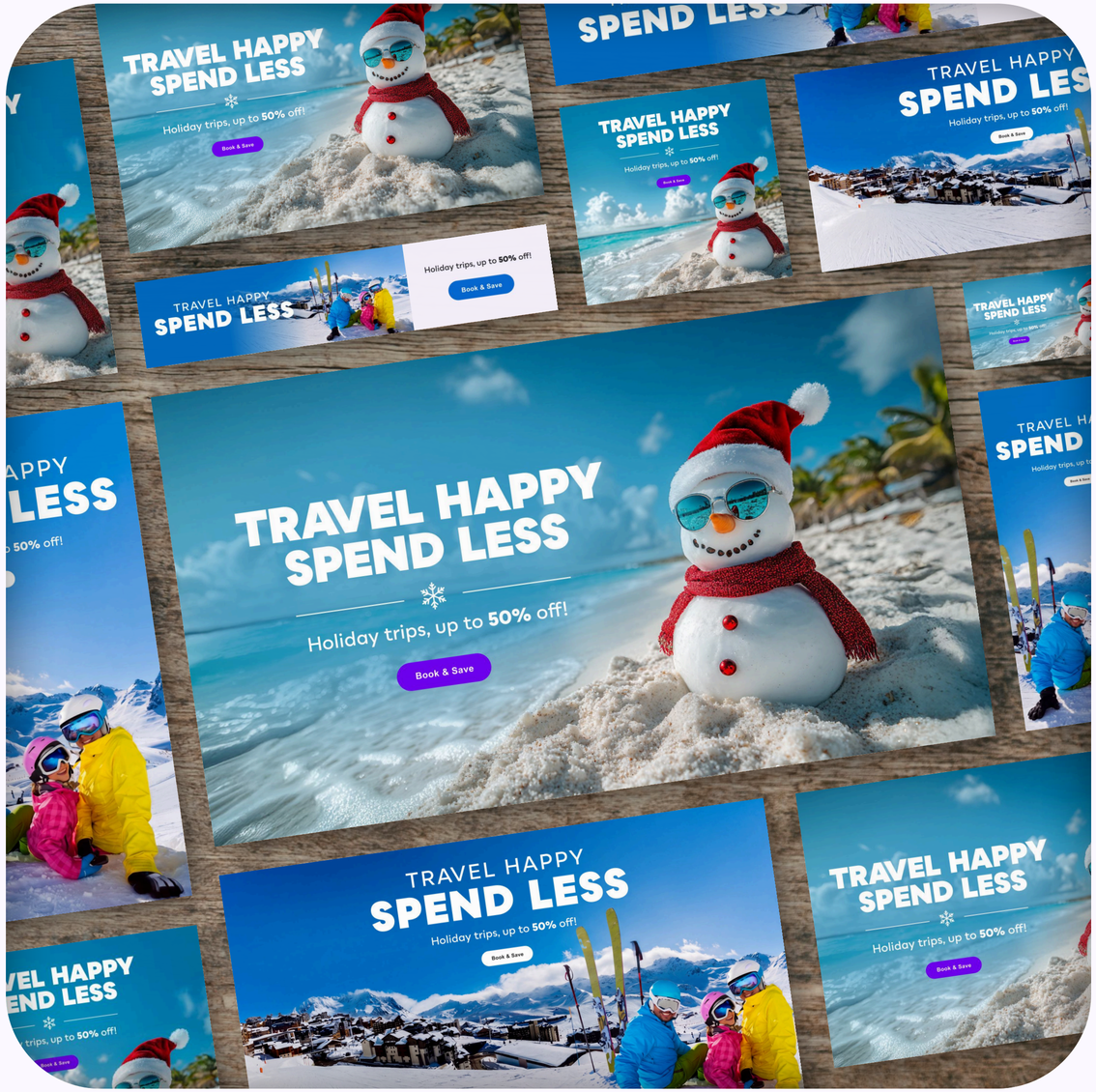
Email Banner Sizes:

600 × 288	300 × 288

Web Banner Sizes:

242 × 463	600 × 125	1020 × 380	1500 × 1000
300 × 250	600 × 220	1140 × 655	1600 × 350
300 × 300	600 × 400	1200 × 600	1600 × 800
396 × 175	700 × 400	1208 × 744	1880 × 360
458 × 720	716 × 130	1272 × 792	2400 × 1350
468 × 60	728 × 90	1500 × 500	

Download Images



DIGITAL/PRINT FLIERS

This flier can be printed, used digitally for a landing page, or added as an attachment to an email. Before using, don't forget to customize it with your program information, so your audience knows where to go to get their savings.

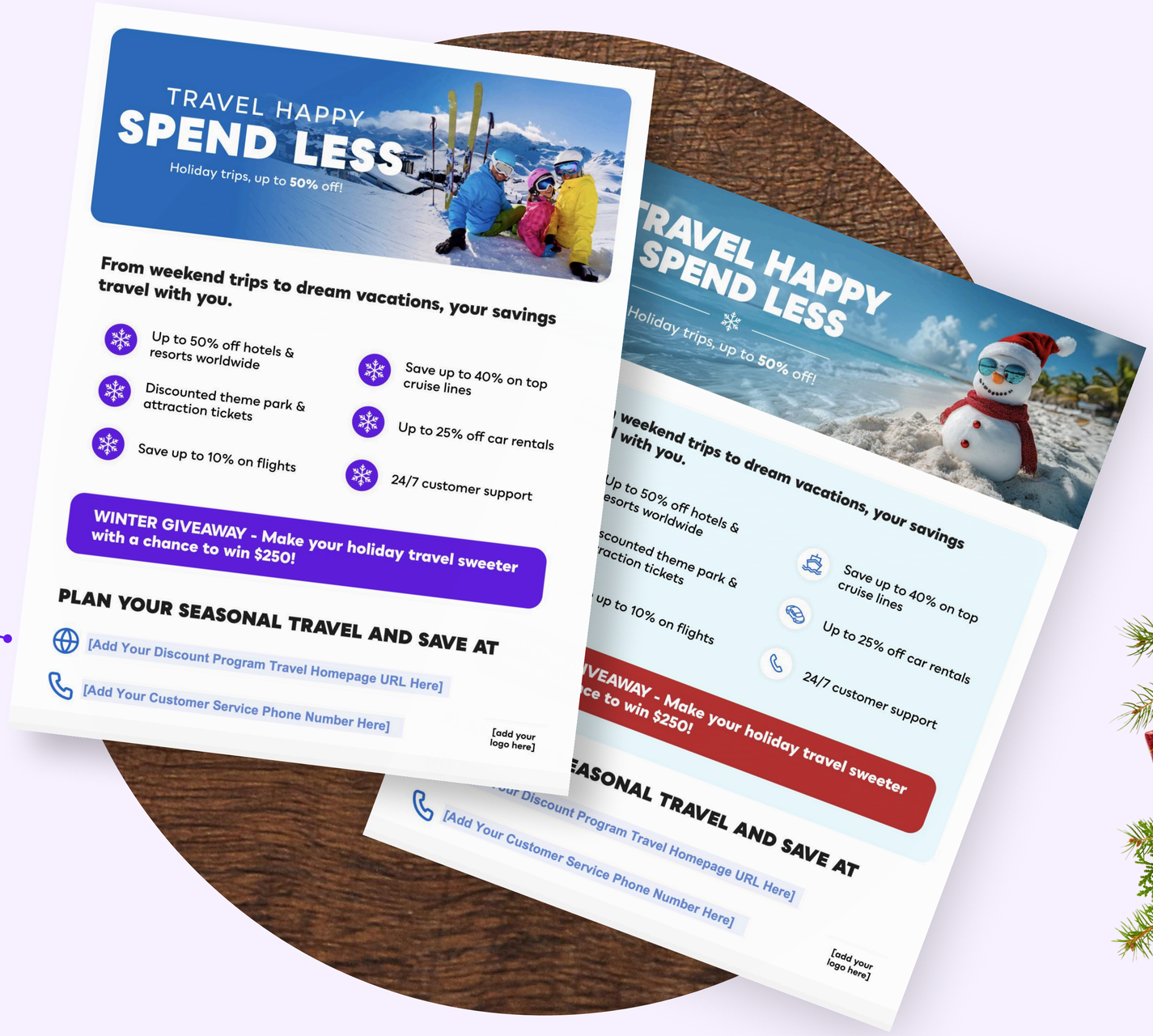
PLAN YOUR SEASONAL TRAVEL AND SAVE AT

[Add Your Discount Program Travel Homepage URL Here]

[Add Your Customer Service Phone Number Here]

[Add Your Logo Here]

Download Fliers

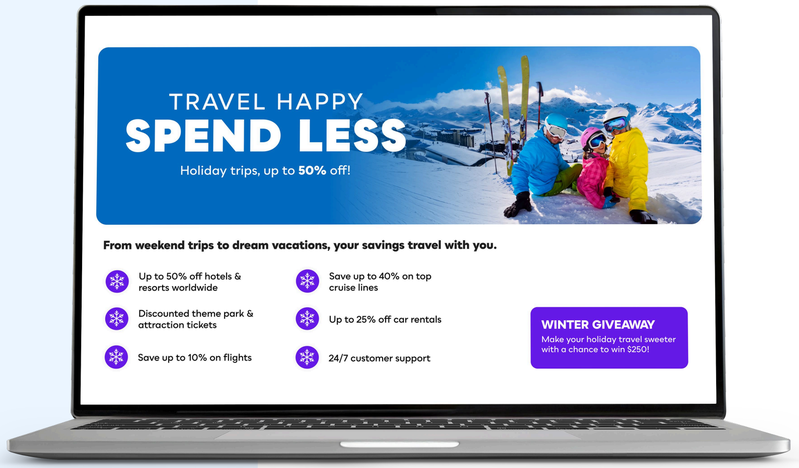


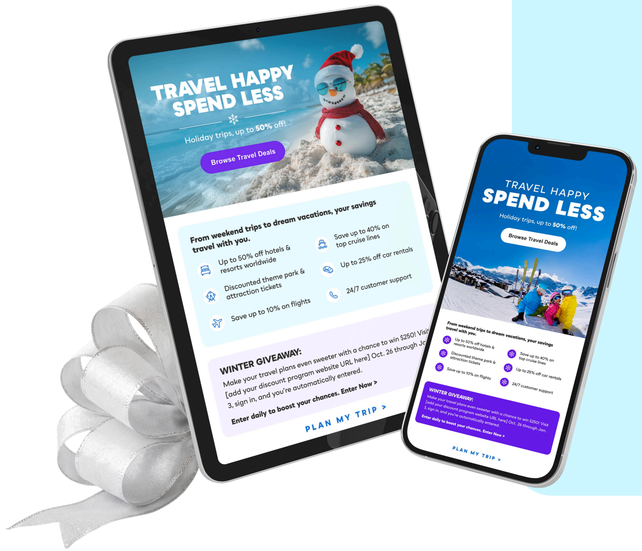
POWERPOINT SLIDES

The designed slides can be easily added to any PowerPoint presentation. You can utilize them to promote the program at company town halls, during open enrollment, customer sales demonstrations, new employee orientations, etc.

16:9 | 4:3

Download Slides





EMAIL HTML

Grab this HTML to email your audience through your own email platform. Each HTML file provides implementation instructions, an image of the email to show the design and what it should look like, all images used in the email, and the subject line and preheader.

Download HTML



CAMPAIGN CALENDAR

KEY

TAA - Today at Access

CMP - Client Marketing Portal

Add the web and email banners to your emails, bulletins, newsletters, and other relevant communications. Link to your discount program travel homepage.

- *For banners promoting the giveaway, link to the giveaway information sheet on page 4.*

Post social media image and copy to applicable channels. Link to your discount program travel homepage.

- *For promoting the giveaway, copy and paste the full terms and conditions on page 4.*

Email digital flier, post on Slack, mail out to members, print and hang up in high-traffic areas around the office, share at events and in member communications, and include in print materials and websites.

For those currently using Access Email Services, we send this email for you. No action needed.

For those who don't use Access Email Services, send the HTML we provide on its assigned day.

OCTOBER

26 | MON — Holiday Travel Savings Event & Giveaway Begin!

- Email and/or print digital flier from page 10
- Add web and email banners from page 9
- Post social media image and week 1 copy from pages 5-6

28 | WED

- Add giveaway web and email banners from page 4
- Post giveaway social media image and week 1 copy from pages 4 & 6

30 | FRI

- Holiday travel email sends
- Send corresponding HTML email

NOVEMBER

2 | MON

- Add web and email banners from page 9
- Post social media image and week 2 copy from pages 5-6

4 | WED

- Add giveaway web and email banners from page 4
- Post giveaway social media image and week 2 copy from pages 4 & 6

6 | FRI

- Holiday travel email sends
- Send corresponding HTML email

9 | MON
- Add web and email banners from page 9
- Post social media image and week 3 copy from pages 5-6

11 | WED
- Add giveaway web and email banners from page 4
- Post giveaway social media image and week 3 copy from pages 4 & 6

13 | FRI
- Holiday Travel email sends
- Send corresponding HTML email

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16 | MON
- Email and/or print digital flier from page 10
- Add web and email banners from page 9
- Post social media image and week 4 copy from pages 5-7

18 | WED
- Add giveaway web and email banners from page 4
- Post giveaway social media image and week 4 copy from pages 4 & 7

20 | FRI
- Holiday travel email sends
- Send corresponding HTML email

23 | MON
- Add web and email banners from page 9
- Post social media image and week 5 copy from pages 5-7

25 | WED
- Add giveaway web and email banners from page 4
- Post giveaway social media image and week 5 copy from pages 4 & 7

27 | FRI
- Holiday travel email sends
- Send corresponding HTML email

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30 | MON
- Email and/or print digital flier from page 10
- Add web and email banners from page 9
- Post social media image and week 6 copy from pages 5-7

DECEMBER

2 | WED
- Add giveaway web and email banners from page 4
- Post giveaway social media image and week 6 copy from pages 4 & 7

4 | FRI
- Holiday travel email sends
- Send corresponding HTML email

7 | MON
- Email and/or print digital flier from page 10
- Add web and email banners from page 9
- Post social media image and week 7 copy from pages 5-7

9 | WED
- Add giveaway web and email banners from page 4
- Post giveaway social media image and week 7 copy from pages 4 & 7

11 | FRI
- Holiday travel email sends
- Send corresponding HTML email

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14 | MON
- Add web and email banners from page 9
- Post social media image and week 8 copy from pages 5-8

16 | WED
- Add giveaway web and email banners from page 4
- Post giveaway social media image and week 8 copy from pages 4 & 8

18 | FRI
- Holiday travel email sends
- Send corresponding HTML email

21 | MON
- Add web and email banners from page 9
- Post social media image and week 9 copy from pages 5-8

23 | WED
- Add giveaway web and email banners from page 4
- Post giveaway social media image and week 9 copy from pages 4 & 8

25 | FRI
Merry Christmas - No Email

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28 | MON
- Add web and email banners from page 9
- Post social media image and week 10 copy from pages 5-8

30 | WED
- Add giveaway web and email banners from page 4
- Post giveaway social media image and week 10 copy from pages 4 & 8

JANUARY

1 | FRI
- Holiday travel email sends
- Send corresponding HTML email

3 | SUN
Last Day of Campaign & Giveaway



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Contact your Client Marketing Specialist (CMS) if you have any questions about this toolkit and how to get the most out of the assets.

If you don’t know who your CMS is, call our customer service number and they can find out for you at 1-877-408-2603.