

YOUR
**Cruise
Savings**

MARKETING TOOLKIT



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OVERVIEW

Your members love cruising for vacations, family trips, and unforgettable adventures—and they love saving even more. With exclusive deals and promotions, they can enjoy their next voyage without stretching the budget.

Share your members-only cruise savings today and help them make every journey memorable and affordable!



Pro Tip:

Need tips on how to utilize the toolkit materials? Check out this video tutorial:
[How to Use Marketing Toolkits](#)



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MARKETING COPY

Any marketing copy in this document and in the attached assets can be utilized for multiple types of promotional content including emails, ads, videos, blurbs, blog articles, advertorials, social media posts, etc.

Mini

Unforgettable cruises. Incredible prices. Save up to 40% on 30K+ itineraries worldwide!

Short

Ready to set sail? Save up to 40% on unforgettable cruises with exclusive perks like \$2,500 Savings Credits, white glove concierge service, and zero restrictions.

Medium

Amazing Cruises. Even Better Deals. Save up to 40% on over 44 top cruise lines—plus \$2,500 annual Savings Credits. 30K+ itineraries, no blackout dates, best value guarantee, and white glove service included.

Long

Planning your dream cruise just got easier—and cheaper. Choose from 30K+ itineraries worldwide and get exclusive savings of up to 40% on over 44 top cruise lines. Plus enjoy no blackout dates, no restrictions, and \$2,500 annual Savings Credits to buy down fares.

Whether you're dreaming of the Caribbean, Mediterranean, Alaska, or beyond—we'll help you get there for less with the cruise line that's perfect for you. From family-friendly fun to luxury escapes, we've got every style of cruising covered.

Your next adventure starts here. 🚢 [add your discount program travel homepage URL here]



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SOCIAL MEDIA IMAGES

These images can be used on Facebook, Instagram, and other social channels. Images can be used as is or have room to add your logo.

1080x1920

1080x1350

1200x630

1015x1350

1080x1080

1080x566

[Download Images](#)



Raw Image

The raw, unedited, text-free image used in this toolkit has been provided for you to use at your discretion when creating your own cruise promotions.

[Download Raw Image](#)



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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. Banners can be used as is or have room to add your logo.

242x463	600x400	1272x792
300x250	700x400	1500x500
300x300	716x130	1500x1000
396x175	728x90	1600x350
458x720	1020x380	1600x800
468x60	1140x655	1880x360
600x125	1200x600	2400x1350
600x220	1208x744	

[Download Banners](#)

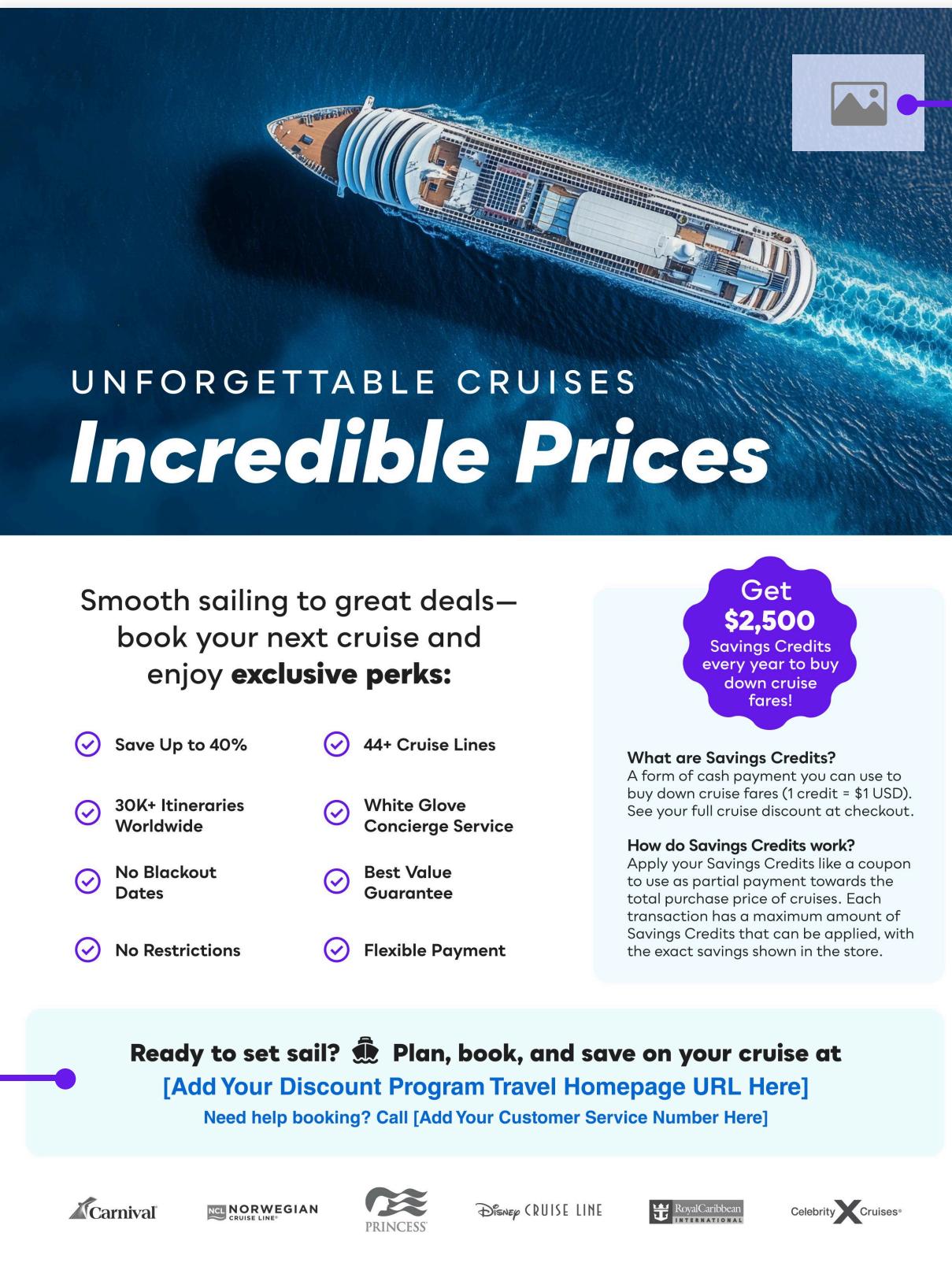


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DIGITAL & PRINT FLIER

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.

[Download Flier](#)



The template features a large cruise ship sailing on blue water at the top. Below it, the text "UNFORGETTABLE CRUISES" and "Incredible Prices" is displayed in a bold, white, sans-serif font. A "Get \$2,500 Savings Credits every year to buy down cruise fares!" button is located on the right. A "Don't forget to add your program info!" callout is on the bottom left. A placeholder for a logo is in the top right. The main content area lists various perks with checkboxes.

Smooth sailing to great deals—book your next cruise and enjoy **exclusive perks**:

- Save Up to 40%
- 44+ Cruise Lines
- 30K+ Itineraries Worldwide
- White Glove Concierge Service
- No Blackout Dates
- Best Value Guarantee
- No Restrictions
- Flexible Payment

Get \$2,500
Savings Credits
every year to buy
down cruise
fares!

What are Savings Credits?
A form of cash payment you can use to
buy down cruise fares (1 credit = \$1 USD).
See your full cruise discount at checkout.

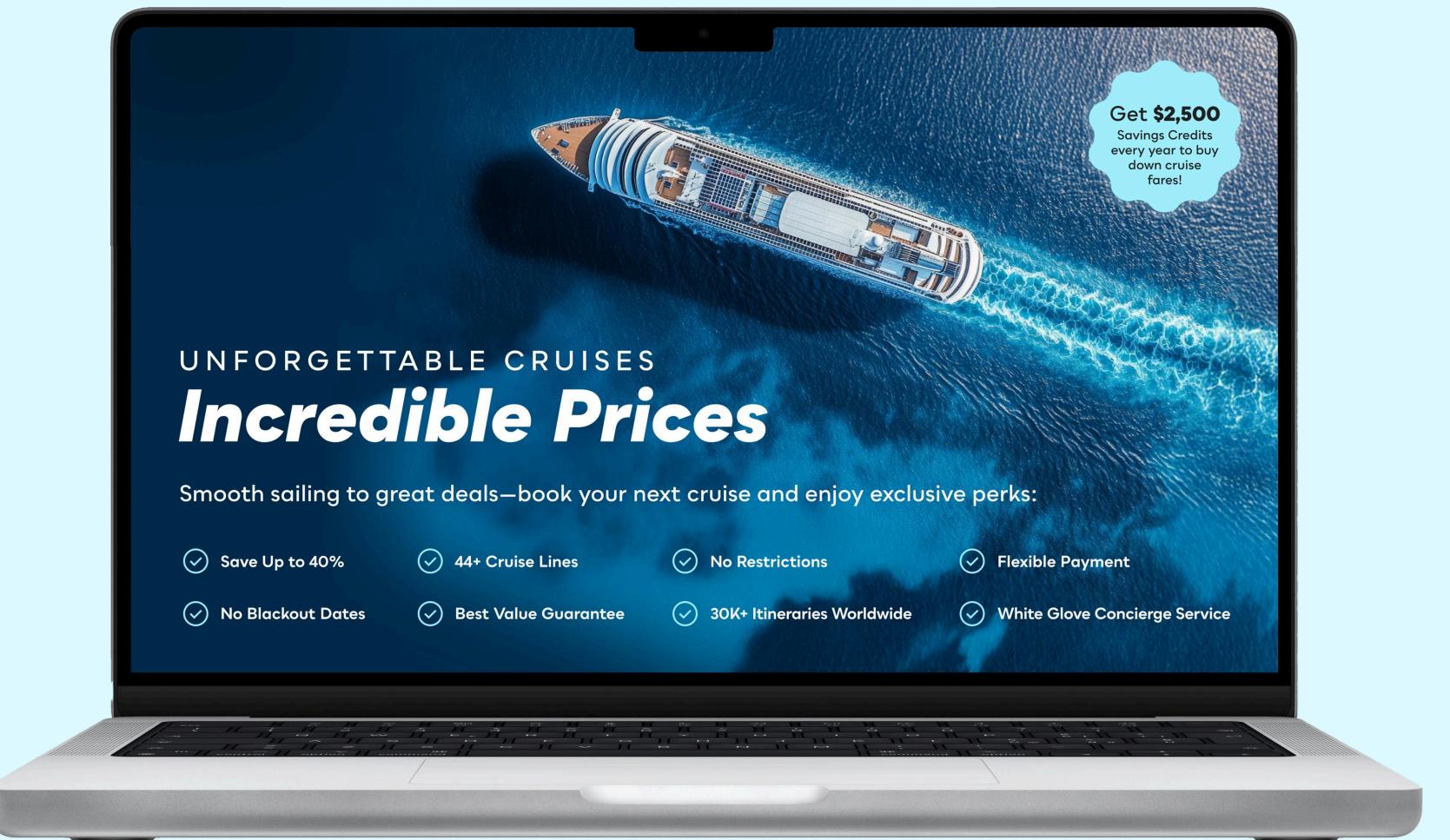
How do Savings Credits work?
Apply your Savings Credits like a coupon
to use as partial payment towards the
total purchase price of cruises. Each
transaction has a maximum amount of
Savings Credits that can be applied, with
the exact savings shown in the store.

Ready to set sail?  [Plan, book, and save on your cruise at \[Add Your Discount Program Travel Homepage URL Here\]](#)
[Need help booking? Call \[Add Your Customer Service Number Here\]](#)



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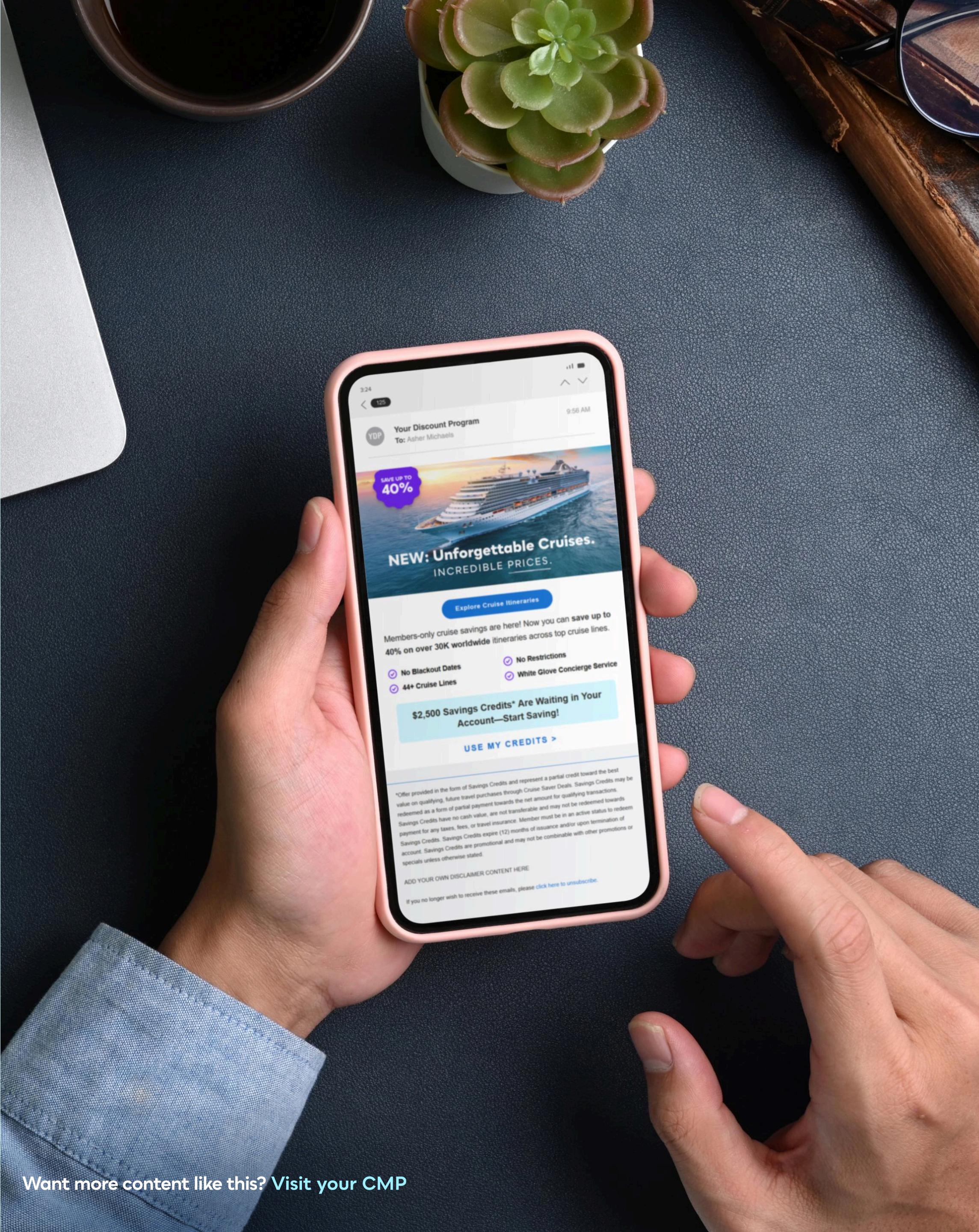
POWERPOINT SLIDE

You can utilize this slide to promote the program at company town halls, during open enrollment, customer sales demonstrations, and new employee orientations.

Widescreen 16:9

Standard 4:3

[Download Slide](#)



EMAIL HTML

For clients not using Access Email Marketing Services, or even those that do and want to send an extra message, you can grab the HTML to email your audience on your own. 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](#)



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**.



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