



YOUR  
**Summer  
Travel**

MARKETING TOOLKIT

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This summer, your members can save on every trip. Hotels? Discounted. Flights? Cheaper. Theme parks, car rentals, cruises? All included. Whether they're planning a weekend escape or a cross-country adventure, these savings help them travel more and stress less about the cost.



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



# OVERVIEW

Campaign Dates: [May 25 - August 2](#)



## Email Marketing Support

Keep your members engaged all summer with our weekly Friday emails. From May through July, we'll showcase trending destinations and themed getaways, plus savings on everything from hotels and cruises to theme parks and flights. If you are not currently allowing Access to send emails on your behalf, you can utilize the HTML versions.

HTML versions of summer 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.



Want more content like this? [Visit your CMP](#)

# EVENT MARKETING COPY

- **Mini Event Overview Copy**  
More Summer, More Savings—Save On Every Trip!
- **Short Event Overview Copy**  
More Summer, More Savings—Save On Every Trip May 25 to August 2.
- **Medium Event Overview Copy**  
More Summer, More Savings—Save On Every Trip! Members get exclusive discounts and special offers May 25 to August 2.
- **Long Event Overview Copy**  
More Summer, More Savings—Save On Every Trip! Members get exclusive discounts and special offers on hotels, cruises, theme parks, car rentals, flights, and more May 25 to August 2.



# GIVEAWAY DETAILS & ASSETS

We're giving away a \$500 Visa gift card! Your members can use it for travel or anything they'd like.

Members must be signed up and can enter to win just by visiting their discount travel website May 25 - August 2 and making sure they are signed in. We will be promoting this giveaway to members through our Friday email sends while the campaign is running and will also have a giveaway banner posted on the travel page of their discount program website reminding them to enter to win.



GIVEAWAY INFORMATION LINK:

[https://static.accessdevelopment.com/Toolkits/Summer\\_Giveaway\\_Flier.pdf](https://static.accessdevelopment.com/Toolkits/Summer_Giveaway_Flier.pdf)

Download Images



**TERMS AND CONDITIONS:** To be eligible to win, you must be signed up for your discount program. Enter to win by visiting your discount travel website May 25 - August 2, 2026 (starts and ends at midnight MST) and simply sign in. Maximum of one entry per day. The more days you visit your discount travel website, the more chances you have to win. Winner will be notified via email and/or phone by Friday, August 7, 2026. The winner must respond back to claim their winnings no later than Friday, August 14, 2026. If there is no response, an alternate winner will be chosen. Once the winner has claimed/accepted, the \$500 Visa gift card will be emailed to them within five business days. Giveaway is fulfilled and 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 summer 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 5.

1080x1920

1200x630

1080x1080

1080x1350

1015x1350

1080x566

Download Images



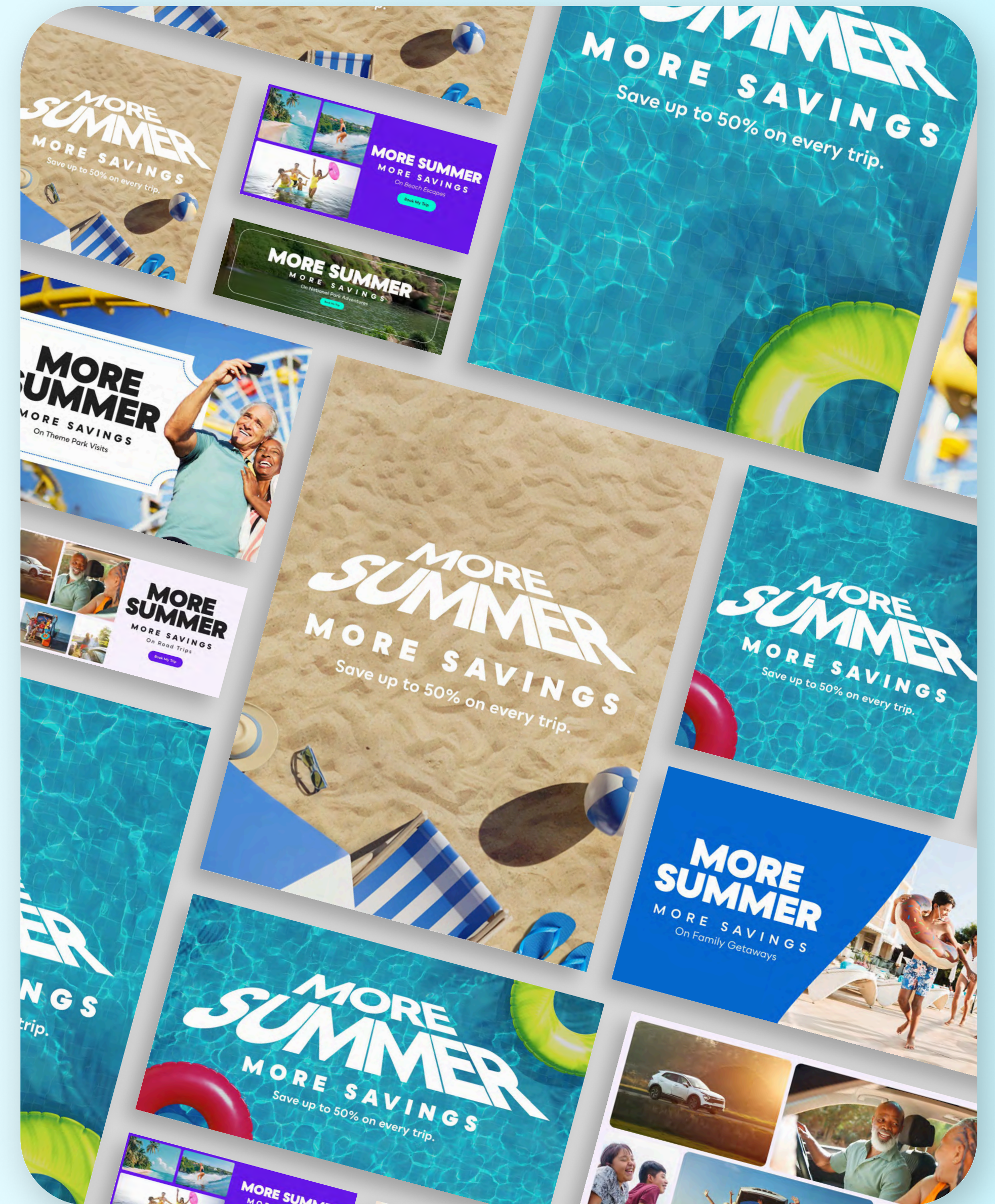
Note: The raw, unedited, text-free images used in this toolkit have been provided for you to use at your discretion when creating your own summer travel promotions.

[DOWNLOAD HERE >](#)

## Themed Summer Travel Images

We've provided various creative options for different summer travel experiences your members may be interested in including beach vacays, family fun, road trips, theme park visits, and more.

Download Themed Images



# SOCIAL MEDIA CONTENT

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

## WEEK 1 May 25 - 31

☀️ More Summer, More Savings starts NOW! Save up to 50% on hotels, flights, cruises, theme parks & more from May 25 - August 2. Whether you're dreaming of Orlando magic, Miami beaches, or NYC adventures—your summer escape is waiting. Visit [add your discount travel site URL here] to get started.

## WEEK 2 June 1-7

850K hotels worldwide. 44+ cruise lines. Hundreds of theme parks and attractions. Your summer, your way—up to 50% off. Where are you headed?

🏖️ Beach vibes 🏙️ City exploring 🎢 Theme park thrills 🌲 National Park adventures

Visit [add your discount travel site URL here] to start planning your best summer yet!

## WEEK 3 June 8-14

Planning summer travel shouldn't stress you out. With [your program name here], you can book with confidence and travel with ease.

- ✓ Up to 50% off hotels, flights, theme parks, and more
- ✓ Flexible cancellation options
- ✓ 24/7 customer service
- ✓ Easy payment plans

Go to [add your discount travel site URL here] to book and save!

## Giveaway Blurb:

GIVEAWAY ALERT! We're giving away a \$500 Visa gift card! Enter by simply signing up or signing in to [add your discount travel site URL here]. The more days you visit, the more entries you earn. Enter now – giveaway ends August 2!

## Giveaway Blurb:

One lucky member will win a \$500 Visa gift card – perfect for flights, hotels, theme parks and more! Sign up or sign in to [add your discount travel site URL here] now through August 2 to be entered. Earn up to one entry per day. The more days you visit, the more entries you earn.

## Giveaway Blurb:

Don't forget! You could win \$500! Entering is easy – just sign up or sign in to [add your discount travel site URL here]. Hurry! Giveaway ends August 2. Enter now!



# SOCIAL MEDIA CONTENT

## WEEK 4

June 15-21

Calling all nature lovers! Save up to 50% on epic summer trips to National Parks like Yellowstone, Grand Canyon, Yosemite, Zion and more. Go to [add your discount travel site URL here] to search, book, and save.

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## WEEK 5


June 22-28

Big city energy. Small prices. Save up to 50% on summer getaways to: NYC, Chicago, Los Angeles, San Diego, and more! Hotels. Flights. Car rentals. Theme parks. All discounted. Where to first? [add your discount travel site URL here]

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## WEEK 6

June 29 - July 5

 Set sail this summer for less. 44+ cruise lines. 30K itineraries worldwide. Up to 40% savings. Caribbean? Alaska? Mediterranean? Plan your perfect cruise escape at [add your discount travel site URL here].

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## WEEK 7

July 6-12

Family vacations shouldn't cost a fortune. Save up to 50% on everything you need: theme parks, hotels, cruises, rental cars, and flights. Make memories that'll last a lifetime and save at [add your discount travel site URL here].

## Giveaway Blurb:

\$500 could be yours! Enter for your chance to win by signing up or signing in to [add your discount travel site URL here]. The more days you visit, the more entries you earn.


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## Giveaway Blurb:

Don't miss out on your chance to win a \$500 Visa gift card! It only takes seconds to enter – just sign up or sign in to [add your discount travel site URL here] Deadline: August 2 🕒 Enter now before it's too late!

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## Giveaway Blurb:

 Final month to enter! One lucky winner will score a \$500 Visa gift card. Sign up or sign in to [add your discount travel site URL here] on or before August 2 and you'll be entered automatically. Don't wait – enter now!

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## Giveaway Blurb:

\$500 could be yours! Enter for your chance to win by signing up or signing in to [add your discount travel site URL here]. The more days you visit, the more entries you earn.



# SOCIAL MEDIA CONTENT

## WEEK 8

July 13-19


From Miami beaches to Chicago streets. From cruise decks to theme park rides. From mountain hikes to city lights. Save up to 50% on every kind of summer escape.

Where are you headed? [add your discount travel site URL here]

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## WEEK 9

July 20-26

 Summer savings end August 2. Don't wait—save up to 50% on:


- 850K hotels worldwide
- Theme park tickets
- Cruises & car rentals
- Flights to top destinations

Book now, thank yourself later → [add your discount travel site URL here]

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

## WEEK 10

July 27 - August 2

LAST CALL  Summer savings end THIS SUNDAY (Aug 2). Up to 50% off hotels, flights, cruises, theme parks & car rentals. Orlando. Miami. National Parks. NYC. LA. And more.


Book before it's too late → [add your discount travel site URL here]

## Giveaway Blurb:

 \$500 Visa Gift Card. One Winner. Could Be You. Enter in seconds: Just sign in to [add your discount travel site URL here] between now and August 2. Every day you visit = another entry. More visits = more chances to win. Ready? Go enter now. Good luck! 


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## Giveaway Blurb:

 Final month to enter! One lucky winner will score a \$500 Visa gift card. Sign up or sign in to [add your discount travel site URL here] on or before August 2 and you'll be entered automatically. Don't wait – enter now!

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## Giveaway Blurb:

 FINAL CALL: Giveaway Ends THIS WEEK! This is your LAST chance to win a \$500 Visa gift card! Sign up or sign in to [add your discount travel site URL here] by August 2. Winner will be announced soon.



# 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.

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

[Download Banners](#)



# 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.

**Start saving on summer travel + enter to win at**  
[add your discount program homepage URL here]

**Need help booking? Call** [add your logo here]  
[add your customer service number here]

Download Flier

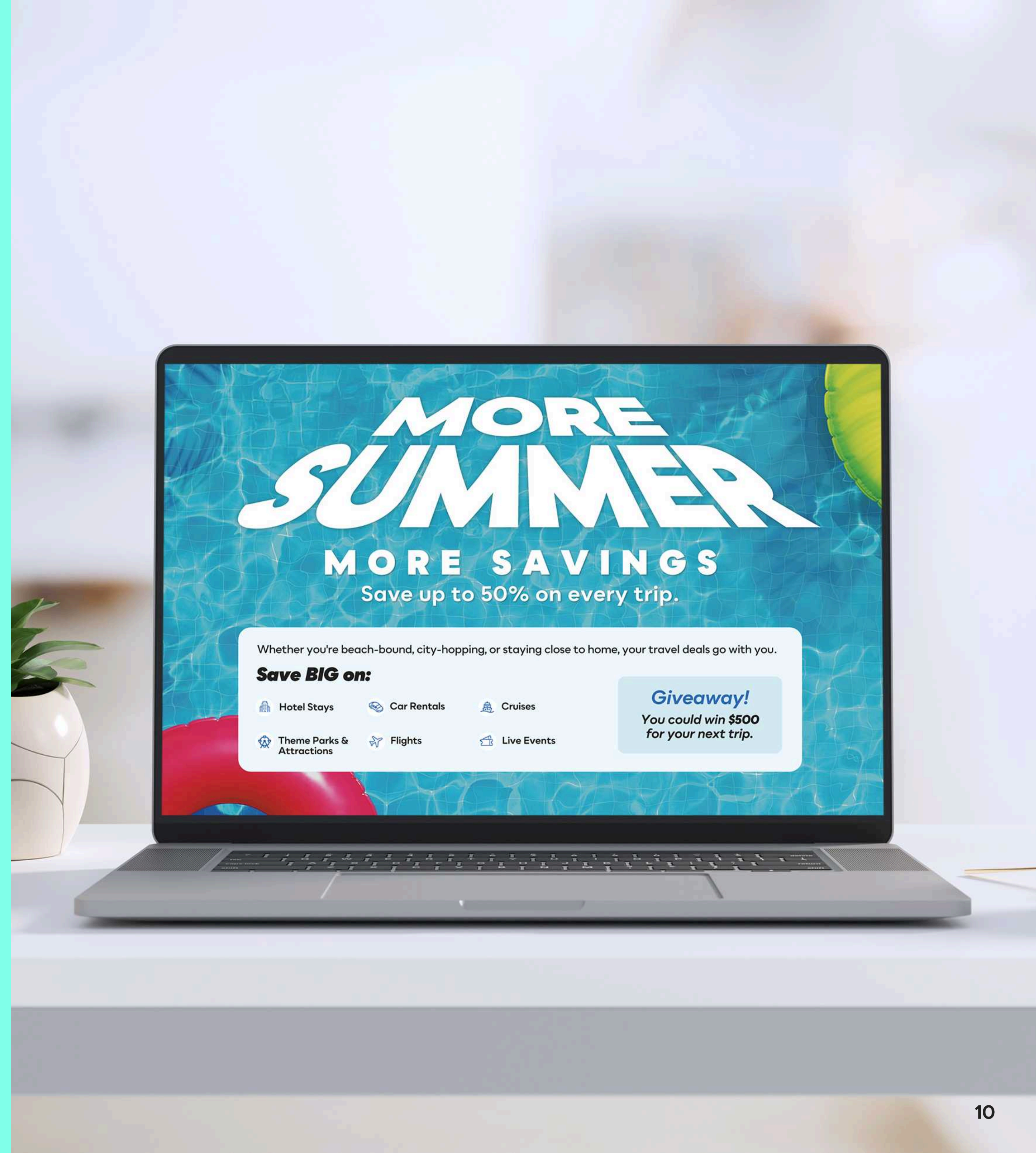


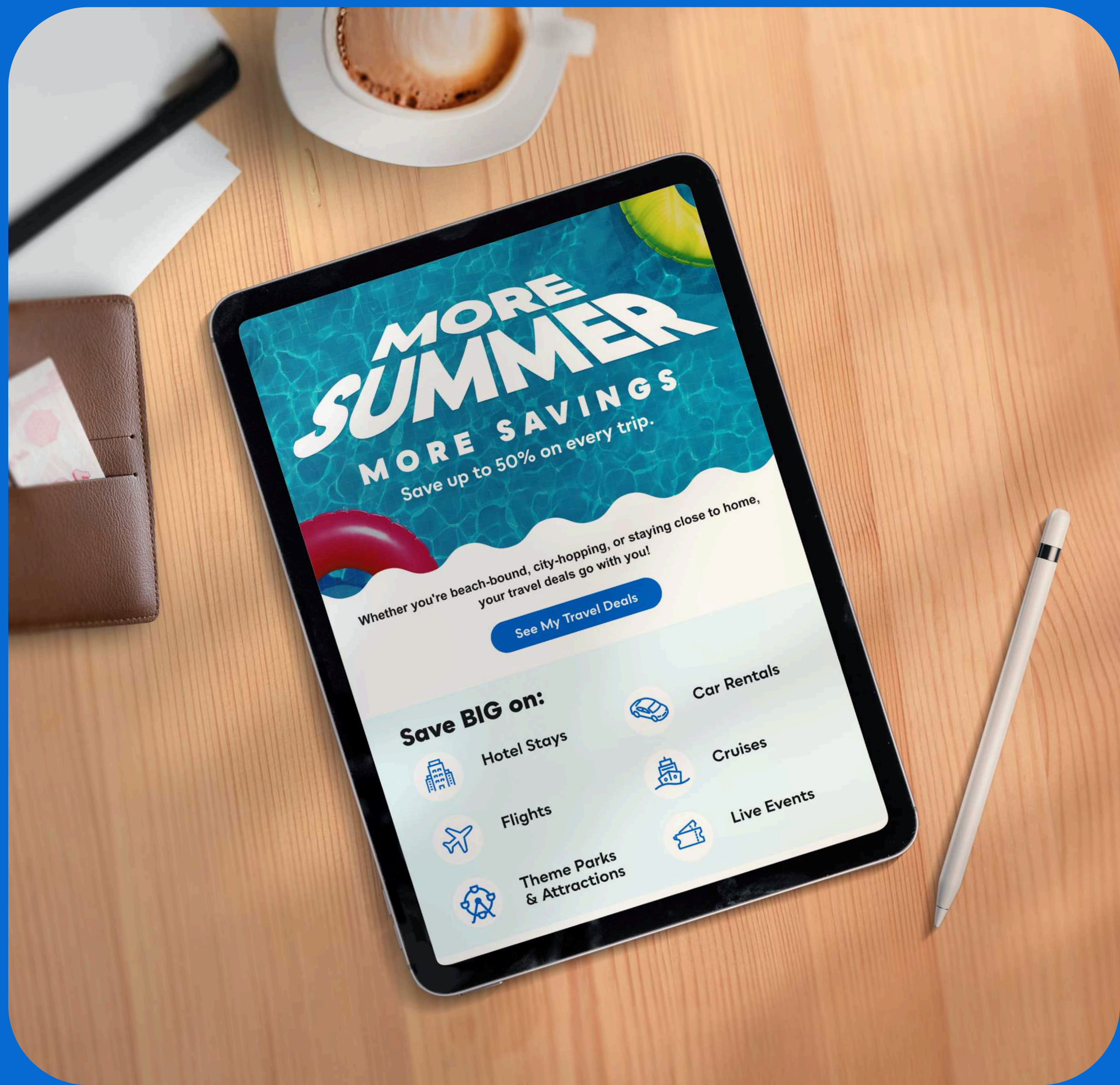
# POWERPOINT SLIDE

This designed slide can be easily added to any PowerPoint presentation. You can utilize this slide to promote the program at company town halls, during open enrollment, customer sales demonstrations, and new employee orientations.

16:9 | 4:3

Download Slide





## 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 travel discount program homepage.

- For banners promoting the giveaway, link to the giveaway information sheet on page 3.

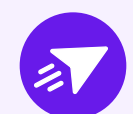


Post social media image and copy to applicable channels. Link to your travel discount program homepage.

- For promoting the giveaway specifically, copy and paste the full terms and conditions on page 3.



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, you'll want to send the HTML we provide on its assigned day.

## May

### WEEK 1

25 | MON

### SUMMER TRAVEL SAVINGS EVENT AND GIVEAWAY BEGINS!

- Email and/or print digital flier from page 9
- Add web and email banners from page 8
- Post social media image and week 1 copy from pages 4-5

27 | WED

- Add giveaway web and email banners from page 3
- Post giveaway social media image and week 1 giveaway blurb from pages 3 & 5

29 | FRI

- Summer travel email sends
- Send corresponding HTML email

## June

### WEEK 2

1 | MON

- Add web and email banners from page 8
- Post social media image and week 2 copy from pages 4-5

3 | WED

- Add giveaway web and email banners from page 3
- Post giveaway social media image and week 2 giveaway blurb from pages 3 & 5

5 | FRI

- Summer travel email sends
- Send corresponding HTML email



### WEEK 3







- 8 | MON
  - 🖼️ Add web and email banners from page 8
  - 🔗 Post social media image and week 3 copy from pages 4-5
- 10 | WED
  - 🖼️ Add giveaway web and email banners from page 3
  - 🔗 Post giveaway social media image and week 3 giveaway blurb from pages 3 & 5
- 12 | FRI
  - ✉️ Summer travel email sends
  - 🔗 Send corresponding HTML email

### WEEK 4







- 15 | MON
  - 📄 Email and/or print digital flier from page 9
  - 🖼️ Add web and email banners from page 8
  - 🔗 Post social media image and week 4 copy from pages 4-6
- 17 | WED
  - 🖼️ Add giveaway web and email banners from page 3
  - 🔗 Post giveaway social media image and week 4 giveaway blurb from pages 3 & 6
- 19 | FRI
  - ✉️ Summer travel email sends
  - 🔗 Send corresponding HTML email



## WEEK 5







- 22 | MON
-  Add web and email banners from page 8
  -  Post social media image and week 5 copy from pages 4-6
- 24 | WED
-  Add giveaway web and email banners from page 3
  -  Post giveaway social media image and week 5 giveaway blurb from pages 3 & 6
- 26 | FRI
-  Summer travel email sends
  -  Send corresponding HTML email

## WEEK 6

- 29 | MON
-  Add web and email banners from page 8
  -  Post social media image and week 6 copy from pages 4-6
- July** 1 | WED
-  Add giveaway web and email banners from page 3
  -  Post giveaway social media image and week 6 giveaway blurb from pages 3 & 6
- 3 | FRI
-  Summer travel email sends
  -  Send corresponding HTML email



## WEEK 7

- 6 | MON
-  Add web and email banners from page 8
  -  Post social media image and week 7 copy from pages 4-6
- 8 | WED
-  Add giveaway web and email banners from page 3
  -  Post giveaway social media image and week 7 giveaway blurb from pages 3 & 6
- 10 | FRI
-  Summer travel email sends
  -  Send corresponding HTML email



## WEEK 8

- 13 | MON
  - 📄 Email and/or print digital flier from page 9
  - 🖼️ Add web and email banners from page 8
  - 🔗 Post social media image and week 8 copy from pages 4-7
- 15 | WED
  - 🖼️ Add giveaway web and email banners from page 3
  - 🔗 Post giveaway social media image and week 8 giveaway blurb from pages 3 & 7
- 17 | FRI
  - ✉️ Summer travel email sends
  - </> Send corresponding HTML email

## WEEK 9

- 20 | MON
  - 🖼️ Add web and email banners from page 8
  - 🔗 Post social media image and week 9 copy from pages 4-7
- 22 | WED
  - 🖼️ Add giveaway web and email banners from page 3
  - 🔗 Post giveaway social media image and week 9 giveaway blurb from pages 3 & 7
- 24 | FRI
  - ✉️ Summer travel email sends
  - </> Send corresponding HTML email

## WEEK 10

- 27 | MON
  - 🖼️ Add web and email banners from page 8
  - 🔗 Post social media image and week 10 copy from pages 4-7
- 29 | WED
  - 🖼️ Add giveaway web and email banners from page 3
  - 🔗 Post giveaway social media image and week 10 giveaway blurb from pages 3 & 7
- 31 | FRI
  - ✉️ Summer travel email sends
  - </> Send corresponding HTML

## August

2 | SUN

**Last Day to Enter Giveaway**



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**.

