access

TRAVEL MARKETING *Toolkit*



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OVERVIEW

Traveling is a necessity for most – whether it's family visits, holiday getaways, vacations, or business. So why not save on every single trip? Your members will appreciate you helping them experience more and saving money while doing it. Afterall, travel is more enjoyable when you're not stressing about the cost. This toolkit provides a variety of marketing materials you can use to share this amazing benefit with your members. Happy travels!

Pro Tip:

Visit your Client Marketing Portal (CMP) for additional hotel, cruise, theme park, car rental, and flight marketing materials to support your travel promotions.



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. Make sure to remove any reference to travel categories not available in your subscription.

Short

Planning your next trip? Don't book a thing until you check [add your discount program travel homepage URL here]. You'll get up to 50% off hotels, experiences, cruises, cars, and flights around the world!

Cash Back Version:
You'll get up to 50% cash back on thousands of hotels and more around the world!

Points Version:
Earn points when you book hotels and more around the world!

Medium

Family getaways. Staycations. Spontaneous trips. However you like to travel, [add your discount program name here] members skip paying full price with discounts on hotel stays, theme park tickets, cruises, flights, car rentals, and more. Explore your travel deals at [add your discount program travel homepage URL here].

Long

Big trips, small price tags. [Add your discount program name here] has huge savings on thousands of hotels, cruises, car rentals, flights, and theme park tickets around the world. And with amazing 24/7 customer service, free cancellation options, traveler reviews, and flexible pay, the only thing left to do is choosing where to go. Visit [add your discount program travel homepage URL here] and let the savings do the packing for you!

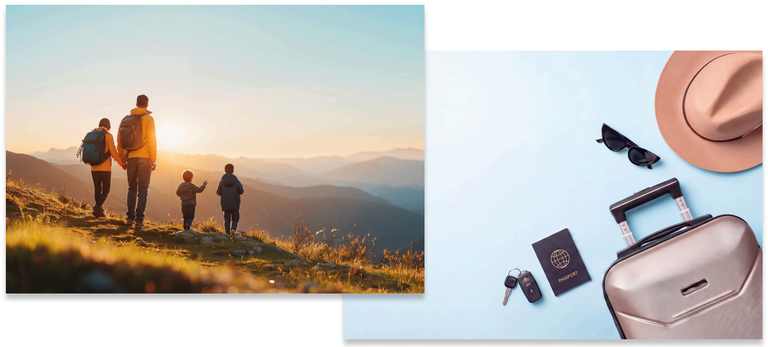
SOCIAL MEDIA IMAGES

These images can be used on Facebook, Instagram, and other social channels. Two image sets have been provided. One that includes the Access Perks logo and one that is ready to use as is and also has room to add your logo.

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

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 travel promotions.

Download Raw Images

WEB & EMAIL BANNERS

The banners we've created 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 banner sets have been provided. One that includes the Access Perks logo and one that is ready to use as is and also has room to add your logo.

Email Banner Sizes:

600 × 288	300 × 288

Web Banner Sizes:

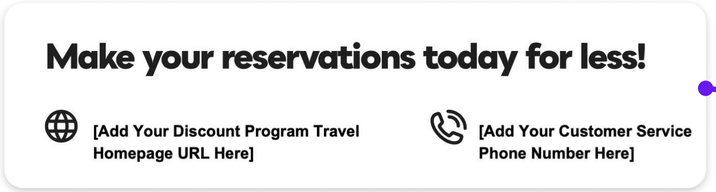
242 × 463	600 × 125	1020 × 380	1500 × 1000
300 × 250	600 × 220	1140 × 655	1600 × 350
300 × 300	600 × 400	1200 × 600	1600 × 800
396 × 175	700 × 400	1208 × 744	1880 × 360
458 × 720	716 × 130	1272 × 792	2400 × 1350
468 × 60	728 × 90	1500 × 500	

Download Banners

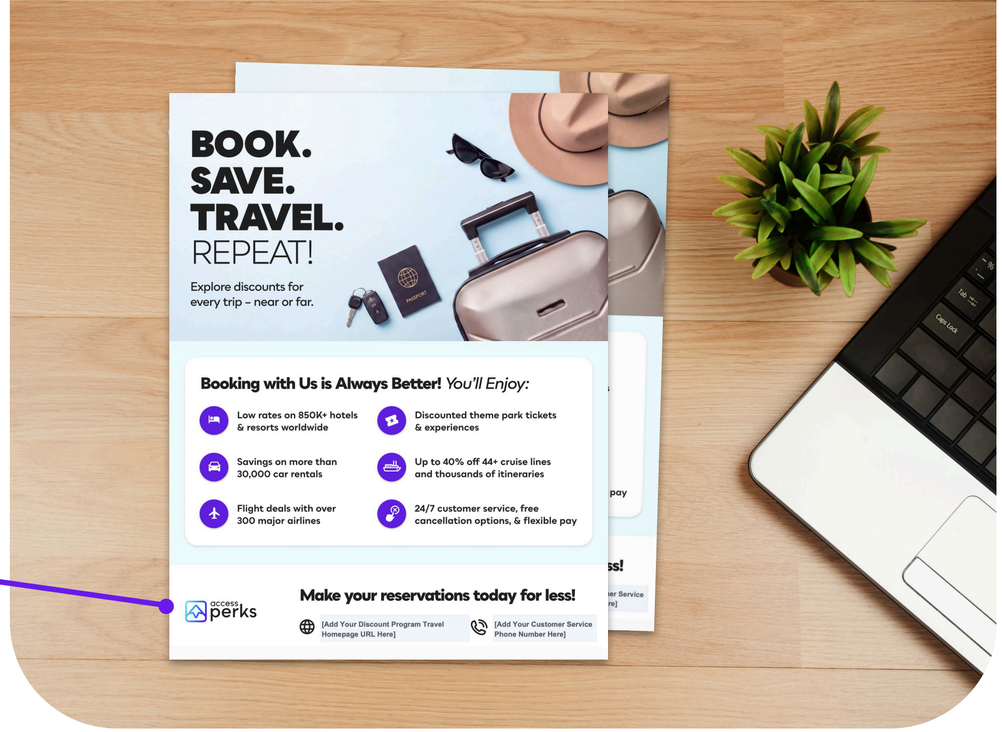


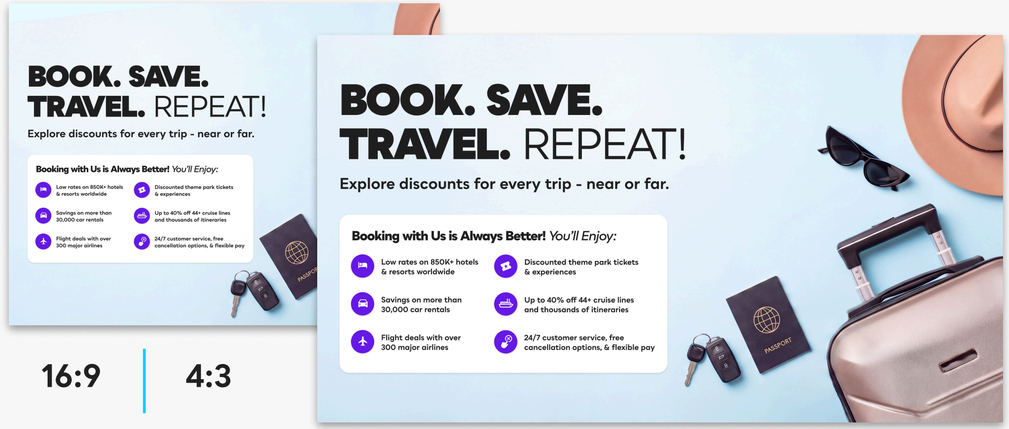
DIGITAL/PRINT FLIER

This flier can be printed, used digitally for a landing page, or added as an attachment to an email. Before using the asset, don't forget to customize it with your program information, so your audience knows where to go to get their savings. Two versions of the flier are included in this toolkit. One that has room to add your logo and one that includes the Access Perks logo.



Download Flier

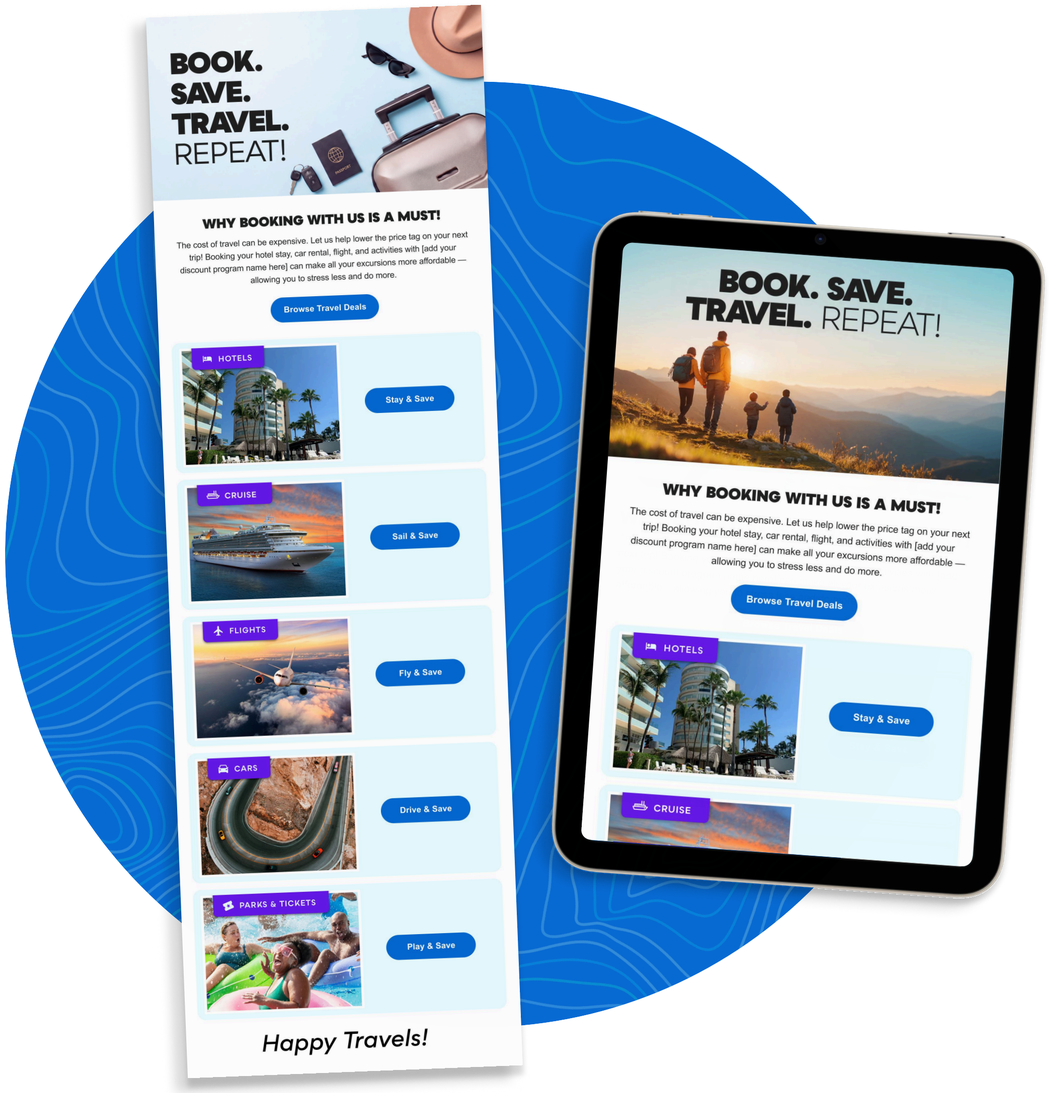




POWERPOINT SLIDE

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

Download Slide



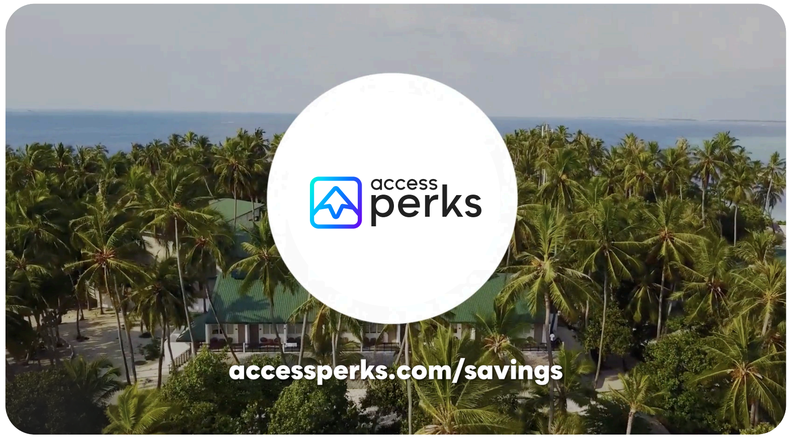
EMAIL HTML

For clients not using Access Email Marketing Services, 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

VIDEOS

Copy and paste the links below to share this short video with your members as a quick overview of their travel discounts in email, social media, presentations, conferences, events, and more. Two versions of the video have been provided, one with the Access Perks logo and one that can be customized with your own logo.

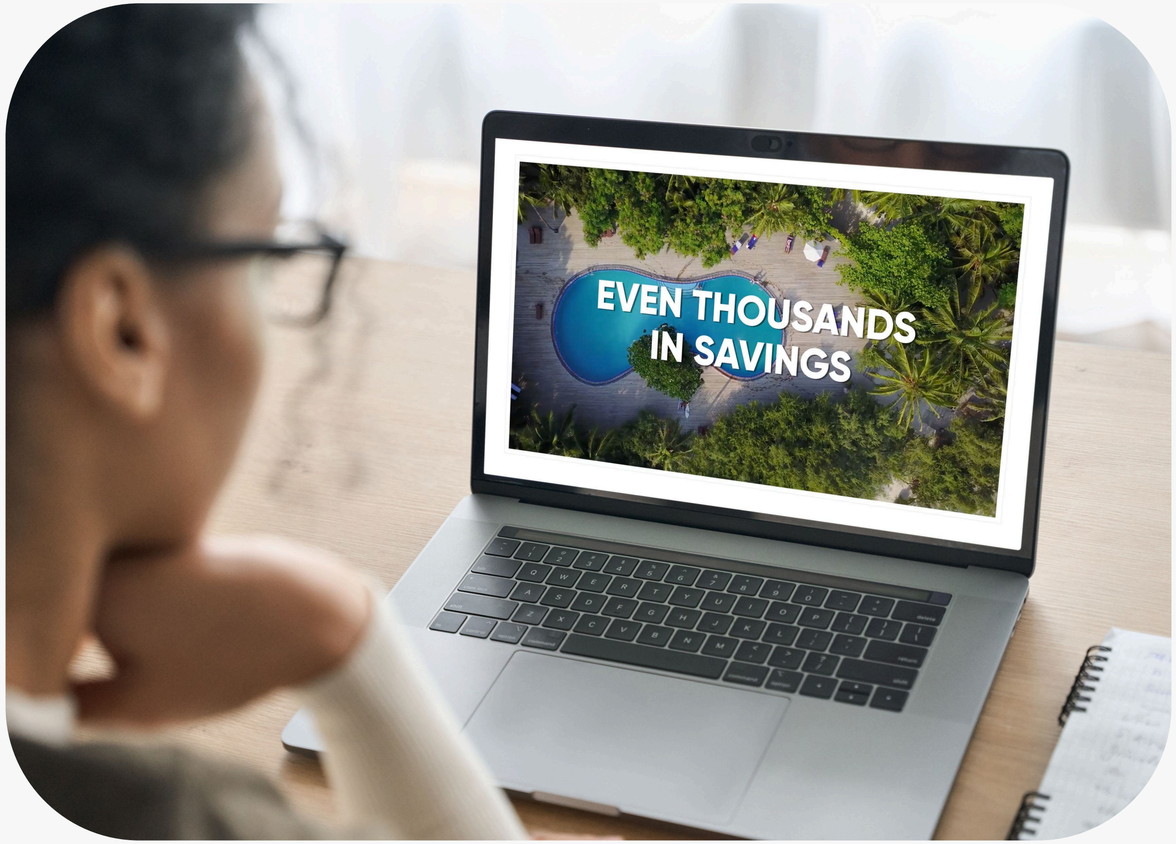


The Access Travel Portal: Customizable

Video Link: https://vimeo.com/817721498/0360e65433

The Access Travel Portal: Access Perks

Video Link: https://vimeo.com/1211747070/5e949e24c4



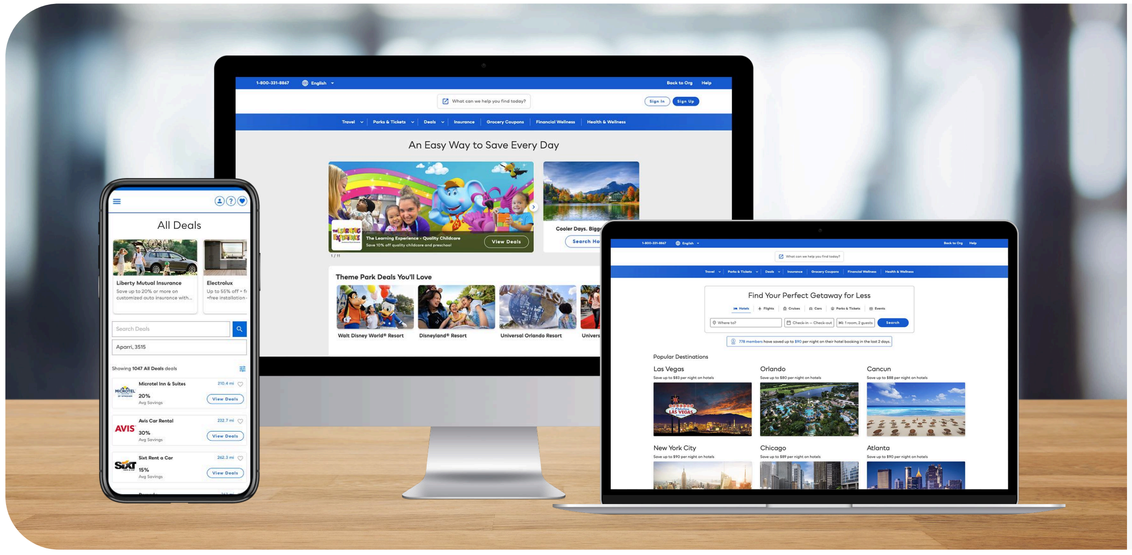
Note: These videos can be customized with your logo and URL for a small fee. Contact your CMS for more info.

HOTEL & CAR RENTAL LOGOS

You'll find an assortment of logos for popular hotel and car rental brands that offer savings on our travel platform. Feel free to use these as you see fit in your own travel promotions. Any assets provided in this toolkit that already feature logos have been pre-approved and are ready for immediate use.

When using these logos in your own marketing, please send the final asset to your CMS for approval. Logo approvals generally take up to 10 business days.

Download Logos



WEBSITE SCREENSHOTS

We've provided a selection of product screenshots and images that feature your travel site to create your own marketing.

Download Images

TESTIMONIALS

Below you'll find testimonials we've collected from members through surveys with their permission. You can use them for marketing purposes related to your discount program.

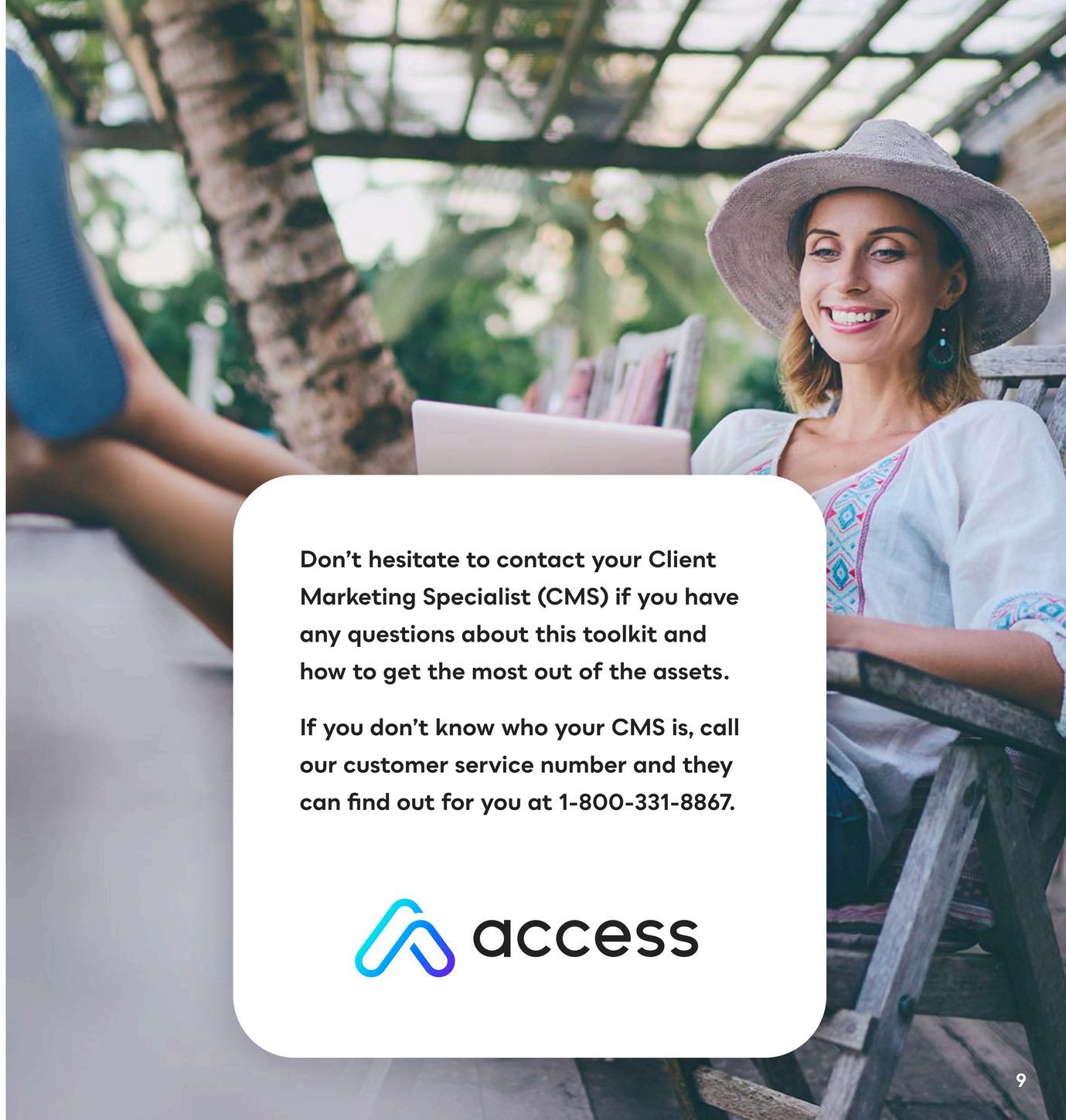
> "My travel booking experience was smooth, easy, and the price was great."
>
> – PHIL M.

> "I saved money on travel experiences with my family. The savings helped us go on more adventures!"
>
> – LISA J.

> "The discount program is amazing for travel. I used it to save about $300 on a trip."
>
> – LYN S.

> "I like the savings on hotel pricing, ease of use, and flexibility to cancel should unexpected issues arise."
>
> – JOHN B.

> "Discounts have allowed us to be more flexible and spontaneous with our vacations! We were able to turn a one day holiday trip into a surprise long weekend for our kids!"
>
> – MATT D.



Don't hesitate to 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 1-800-331-8867.

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