

SELECT

selectmarketing@internova.com

SELECT

2021 MARKETING OPPORTUNITIES

THE POWER OF
INTERNOVA TRAVEL GROUP

Formerly known as Travel Leaders Group, Internova Travel Group is a unified collection of premium brands that empowers our international community of luxury, leisure and corporate travel advisors to create unique experiences for their clients through the world’s leading travel companies. With over 6,000 agency locations and 65,000 travel advisors worldwide, Internova Travel Group is the most powerful travel selling force in North America.

The SELECT program provides you with the ultimate connection to our entire travel advisor network, including brands like ALTOUR, Andrew Harper Travel, Colletts Travel, Nexion Travel Group, Protravel International, Travel Leaders Group and Tzell Travel Group.

GAIN ACCESS TO EXCLUSIVE
MARKETING AND EVENTS

As a SELECT partner, you have access to marketing opportunities offered by each Internova Travel Group business unit. These strategically packaged opportunities are your conduit to reaching high-volume SELECT bookers and their high-end clients.

SELECT partners receive exclusive access to Internova Travel Group events designed to allow advisor attendees to connect in-person with SELECT partners to learn about property updates, advisor incentives and client offers.

INTERNOVA TRAVEL GROUP					
ALTOUR	INDEPENDENT LUXURY ADVISORS (NAME TBD)	TRAVEL LEADERS GROUP	cts	yes your event solutions	INTERNOVA TRAVEL GROUP HOTEL DIVISION
ALTOUR	Andrew Harper Travel	BarrheadTravel	cts	yes	BONOTEL EXCLUSIVE TRAVEL
TRAVEL LEADERS CORPORATE	ASTG	CruCon Cruise Outlet	HOLAM international		SELECT
	COLLETTS TRAVEL Worldwide Travel Agents	Cruise Specialists	leisure LIFE		WORLDWIDE
	IN THE KNOW EXPERIENCES	neXion TRAVEL GROUP	ON TEMPO		
	PROTRAVEL INTERNATIONAL	ROADTRIPS			
	R. Crusoe & Son	TRAVEL LEADERS NETWORK			
	TZELL TRAVEL GROUP	TRAVEL LEADERS VACATION CENTER			



Travel Leaders Network EDGE International Conference Hotel Marketplace

E-NEWSLETTERS

SELECT EXPERIENCES E-NEWSLETTER:

Distributed monthly to advisors within Internova Travel Group, the SELECT Experiences e-newsletter communicates promotions and updates for SELECT Hotels & Resorts, In-Country Partners and Villas.

THEMED E-NEWSLETTER:

The themed e-newsletter, also distributed monthly to Internova Travel Group advisors, features properties and special offers pertaining to popular travel themes.

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COST

FEATURE

- One: **\$3,000**
- Package of 3: **\$6,000**
- Package of 6: **\$11,000**
- Package of 12: **\$22,000**

LISTING

- One: **\$1,500**
- Package of 3: **\$2,500**
- Package of 6: **\$5,000**
- Package of 12: **\$10,000**

INDIVIDUAL PARTNER EMAIL

Individual partner emails are sent to Internova Travel Group’s network of advisors. Partners provide a completed HTML file, or individual components for Internova Travel Group to create HTML. Messaging must be advisor-facing, promoting upcoming offers, product information and/or advisor training.

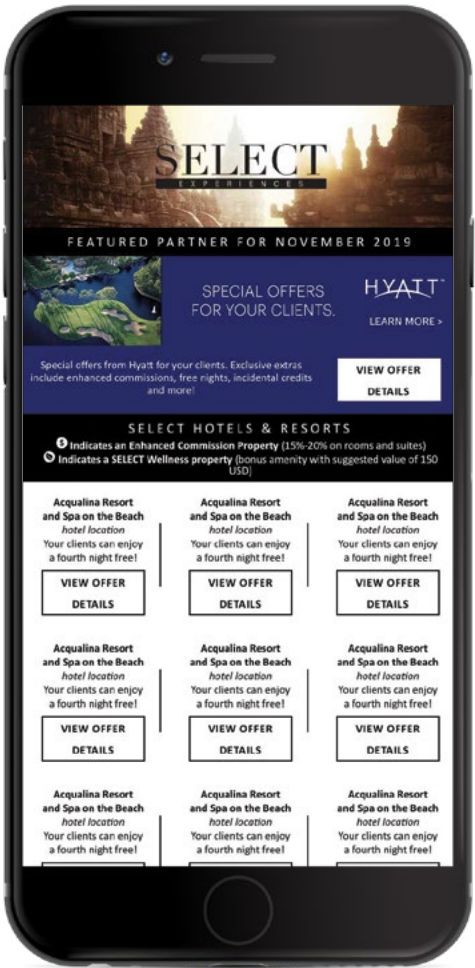
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COST

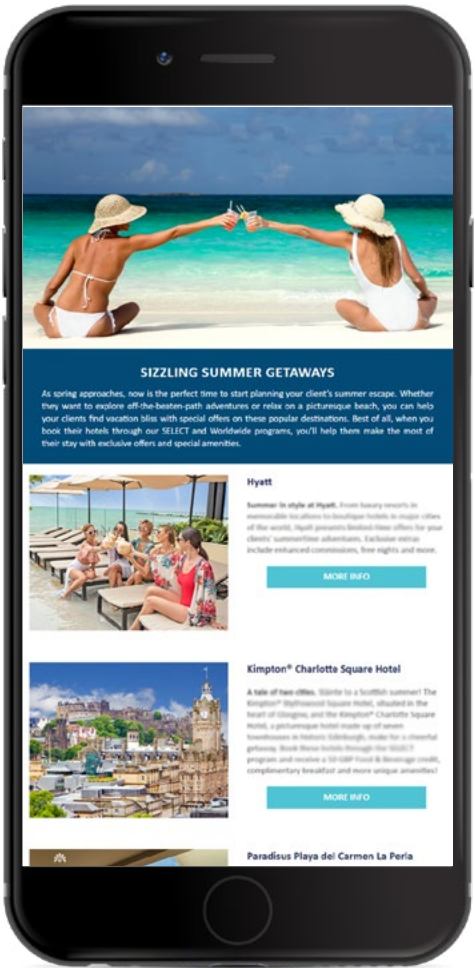
- Prime days and times: **\$5,000**
- Non-prime days and times: **\$4,000**

Prime-time emails are launched Tuesday-Thursday between 9am–3pm

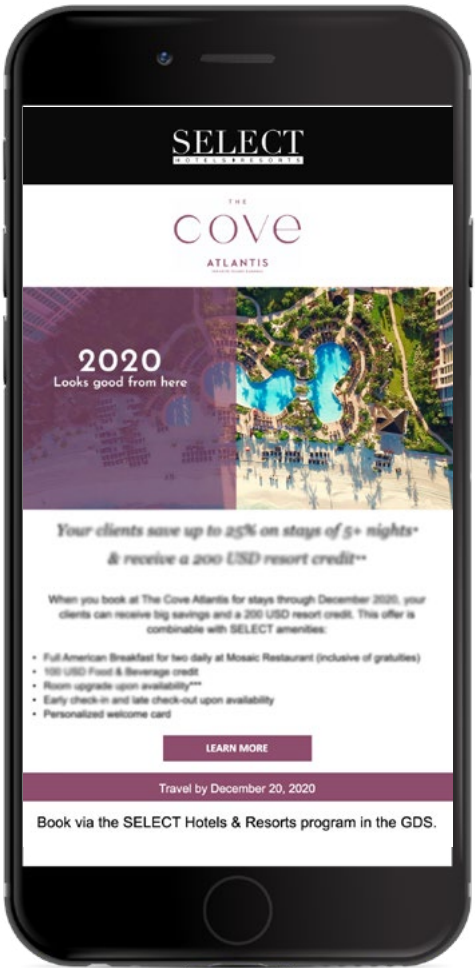
Non-prime-time emails are launched Mondays and Fridays; and Tuesday-Thursday 7am, 5pm and 7pm



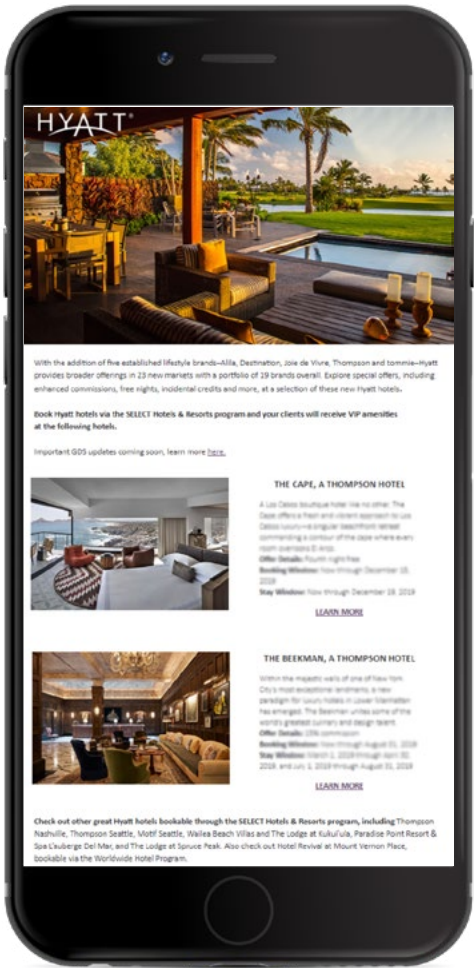
SELECT E-newsletter



Themed E-newsletter



Supplier Provided HTML



Supplier Email Designed by Internova Travel Group

LEARNING LIBRARY

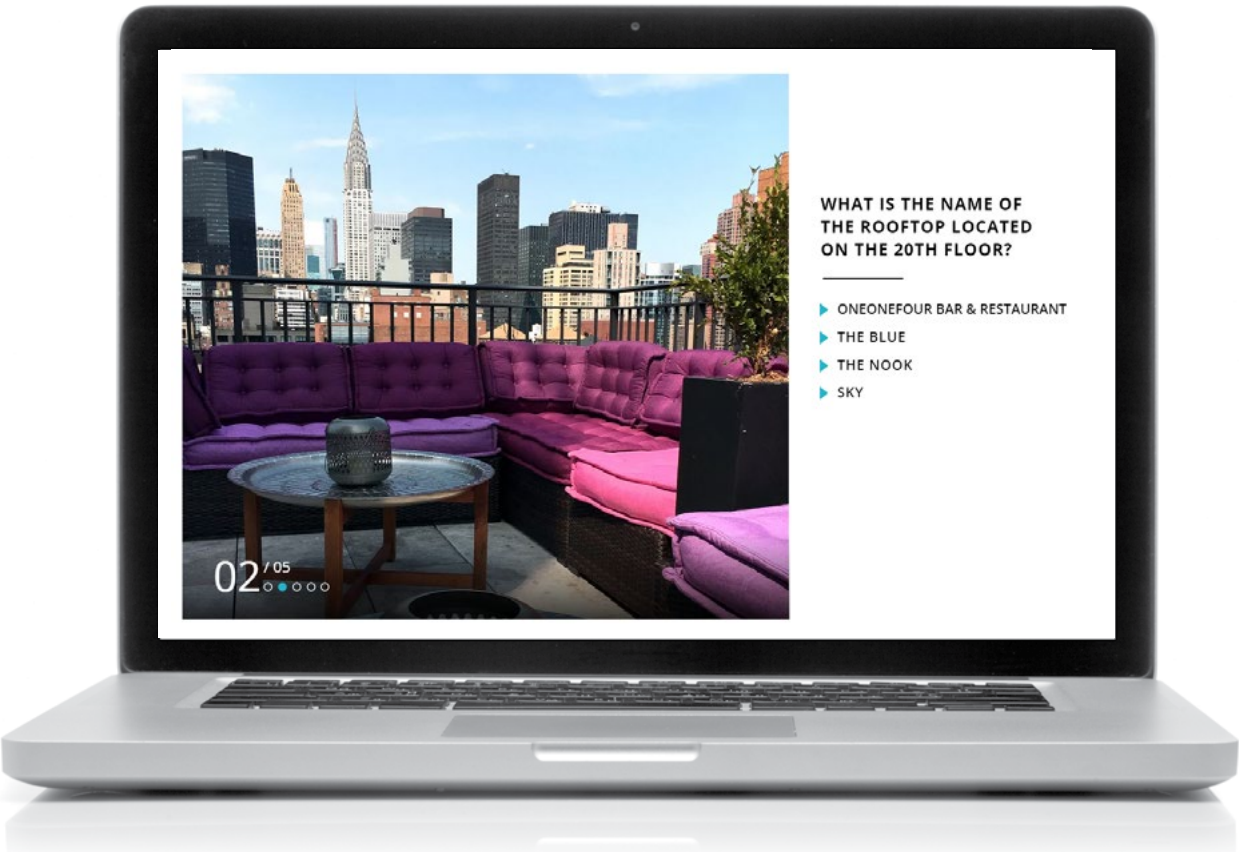
The Learning Library provides partners with the opportunity to train and educate Internova Travel Group advisors through:

- **A pre-recorded webinar:** Partner-supplied link will be featured on The Hotel Daily microsite and in one e-newsletter
- **Interactive quizzes:** Interactive quizzes give partners the opportunity to test advisor's knowledge based on the webinar provided
- **Optional incentive:** Incentives provided by the partner increase webinar and quiz engagement (Tracking must be managed by the partner for all incentives)

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C O S T

Learning Library Bundle: **\$6,000**



Interactive Quiz

SELECT CONSUMER EMAIL

SELECT partners can promote their product directly to the clients of our member agencies through the Engagement program. These consumer emails display each advisor's contact information in the body of the email as the return address and call-to-action. The email is then directly sent to email addresses on the advisor's housed client list. All Engagement emails include:

- Consumer email with distribution to 500,000—1,000,000 U.S. consumers (Based on agency opt-in rate)
- Dedicated Engagement landing page on Leaders Edge websites and Travelleaders.com

This opportunity can be purchased as a multi-partner or as an individual partner email. Brands can also use the individual partner email to highlight a region or cluster of properties to create a brand email that showcases a select group of properties.

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C O S T

- Feature Image: **\$5,000**
- Listing: **\$2,500**

2021 THEMES**:

- **February:** Bucket List Trips
- **April:** Summer Getaways
- **June:** Fall Getaways
- **August:** Family Travel
- **October:** Winter Getaways
- **December:** Romance

***Themes subject to change.*



Themed Consumer Email

SELECT MAGAZINE

SELECT Magazine is a custom travel publication published four times a year exclusively for Internova Travel Group advisors and their affluent clients. Branded from the clients' agency, this high-end publication showcases exclusive offers from preferred suppliers only available when booked through their agency.

- Sent directly to travel advisors and their affluent clients at ALTOUR, Travel Leaders Group, Protravel International and Tzell Travel Group
- User-friendly e-magazine available on The Hotel Daily, advisor-facing hotel microsite
- Engaging articles feature today's most popular destinations and unique travel experiences

FREQUENCY & GEOGRAPHIC FOCUS:

- | | | |
|-----------------|---------------|-----------------|
| Summer | Fall | Winter |
| • Europe | • South Asia | • Canada |
| • Caribbean | • Middle East | • South America |
| • United States | • Africa | • South Pacific |

CIRCULATION:

75,000 print, plus digital distribution with content integrated into the SELECT website. Distributed to ALTOUR, Travel Leaders Group, Protravel International and Tzell Travel Group.

TARGET AUDIENCE:

Travel advisors and their affluent clients.

C O S T

- One Page Ad: **\$6,000**
- Article Listing: **\$2,000**



One Page Ad



Article Listing

SELECT COLLECTION ISSUE

The 2021 SELECT Collection Issue will be shared with more than 50,000 advisors and their affluent clients in a stylish 180+ page issue delivered February, 2021. Branded from the clients' agency, this high-end publication showcases exclusive offers from preferred suppliers only available when booked through their agency. This publication will also include:

- Complete index of the 2021 SELECT partners to quickly reference properties and their amenities. (For all RFP's submitted by October 1, 2020)
- Engaging "Perfect Day" itineraries in featured cities
- Articles highlighting unique travel experiences
- The agency as the featured call-to-action

FREQUENCY:

Produced annually in February.

CIRCULATION:

50,000 print, plus digital distribution with content integrated into the SELECT website. Distributed to ALTOUR, Travel Leaders Group, Protravel International and Tzell Travel Group.

TARGET AUDIENCE:

Travel advisors as well as their affluent clients.

ADVERTISING OPPORTUNITY:

Partner provides copy points including hotel name, location, short overview and three high-res images at 300 DPI each. Internova Travel Group will layout materials in a pre-designed template that includes the hotel's SELECT amenities.

C O S T

- Double Page Spread: **\$6,000**
- Full Page: **\$3,000**
- Half Page: **\$2,000**



Full Page Spotlight



Double Page Spread

TURNKEY MARKETING PACKAGES

Turnkey marketing solutions to drive your revenue and enhance your brand exposure across Internova Travel Group's most powerful travel selling force.

There is a minimum spend of \$3,000 for all marketing including business unit opportunities*. If you're looking for a more strategic plan to drive your business needs, you can be paired with a dedicated marketing manager to create the plan that best fits your goals. Strategic marketing investments begin at \$20,000.

**Participation in the SELECT Collection Issue and SELECT Magazine does not require a minimum spend.*

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C O S T

Add the Learning Library Bundle to any marketing package: **\$5,000**

PACKAGE ONE

- E-newsletter, Two Listings
- SELECT Magazine Article Listing (Print and digital editions)

Cost: \$3,000 | Retail Value: \$5,000

PACKAGE TWO

- E-newsletter, One Listing
- SELECT Magazine Article Listing (Print and digital editions)
- Individual Partner Email (Non-prime-time)

Cost: \$5,000 | Retail Value: \$7,500

PACKAGE THREE

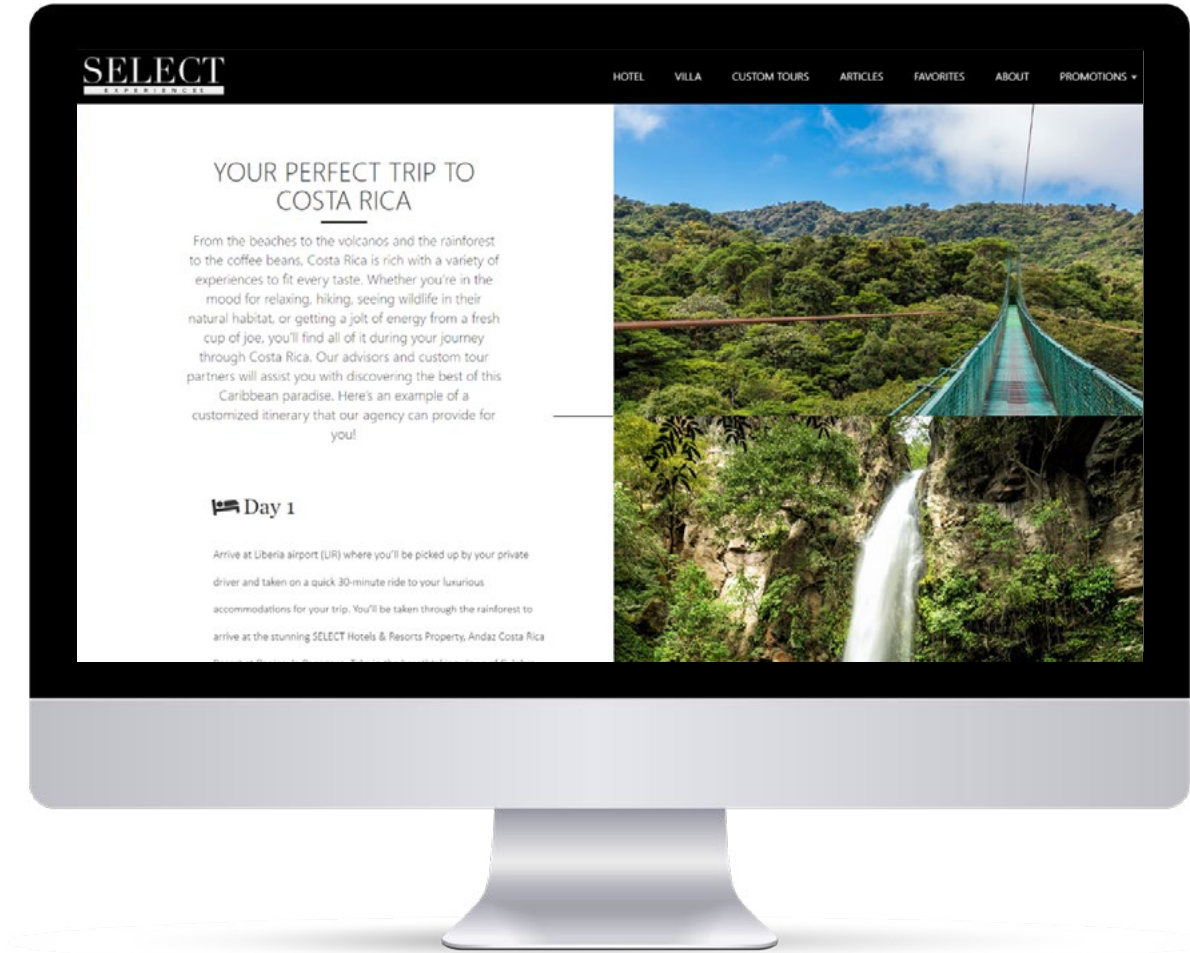
- E-newsletter, One Listing
- E-newsletter, One Feature
- SELECT Magazine Article Listing (Print and digital editions)
- Individual Partner Email (Non-prime-time)

Cost: \$7,500 | Retail Value: \$10,500

PACKAGE FOUR

- E-newsletter, One Listing
- Individual Partner Email (Non-prime-time)
- SELECT Magazine Article Listing (Print and digital editions)
- SELECT Consumer Email, One Feature

Cost: \$10,000 | Retail Value: \$12,500



PACKAGE FIVE

- E-newsletter, One Feature
- E-newsletter, Six Listings
- Individual Partner Email (Prime-time)
- SELECT Magazine Article Listing (Print and digital editions)
- SELECT Consumer Email, One Feature

Cost: \$15,000 | Retail Value: \$20,000