

WORLDWIDE  
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WORLDWIDE

2022 MARKETING OPPORTUNITIES



# WHY YOU SHOULD PARTNER WITH INTERNOVA TRAVEL GROUP

## THE POWER OF INTERNOVA TRAVEL GROUP




Internova Travel Group is a unified collection of premium brands that empower 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 62,000 travel advisors worldwide, Internova Travel Group is the most powerful travel selling force in North America.




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




**ALTOUR** Corporate & Entertainment


**GLOBAL TRAVEL COLLECTION** Premium Travel




**TRAVEL LEADERS GROUP** Network, Host & Vacation



















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Wyndham Grand Rio Mar Puerto Rico Golf and Beach



# E-NEWSLETTERS

## WORLDWIDE E-NEWSLETTER

Worldwide’s monthly e-newsletter is distributed to up to 62,000 Internova Travel Group advisor-subscribers, both owners/managers and front line advisors.

## THEMED MULTI-PARTNER EMAILS

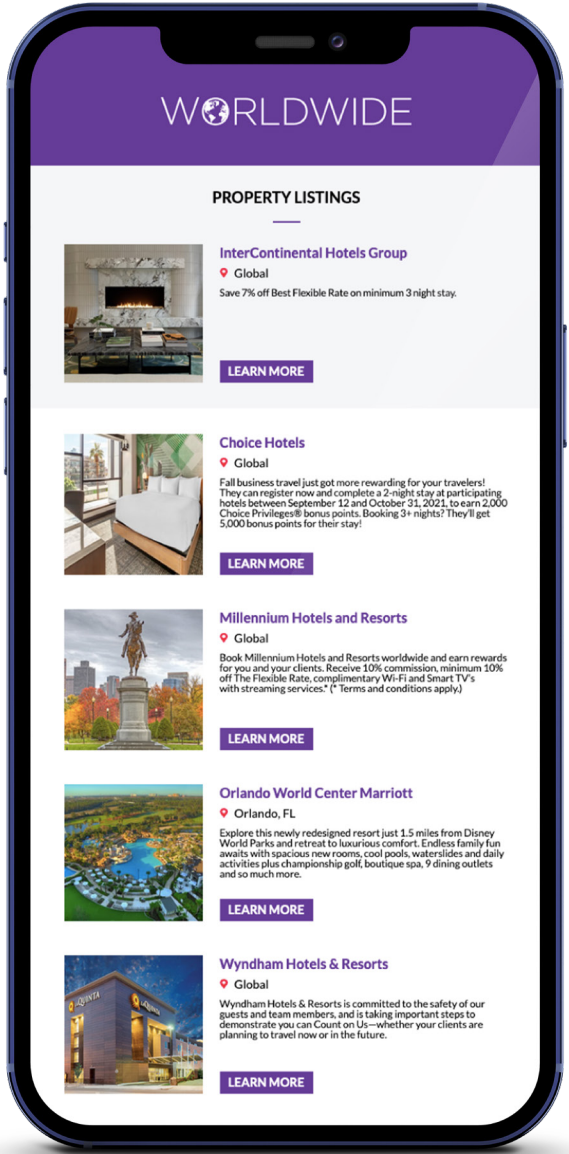
Partners can feature their property and get the word out about special offers pertaining to popular travel themes.

### 2022 Themes\*:

- January: Pre/Post Cruise
- February: Boutique
- March: Summer Getaways
- April: Family Travel
- May: Bucket List Trips
- June: Urban Oasis
- July: Europe
- August: Fall Getaways
- September: Spa/Wellness
- October: Winter Getaways
- November: City Escapes
- December: Romance

*\*Themes subject to change*

PREFERRED PARTNER RATES	
<b>FEATURE IMAGE:</b>	<b>LISTING:</b>
• One - \$3,000	• One - \$1,500
• Package of 3 - \$6,000	• Package of 3 - \$2,500
• Package of 6 - \$11,000	• Package of 6 - \$5,000
• Package of 12 - \$22,000	• Package of 12 - \$10,000



Worldwide E-Newsletter

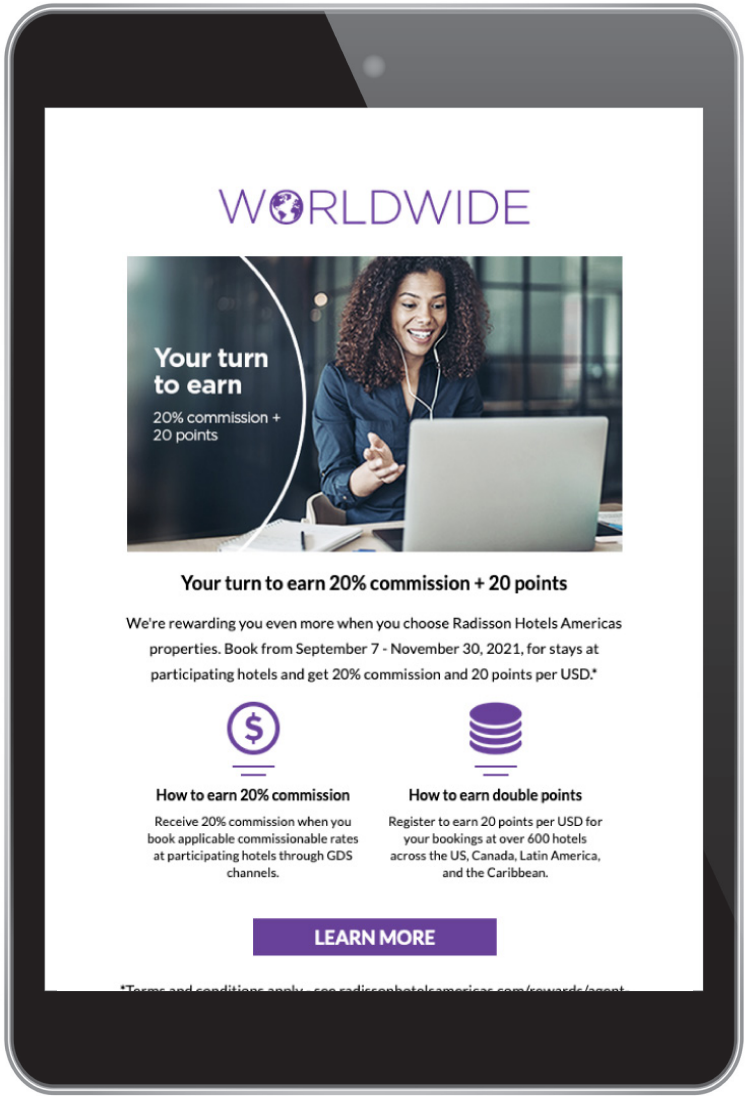
# INDIVIDUAL PARTNER EMAIL

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

*\* 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.*

## PREFERRED PARTNER RATES

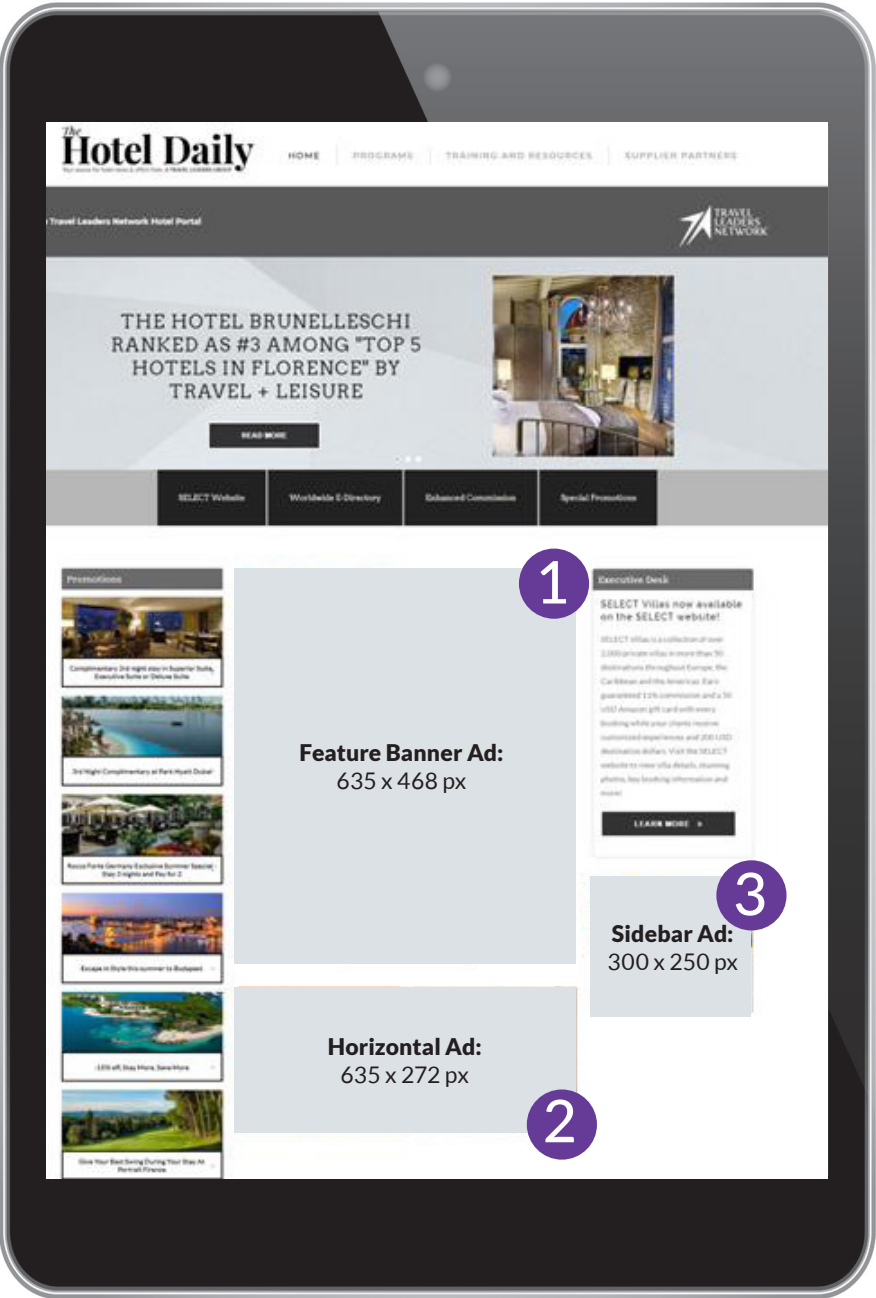
- Prime days and times - \$5,000
- Non-prime days and times - \$4,000



Partner Email Designed by Internova

# THE HOTEL DAILY

Accessible through each business unit’s intranet, The Hotel Daily microsite provides a partner’s brand/property with additional visibility to Internova Travel Group advisors. Engage and inform them through highly visual content and videos.



PREFERRED  
PARTNER RATES

1. Featured Banner Ad - \$6,000

1 available per month

2. Horizontal Ad - \$4,000

1 available per month

3. Sidebar Ad - \$3,000

3 available per month

\* Sidebar ads will appear on the homepage, plus the Worldwide program page

# PRE-RECORDED EDUCATIONAL VIDEOS

Partner hosted and pre-recorded videos allow partners to educate Internova Travel Group advisors about their property and brand.

### Format:

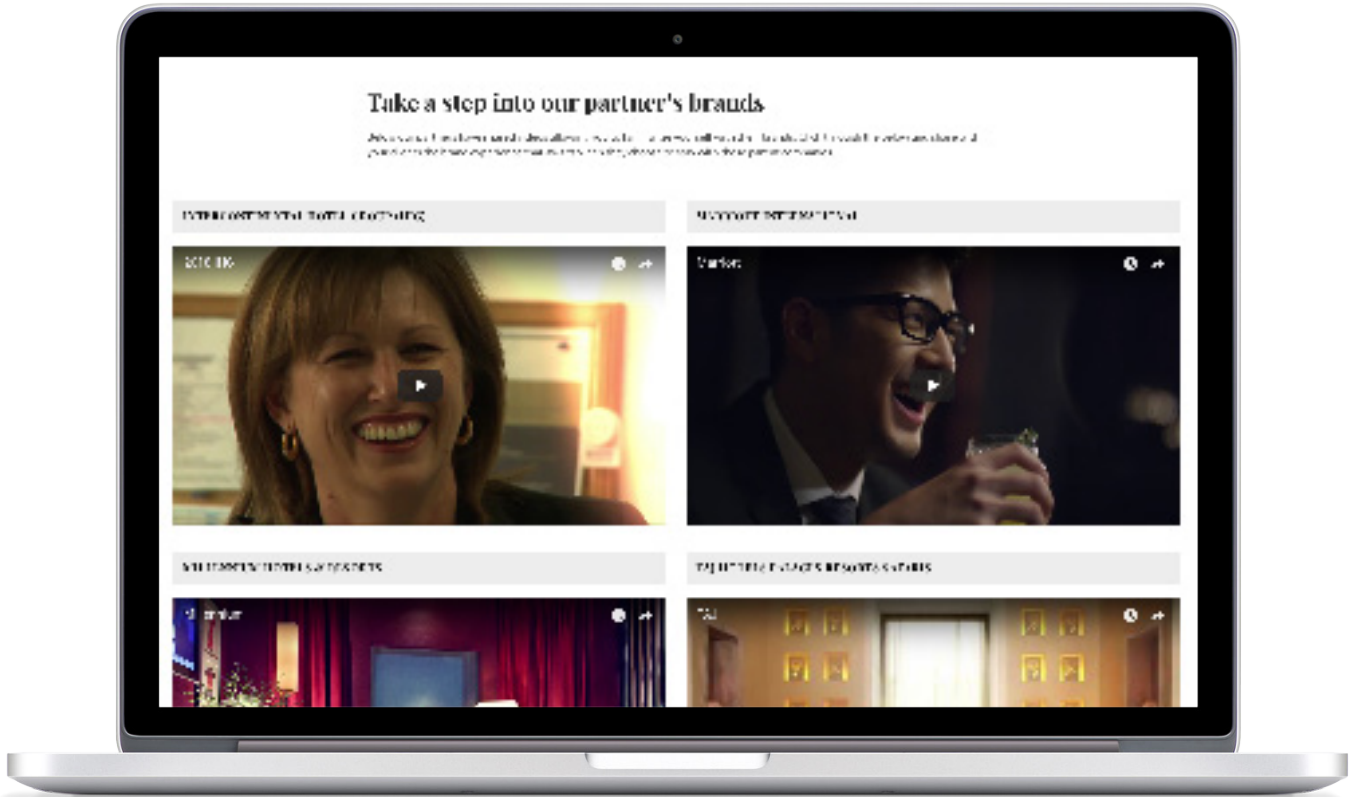
- Video resides on the partner’s server, partner to supply link
- Maximum 5-minute length

### Included Marketing:

- One listing in Travel Leaders Group’s weekly email updates
- One listing in the Worldwide E-Newsletter

PREFERRED  
PARTNER RATES

• Educational Video - \$3,000



# 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

PREFERRED  
PARTNER RATES

- Learning Library - \$5,000



# MARKETING PACKAGES

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

*\* 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.*

<p><b>PACKAGE ONE:</b></p> <ul style="list-style-type: none"><li>• E-Newsletter Listing (Package of 3)</li><li>• The Hotel Daily Microsite Sidebar Ad</li></ul> <p>Preferred Partner Rates: \$3,000 Retail Value: \$5,500</p>	<p><b>PACKAGE TWO:</b></p> <ul style="list-style-type: none"><li>• E-Newsletter Feature</li><li>• E-Newsletter Listing</li><li>• The Hotel Daily Microsite Sidebar Ad</li></ul> <p>Preferred Partner Rates: \$5,000 Retail Value: \$7,500</p>	<p><b>PACKAGE THREE:</b></p> <ul style="list-style-type: none"><li>• E-Newsletter Feature</li><li>• Individual Partner Email (Non-prime-time)</li><li>• The Hotel Daily Microsite Sidebar Ad</li></ul> <p>Preferred Partner Rates: \$7,500 Retail Value: \$10,000</p>
<p><b>PACKAGE FOUR:</b></p> <ul style="list-style-type: none"><li>• E-Newsletter Feature</li><li>• E-Newsletter Listing (Package of 3)</li><li>• Individual Partner Email (Non-prime-time)</li><li>• The Hotel Daily Microsite Horizontal Ad</li></ul> <p>Preferred Partner Rates: \$10,000 Retail Value: \$13,500</p>	<p><b>PACKAGE FIVE:</b></p> <ul style="list-style-type: none"><li>• E-Newsletter Feature</li><li>• E-Newsletter Listing</li><li>• Individual Partner Email (Prime-time)</li><li>• The Hotel Daily Microsite Feature Banner Ad</li><li>• Educational Video</li></ul> <p>Preferred Partner Rates: \$15,000 Retail Value: \$18,500</p>	<p><b>NEW OPENING &amp; RENOVATIONS:</b></p> <ul style="list-style-type: none"><li>• Video email announcement (highlight property)</li><li>• Video hosted on The Hotel Daily – Horizontal banner Ad included to link to video</li><li>• Listing in Themed Multi-Partner Email</li><li>• Package of 3 listings in Worldwide Newsletter</li><li>• Learning Library pre-recorded webinar training</li></ul> <p>Preferred Partner Rates: \$15,000 Retail Value: \$20,000</p>
<p><b>DESTINATION THEME:</b></p> <ul style="list-style-type: none"><li>• Special landing page on The Hotel Daily</li><li>• Banner ad on The Hotel Daily</li><li>• E-blast to all Business Units</li><li>• Package of 3 listings in Worldwide E-Newsletter</li></ul> <p>Preferred Partner Rates: \$15,000 Retail Value: \$21,500</p>	<p><b>NEW TO WORLDWIDE:</b></p> <ul style="list-style-type: none"><li>• Special landing page on The Hotel Daily</li><li>• Banner Ad on The Hotel Daily</li><li>• Feature image in Themed Partner Email</li><li>• VIDEO E-blast to all Business Units</li><li>• Listing in Worldwide E-Newsletter</li><li>• E-blast to all Business Units</li><li>• Learning Library pre-recorded webinar training</li></ul> <p>Preferred Partner Rates: \$20,000 Retail Value: \$29,500</p>	