

WORLDWIDE
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WORLDWIDE

2021 MARKETING OPPORTUNITIES



Sunrise over a pool in Mexico

WHY YOU SHOULD PARTNER WITH INTERNOVA TRAVEL GROUP

THE POWER OF INTERNOVA TRAVEL GROUP

As a Worldwide hotel partner you have access to Internova Travel Group hotel marketing opportunities, allowing you to connect with up to 65,000 advisors through a variety of marketing tools.

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.

INTERNOVA TRAVEL GROUP

ALTOUR

GLOBAL TRAVEL COLLECTION

TRAVEL LEADERS GROUP

BONOTEL EXCLUSIVE TRAVEL

Corporate & Entertainment	Premium Travel	Network, Host & Vacation	Hotel Wholesale
ALTOUR	Andrew Harper Travel	Barrhead Travel	BONOTEL EXCLUSIVE TRAVEL
cts	ASIG	CruCon Cruise Outlet	
yes	COLLETT'S TRAVEL Worldwide Travel Agents	Cruise Specialists	
	IN THE KNOW EXPERIENCES	neion TRAVEL GROUP	
	PROTRAVEL INTERNATIONAL	ROADTRIPS	
	R. Crusoe & Son	TRAVEL LEADERS NETWORK	
	T&L	TRAVEL LEADERS VACATION CENTER	

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E-NEWSLETTERS

WORLDWIDE E-NEWSLETTER

Worldwide's monthly e-newsletter is distributed to up to 65,000 Internova Travel Group advisor-subscribers, both owners/managers and front line advisors.

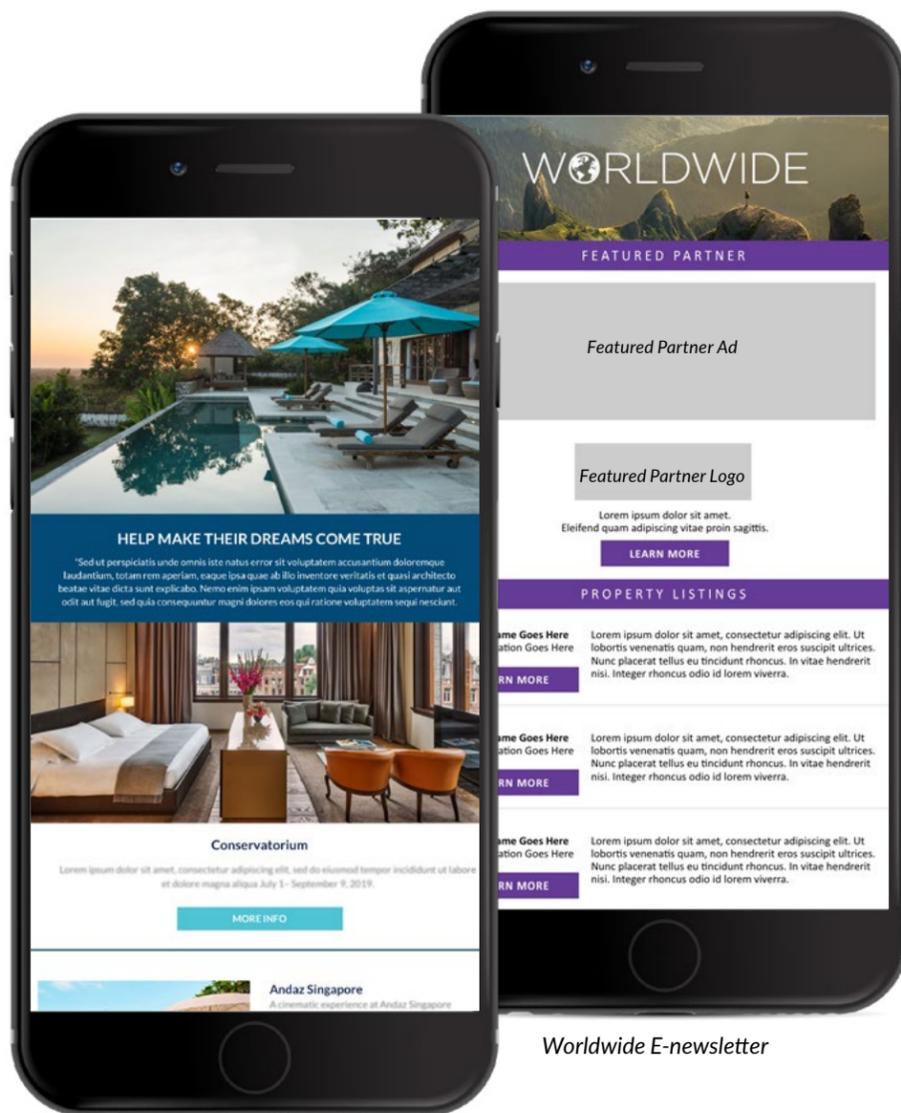
THEMED MULTI-PARTNER EMAILS

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

2021 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



Themed Multi-partner Email

Worldwide E-newsletter

COST

FEATURE IMAGE:

- 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

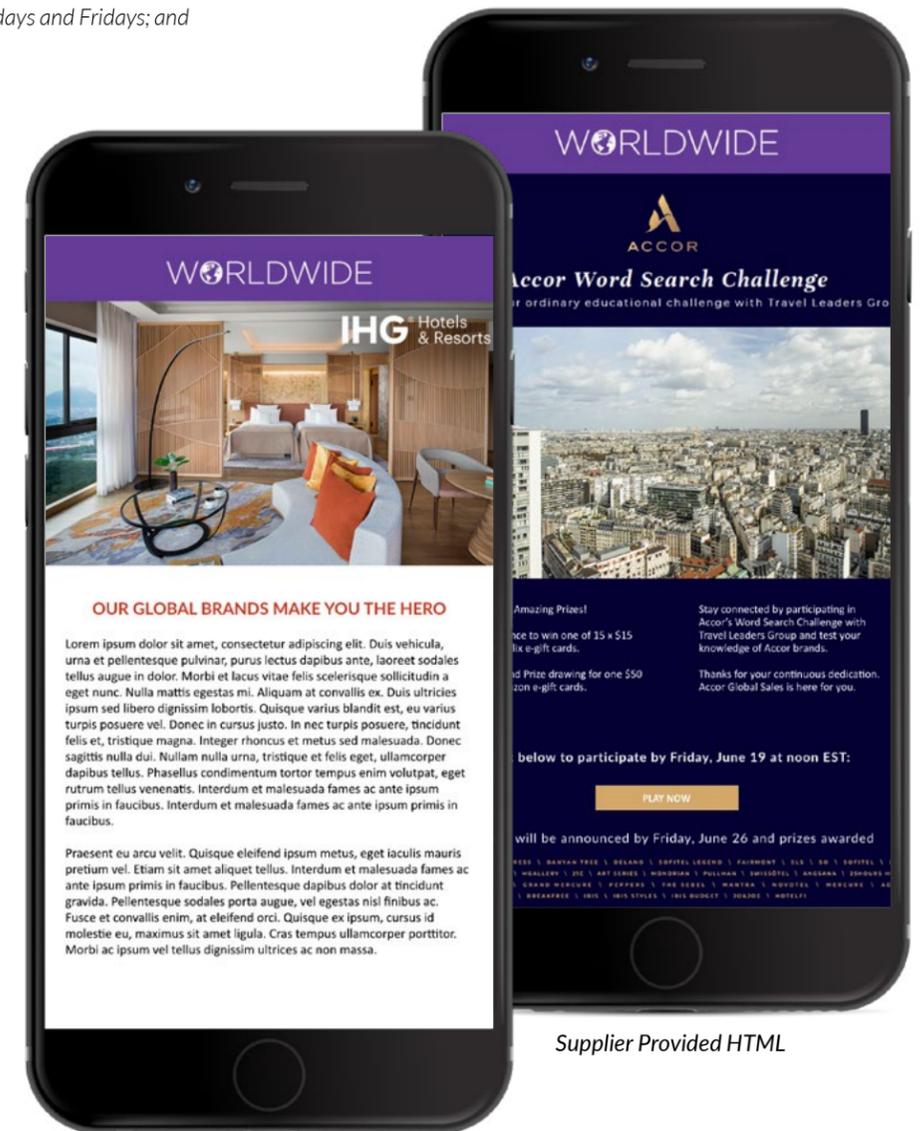
INDIVIDUAL PARTNER EMAIL

Individual partner emails are sent to Internova Travel Group's network of advisors. Partners provide 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.

COST

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

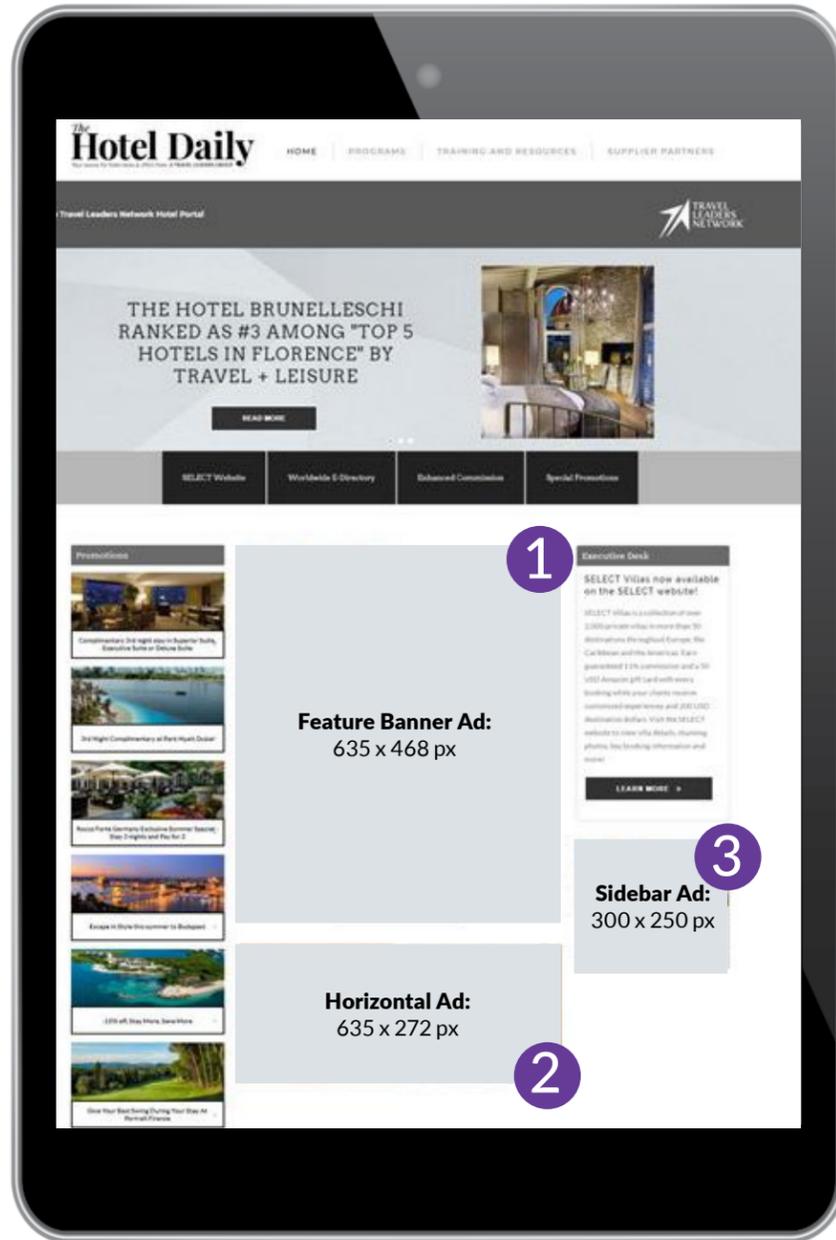


Supplier Provided HTML

Supplier Email Designed by Internova Travel Group

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.



COST

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.

COST

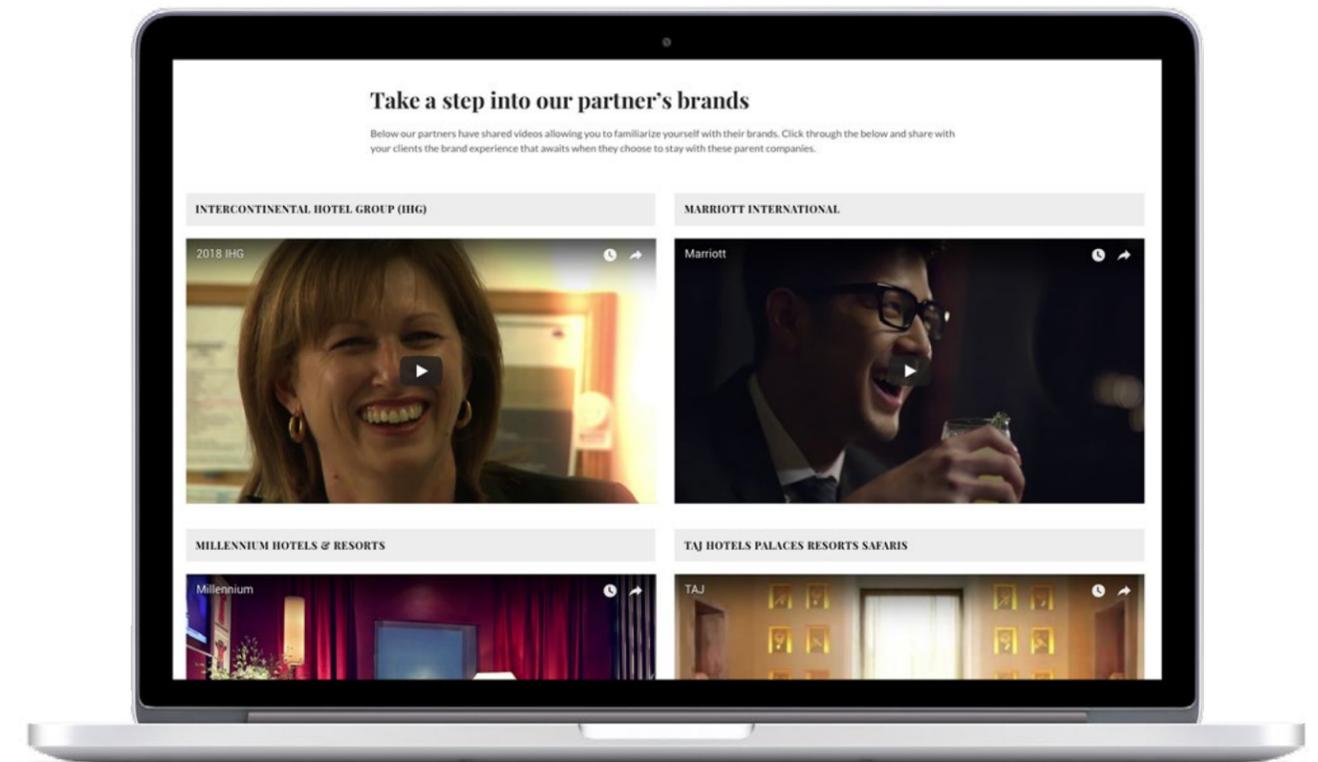
- Educational Video - \$3,000

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



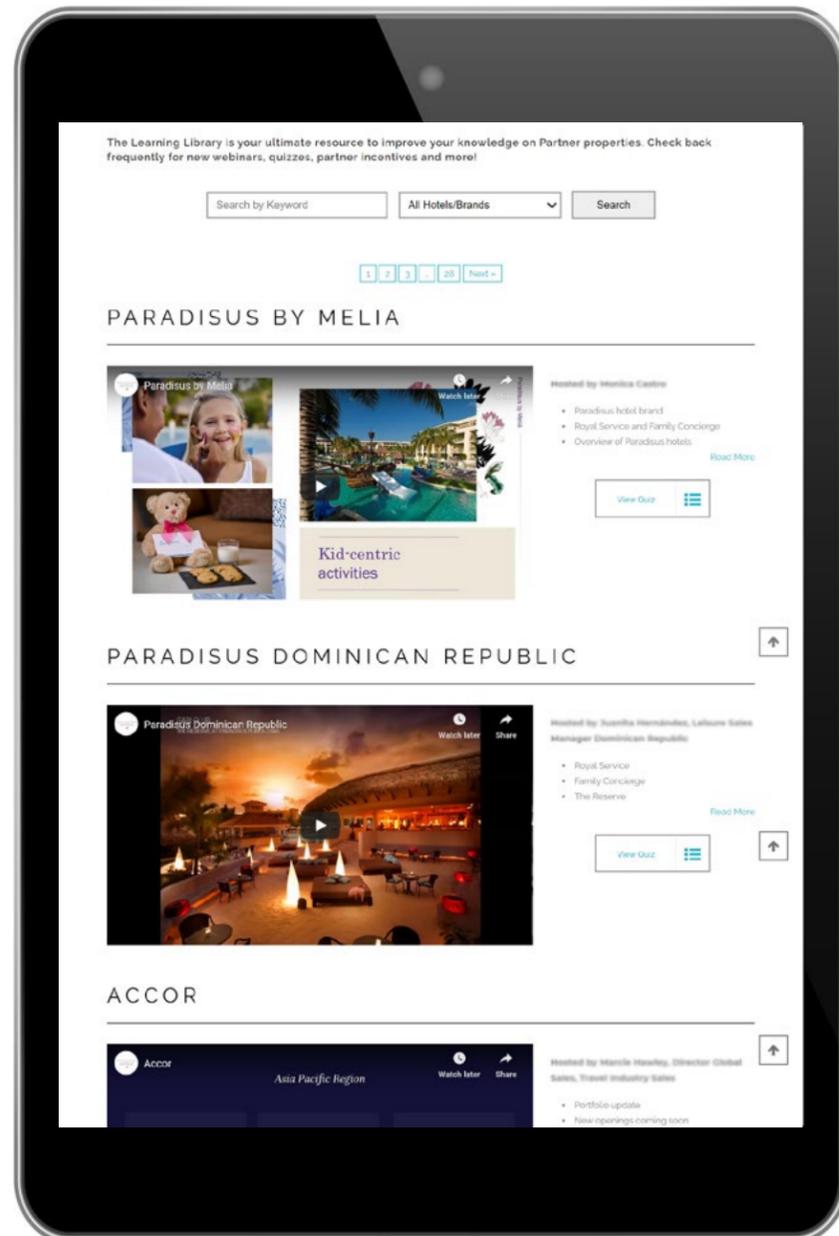
LEARNING LIBRARY

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

COST

- 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.

PACKAGE ONE:

- E-newsletter Listing (Package of 3)
- Hotel Daily Microsite Sidebar Ad

Cost: \$3,000 | Retail Value: \$5,500

PACKAGE TWO:

- E-newsletter Feature
- E-newsletter Listing
- Hotel Daily Microsite Sidebar Ad

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

PACKAGE THREE:

- E-newsletter Feature
- Individual Partner Email (Non-prime-time)
- Hotel Daily Microsite Sidebar Ad

Cost: \$7,500 | Retail Value: \$10,000

PACKAGE FOUR:

- E-newsletter Feature
- E-newsletter Listing (Package of 3)
- Individual Partner Email (Non-prime-time)
- Hotel Daily Microsite Horizontal Ad

Cost: \$10,000 | Retail Value: \$13,500

PACKAGE FIVE:

- E-newsletter Feature
- E-newsletter Listing
- Individual Partner Email (Prime-time)
- Hotel Daily Microsite Feature Banner Ad
- Educational Video

Cost: \$15,000 | Retail Value: \$18,500