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TRAVELSAVERS®
HOTEL DIVISION

TSA HOTEL PROGRAM
2026 MEDIA KIT

Promote your property through TRAVELSAVERS' award-winning marketing!

The TRAVELSAVERS Hotel Division is proud to be the recipient of three consecutive Travel Weekly Magellan Awards—recognition of our commitment to promoting your hotel chain, increasing brand visibility among thousands of actively booking travel advisors, and driving room night production.



Access to 3,200+ Independently Owned Agencies, with 25,000+ Advisors

Corporate **32%**

Discretionary **68%**

Hotel Program Spend

ADR



Drive a Higher Average Daily Rate with TRAVELSAVERS Rates

Agencies Booked 20+ Million Room Nights in 2024



High Booking Demand for the Americas & Europe

The TRAVELSAVERS Hotel Division is part of AMG, which is a parent company of 19 travel brands, including the following:

TRAVELSAVERS

NEST

Affluent Traveler
COLLECTION

acclaim meetings

Forté Global
BUSINESS TRAVEL SOLUTIONS

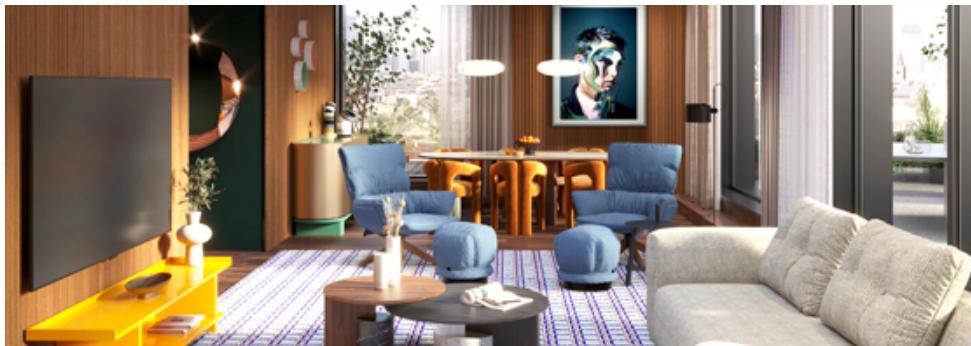
TRAVELSAVERS
CANADA

agent24

TRAVEL HELPLINE[®]

MARKETING CALENDAR

2026 Media Kit



	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Marketing												
tripXpress	1	2	3	4	5	6	7	8	9	10	11	12
Agent Extranet	1	2	3	4	5	6	7	8	9	10	11	12
Social Media	Weekly											
Agent's Edge	→	Volume 6	Volume 1		Volume 2		Volume 3		Volume 4		Volume 5	
Supplier Scoop	1	2	1	2	1	2	1	2	1	2	1	2
Business Analyst Update	Weekly											
Facebook Vlogs	Daily											

NEW FOR 2026!

► Themed Tactical Hotel Campaigns

Our all-new Tactical Hotel Campaigns provide a strategic way to spotlight your property through themed email marketing, targeted social media posts, and featured ads in Agent's Edge. With distinct themes released throughout the year, you can select the category—or categories—that best align with your hotel's strengths and position your property for maximum visibility. Explore the available themes below:

- **Option 1:** Smart Stays for Smart Travel (focuses on tech-enabled experiences)
- **Option 2:** Business with a Conscience (focuses on sustainability, ESG initiatives, carbon neutral travel)
- **Option 3:** The Business of Bleisure (focuses on blended travel experiences)

All Three Option Package:

- **Value:** \$6,150
- **Cost:** \$4,900

One Option:

- **Cost:** \$2,050

[Click here for Themed Tactical Hotel Campaign marketing specs](#)

► Facebook Vlogs

We're excited to introduce Facebook Vlogs—short, 2-minute video spotlights—shared exclusively in our private Facebook groups, reaching over 2,500 travel advisors. This is your opportunity to speak directly to advisors and showcase what makes your property stand out.

Highlight your unique offerings and show how you can help them create unforgettable experiences for their clients.

- **Cost:** \$250

[Click here for Facebook Vlog marketing specs](#)

EXCITING OFFERING FOR 2026!

► Online Marketing Store

The Marketing Store is designed with individual hotel needs in mind, offering a simple and effective way to explore the TSA Hotel Program's marketing opportunities. Discover key audience insights, performance stats, and recommended channels to help you promote your hotel with messaging that resonates.

Our secure, easy-to-use online platform lets you quickly browse and purchase the marketing solutions that best fit your goals—so you can attract more of the right guests, with less guesswork.

[Click here to view the Marketing Store](#)

Extended Stays by TRAVELSAVERS is a program designed to educate our 3,200+ independently owned travel agency members on the advantages of booking extended stay accommodations. This initiative provides comprehensive information about our extended stay partners, highlighting their unique benefits and amenities. Travel advisors will learn how to book these options effectively, with the knowledge and tools to confidently recommend extended stay accommodations, enhancing client satisfaction. Detailed information and marketing support will be available on our password-protected agent extranets and in emails sent to advisors in our network who book extended stay travel.

Marketing Package Option

Through our Extended Stays by TRAVELSAVERS marketing, extended stay properties can be advertised throughout the year, where their unique offerings are highlighted through various marketing channels and cross-promotional activities.

Our extended stay marketing package is a distinctive marketing initiative catered to extended stay properties. This exposure and education through our communication vehicles to our agency members is as follows:

- Extended Stays by TRAVELSAVERS Email - Up to 4 ads per year in a scheduled quarterly email aimed at promoting extended stay properties.
- Extended Stays by TRAVELSAVERS ad in 2 volumes of Agent's Edge. This ad will be displayed on our Extended Stays by TRAVELSAVERS page in Agent's Edge online magazine for a total of 4 months.
 - **Value:** \$3,600
 - **Cost:** \$2,250

Ad Hoc Marketing Options

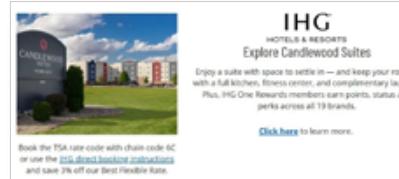
Choose individual marketing options:

Extended Stays by TRAVELSAVERS Email - \$650 each

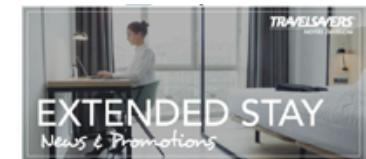
Extended Stays by TRAVELSAVERS Ad in Agent's Edge - \$500 each

[Click here for Extended Stays by TRAVELSAVERS marketing specs](#)

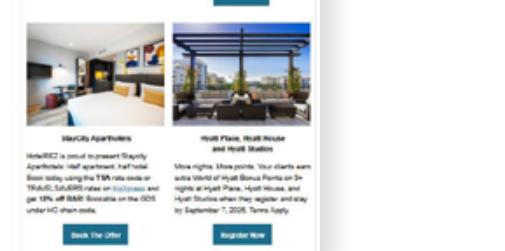
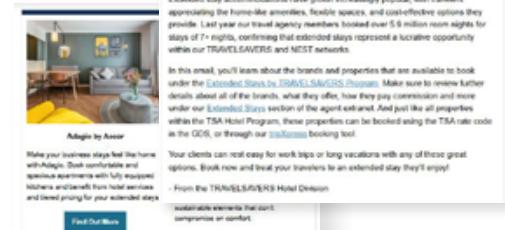
Extended Stays by TRAVELSAVERS Ad in Agent's Edge



Extended Stays by TRAVELSAVERS Email



Welcome to the Extended Stays by TRAVELSAVERS newsletter! Extended stay accommodations have grown increasingly popular, with travelers appreciating the home-like amenities, flexible stays, and cost-effective options they provide. Last year, travel agency members booked over 5.6 million room nights for stays of 7+ nights, confirming that extended stays represent a lucrative opportunity within our TRAVELSAVERS and NEST networks.



TRAVELSAVERS has multiple technology platforms that give you the opportunity to advertise promotions and provide last minute offers and TRAVELSAVERS exclusive promotions through the following channels:

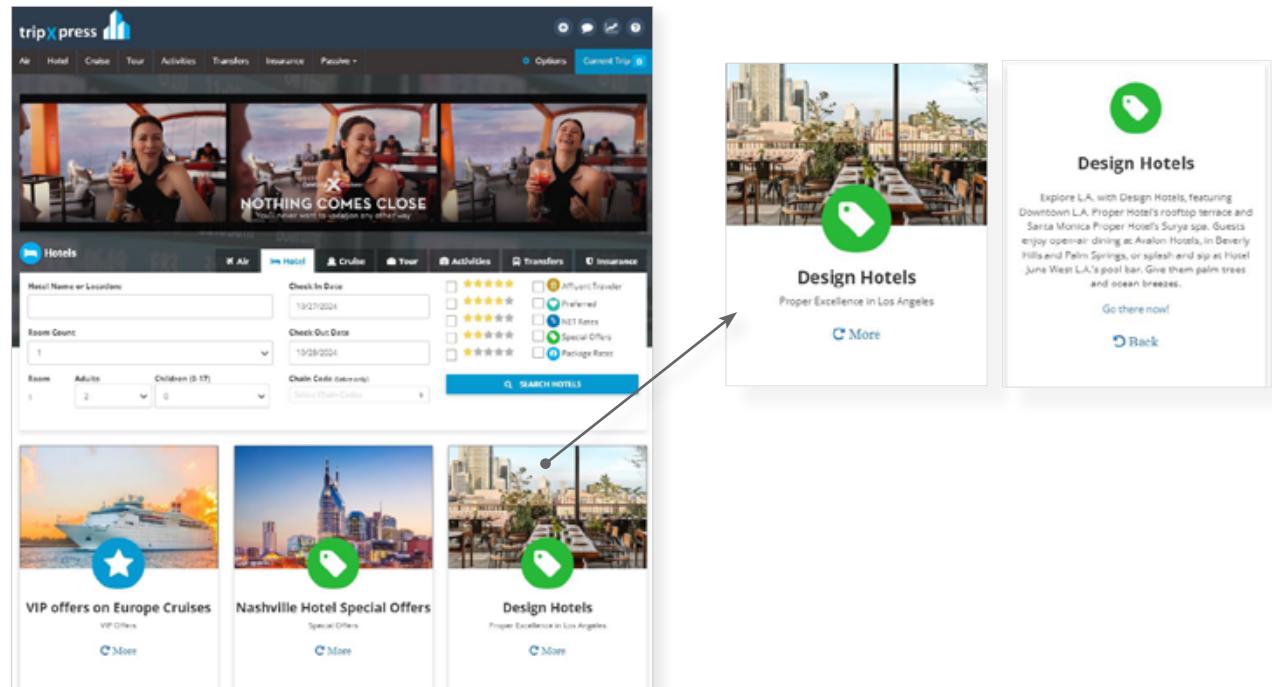
POINT OF SALE MARKETING

► tripXpress

tripXpress is an innovative content search and booking platform, built to help streamline business for 3,200+ agency locations. Robust real-time content is utilized to create a complex itinerary, compare choices and provide pricing, all on one platform. tripXpress aggregates content from our proprietary cruise booking platform, cruiseexpress, TRAVELSAVERS Preferred Hotel Program, along with additional add-ons such as customized tours, activities and transportation. It has the unique ability to research, build and book itineraries all from one platform, giving the advisors more flexibility to create a personalized vacation. tripXpress receives more than 40,000 average page views per month.

■ Card Ad- \$750 for two weeks

Card ads are viewable on several tripXpress search pages. They allow hotel chains to promote multiple hotels within a city. When the advisor clicks the ad it will go right to the listings where the advisor can book. Great to promote brand-wide city offers.



DIGITAL MARKETING

► Agent Extranet

The TRAVELSAVERS US, TRAVELSAVERS Canada and NEST Agent Extranets are password-protected websites just for TRAVELSAVERS and NEST members. These websites provide all of the resources and information that advisors will use and they receive over 27,500 page views a month.

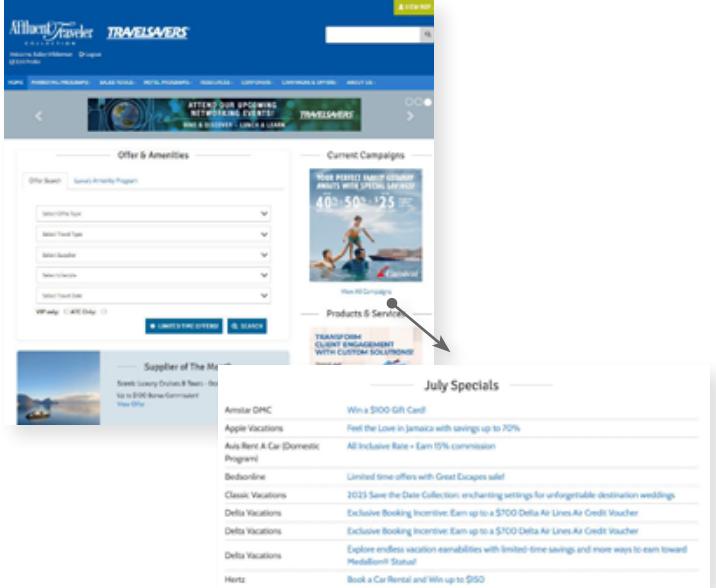
■ Feature Offer Listing - \$750

Premium placement of your exclusive offer, clickable through to full promotional details to advisors who access these advisor-only portals. The Feature Offers will be emailed at the beginning of the month to all advisors for added exposure.

■ Exclusive Offers - \$500

A unique way for TRAVELSAVERS and NEST advisors to quickly find your offers, Exclusive Offers are located on the home page of the Agent Extranets where each ad is categorized by travel type, supplier, lifestyle and travel dates.

[Click here for Agent Extranet marketing specs](#)

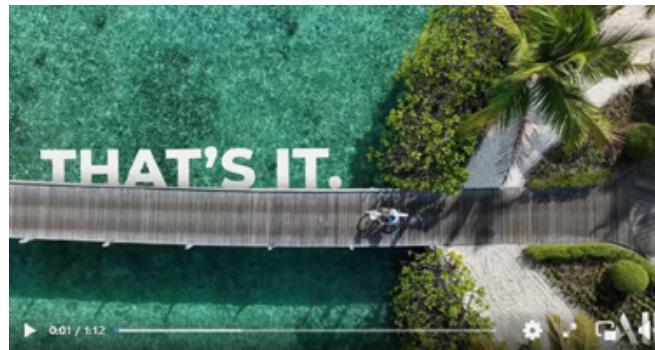


The screenshot shows the TravelSavers Agent Extranet homepage. At the top, there are navigation links for 'HOME', 'MEMBER PROFILE', 'SALES TOOLS', 'DIGITAL PROGRAMS', 'RESOURCES', 'CORPORATE', 'CONTINUOUS OFFERS', and 'ABOUT US'. A banner at the top right says 'ATTEND OUR UPCOMING NETWORKING EVENTS! MEET & DISCUSS - LEARN & LEARN'. Below the banner, there's a section titled 'Offer & Amenities' with a search bar and dropdown menus for 'Offer Type', 'Supplier Type', 'Offer Location', 'Offer Dates', and 'Offer Valid'. To the right of this is a 'Current Campaigns' section with a thumbnail for 'WIN 100% REBATE ON GEMINI AIRPORT AMENITIES WITH SPECIAL SAVER' and a 'Products & Services' section with a thumbnail for 'TRANSFORM YOUR TRAVEL MANAGEMENT WITH CUSTOM BOLTSPOINT'. An arrow points from the text 'Exclusive Offers are located on the home page of the Agent Extranets where each ad is categorized by travel type, supplier, lifestyle and travel dates.' to this section. Below these are 'July Specials' for various suppliers like Amstar DMC, Apple Vacations, Avis Rent-A-Car (Domestic), Bedsonline, Classic Vacations, Delta Vacations, Delta Vacations, Delta Vacations, and Hertz, each with a brief description and a 'View Details' link.



► Social Media Package

TRAVELSAVERS' social media technology offers the opportunity to push your marketing message out to more than 2,500 advisors in our closed Facebook groups.



Advertising package includes:

Posts

An electronic postcard will feature a preferred supplier's exclusive offer/destination content/new product offering/travel fun that is easily shared and viewed on one of the most popular social media networks. One (1) weekly post per week during the month of the campaign (4-5 posts total depending on the month).

- **Social Media Package Cost:** \$750 per month

[Click here for Social Media Package marketing specs](#)

Social Media Combination Package

- **4 Posts plus 1 Facebook Vlog (Mentioned on page 4) Cost:** \$1,000 per package

[Click here for Social Media Combination Package marketing specs](#)

► Agent's Edge

Offering six volumes throughout the year, this fun, online format allows us to be flexible with supplier advertising and editorial at budget-friendly prices. Agent's Edge provides advisors with relevant and timely information in a media format they enjoy using.

Agent's Edge volumes are archived and newly released volumes are announced to advisors via email. This online travel magazine provides fun editorial based on a destination, features a hotel supplier, plus it provides additional information on TRAVELSAVERS programs. It's a great way to highlight promotions, contests, activities and more.

Open Rate: 37%, Click to Open Rate: 6.5%, Average Pageviews: 1,400+

■ Sidebar Banner Ad (Limit 4 ads per page) - \$750 each

The Sidebar Banner Ad offers two ads in one. The Sidebar Banner Ad links from multiple pages (see available pages below) to a separate ad in one of the following (based on your industry): Top placement on the Hotel News or Deals pages, Air News, or a separate URL/PDF of your choice.

Available Pages Include:

- Destination Article (4 ads)
- Business News Article (4 ads)
- Advisor's Advice Article (4 ads)
- Air News (4 ads)

■ Hotel News Ad - \$600 each

Use this ad to announce openings, renovations, brand changes, and more.

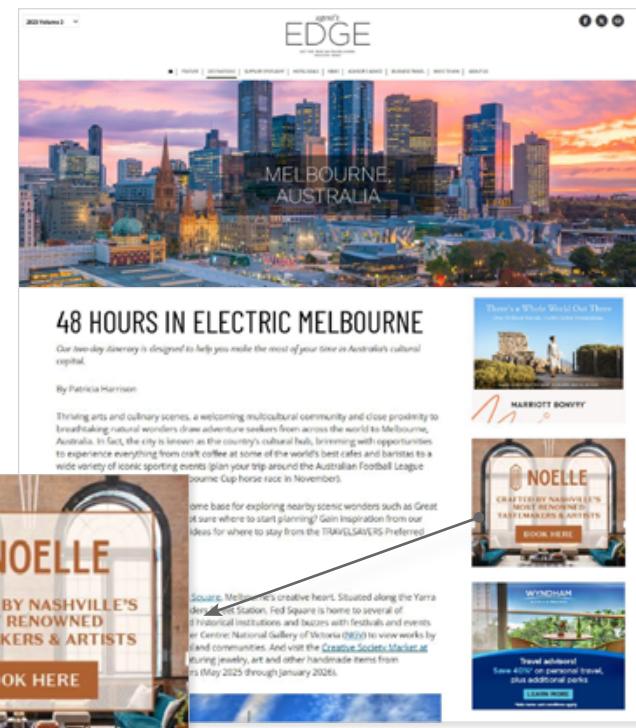
■ Hotel Deals Ad - \$600 each

This ad is in our dedicated Hotel Deals section from the main menu. Use this ad to promote a specific deal, discount, amenity, promotion, etc.

Hotel Deals Ad



Sidebar Banner Ad



[Click here for Agent's Edge marketing specs](#)

EMAIL MARKETING

TRAVELSAVERS email marketing is timely and efficient in getting your critical and time-sensitive messages out to our agency owners, managers and front-line advisors through the following email distributions:



► Supplier Scoop by TRAVELSAVERS

This weekly email helps to promote branding, new openings, renovations, promotions, FAMS and more. It features preferred supplier products along with proprietary TRAVELSAVERS programs. Supplier Scoop is distributed bi-weekly.

Distribution: 5,000+, Open Rate: 35.4%,

Click to Open Rate: 6.5%

- **Preferred Ad Cost:** \$800
- **Basic Ad Cost:** \$700
- **Video Ad Cost:** \$550

[Click here for Supplier Scoop marketing specs](#)

A screenshot of the 'Hotels & Resorts' email. The subject line is 'Hotels & Resorts'. The content includes a promotional offer for Accor's ALL Member Rate and a deal for 2,000 World of Hyatt Bonus Points per stay. It also mentions a promotion for Hyatt Regency Dallas at Reunion, Hyatt Grand Hyatt Seattle, Hyatt Grand Hyatt Atlanta in Buckhead, and Hyatt Grand Hyatt Washington.

► Business Analyst Update Email

An email that is shared by TRAVELSAVERS and NEST Business Analysts to their member agencies, this publication is sent weekly and provides a way to share important updates and information with advisors.

Distribution: 3,200+ Agencies, Open Rate: 47%,

Click to Open Rate: 7.5%

- **Frequency:** Weekly distribution
- **Informational Ad Cost:** \$500

[Click here for Business Analyst Update marketing specs](#)



BOOK YOUR MARKETING

If you would like to schedule or discuss marketing opportunities,
please email advertise@travelsavers.com

PUBLICATION SPECS & DUE DATES

Links to specifications and due dates can be found on the
corresponding page of the 2026 Media Kit.

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TRAVELSAVERS®
HOTEL DIVISION