

travelweek
MARKETING SOLUTIONS 2023

Canada's best-read
travel trade publication
since 1973

Reach frontline
agents
nationally

All your
marketing
needs



FULL SERVICE MARKETING

THE TRAVELWEEK GROUP

TRAVELWEEK.CA

E-LEARNING

TRAVELWEEK MAGAZINE

DISTRIBUTION AND WAREHOUSING

TRAVEL PROFESSIONAL MAGAZINE

EMAIL MARKETING TO CANADA & USA



VIRTUAL EVENTS

SOCIAL MEDIA

VIDEOS

FRENCH MARKET

WEBINARS

We have solutions for **ALL** your travel trade marketing needs!

DEMOGRAPHIC OVERVIEW

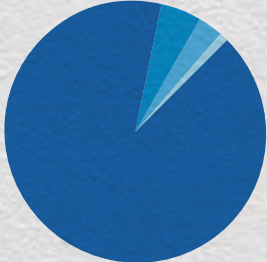
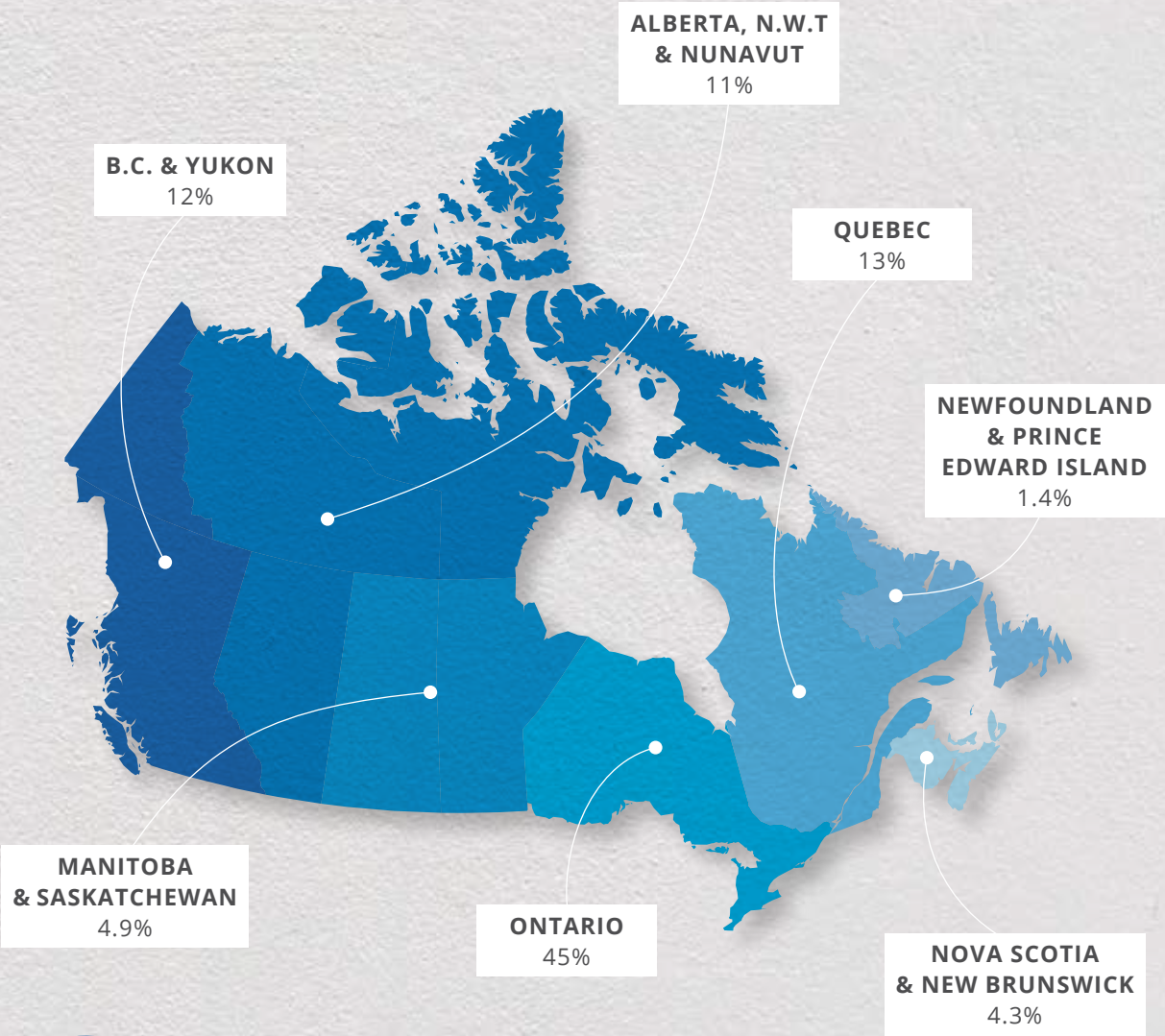
Travelweek is Canada's best-read and most trusted source for travel industry news. Committed to delivering in-depth and relevant news coverage to Canadian travel agents, Travelweek remains the number one Canadian travel trade publication.

TOTAL MAGAZINE CIRCULATION (DIGITAL)

• 28,000+

READERSHIP DEMOGRAPHIC

- Travel Agent audience 91%
- Largest age demographic, 36-65 (accounts for 77% of selling agents)



- 91% Travel Agents & Counsellors
- 5.7% Tour Operators, Carriers, Cruise Lines, Tourist Offices & Transportation Companies
- 3% Other (P.R. Firms, and associations)
- 1% Travel Students

WE'VE GOT YOU COVERED!

Let the Travelweek Group, Canada's #1 travel trade media source, create and promote your customized messaging. Our full circle media channels and highly engaged audience will set the pace and exceed all your marketing needs and goals - just give us a shout. We would love to help!

AWARENESS/BRANDING

MAGAZINES

Reach travel agents within the right context and when they are most receptive to your message, whether it's in print or online

WEBSITE

Keep your brand top of mind as agents visit site daily

NEWSLETTER

Newsletter is delivered daily to highly engaged travel agents

VIDEO

Give agents an opportunity to hear/see a brand story

EDUCATION

LEARNING CENTRE

Post your training on our platform or promote it across our properties with a direct link to your site. Choose from 1 of 3 different marketing packages.

WEBINAR

Direct exposure to travel agents at a fraction of the cost of hosting an event

CUSTOM PUBLICATION

Turnkey solution with potential to bring in advertising partners

YOUR EXISTING BROCHURE

Get your brochure directly into the hands of our travel agents with our polybag & fulfillment service

PROMOTION

EBLASTS - CANADA & USA*

When you have time sensitive information you want to share with agents quickly

CONTESTS

Generate excitement around a new resort opening, renovation, destination or rewards promotion

SOCIAL MEDIA

Post your message on Travelweek platforms with the most followers in the travel industry

EVENTS

VIRTUAL CONFERENCES

We can customize your conference, event or trade show with breakout session options

FUTURE OF TRAVEL

Be a sponsor at one of Travelweek's quarterly virtual events

*Looking to reach the Canadian Francophone market? We've got you covered - all of the above channels are available through our Profession Voyages brand.

NEW!

USA reach via our highly effective eblast



PUBLICATION MARKETING

CIRCULATION

- 19,878 NATIONAL audited
- 40,000+ NATIONAL readership
- 25,000+ DIGITAL EDITION SUBSCRIPTIONS includes Travelweek and Travel Professional

AUDITED CIRCULATION

Alliance for Audited Media

91% readers are frontline travel agents

AVERAGE AGE DEMOGRAPHIC

- 36-65 YEARS OLD accounts for 77% of sales force

PRODUCTS

- Travelweek Weekly Magazine
- Travel Professional – six issues annually
- Advertorial Features
- Custom Publishing, Design, Editorial

TRAVEL PROFESSIONAL 2023 CALENDAR

- SPRING EDITION 23 February
- CRUISE SPRING EDITION 20 April
- SUMMER EDITION 1 June
- FALL EDITION 21 September
- CRUISE FALL EDITION 9 November
- WINTER EDITION 7 December



DIGITAL MARKETING

Travelweek offers the largest suite of dynamic digital marketing options from banner promotions to custom advertorial to virtual reality.

TOTAL DIGITAL DATABASE

100,000+

TRAVELWEEK.CA

Over 2million annual pageviews
170,000+ average unique visits

TRAVELWEEK DAILY NEWSLETTER

25,000+ 38% average open

E-BLASTS

15,000+ 27% average open rate

DIGITAL EDITIONS (TRAVELWEEK MAGAZINE & TRAVEL PROFESSIONAL)

28,000+

SPHERE: MONTHLY HOME-BASED NEWSLETTER

10,000+ 43% average open

INDUSTRY LEADING IN SOCIAL MEDIA PLATFORMS!

8,400+ Facebook followers
12,900+ Twitter followers
4,600+ Instagram followers
6,200+ LinkedIn connections
200,000+ Youtube video views

PROFESSION VOYAGES.COM

9,000+ 25% average open
1 million+ annual pageviews

CONTESTS

600,000+ average total impressions



AGENT LEARNING

WE'RE #1

- Travelweek's Learning Centre is the #1 platform in Canada
- E-learning is the preferred method for agent learning
- We offer multiple solutions in **English** and **French** to clients who are looking to educate agents on their latest products

SPECIALIST PROGRAMS

Post your multimedia specialist program on the platform where Canadian agents come to search for training programs. If you don't have a course, we can help you create one!

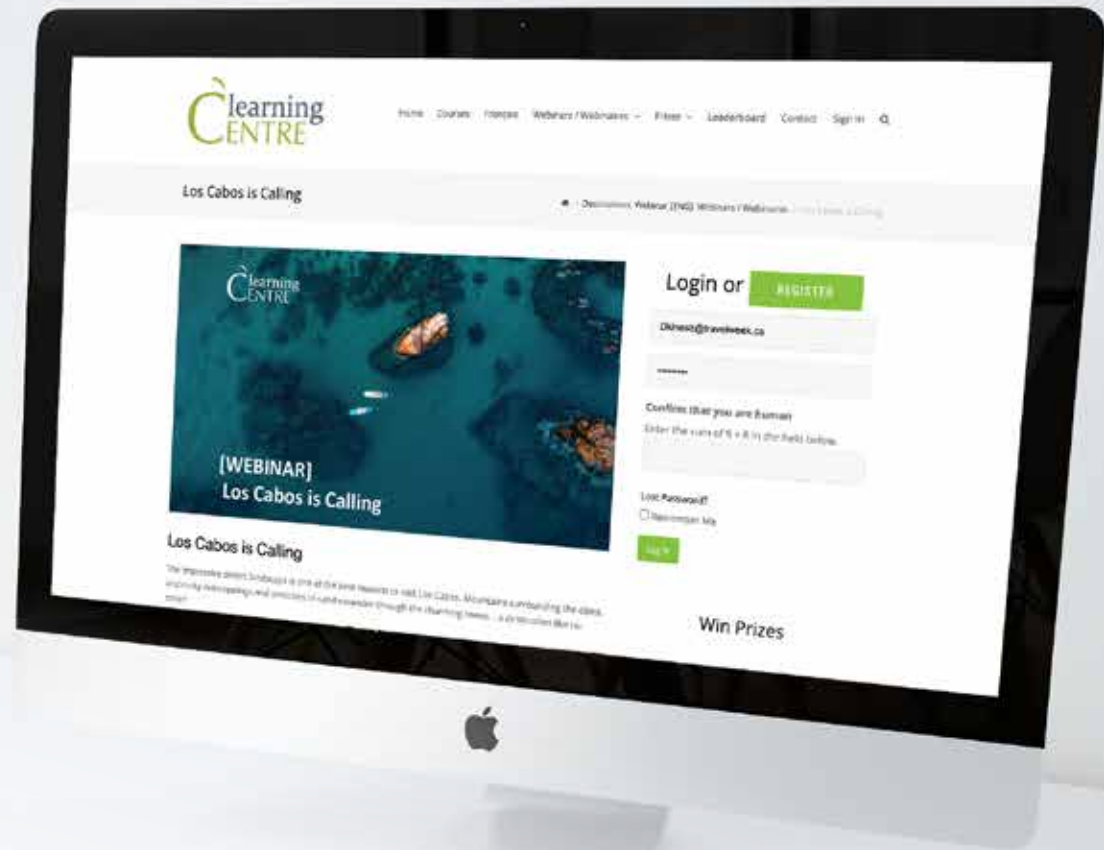
STATS

Average cost **\$12.50** CAD per agent
250 hours of brand engagement
Over **30,000** pageviews per course
Active user database **16,000+**

WEBINARS

The perfect solution for presenting and engaging with a large audience in a "live" setting. Our package includes pre-promotion, moderation and post event link.

- Average attendance of 50-130 in English and over 150 in French
- Engagement rates of over 70%



RECENT AGENT LEARNING CLIENTS:

Specialist Programs for:

- Costa Rica
- Korea
- Tokyo
- Italy
- Spain
- Martinique
- Colombia

Webinars:

- Tourism Ireland
- Nicaragua
- Aussie Specialist
- Visit Florida
- Club Med
- Emerald/Scenic Cruises
- Visit Monaco

FRENCH & QUEBEC MARKETS

Profession Voyages is the leading travel trade media outlet in Quebec for all your french language marketing needs.

100% WEB TRAFFIC GROWTH

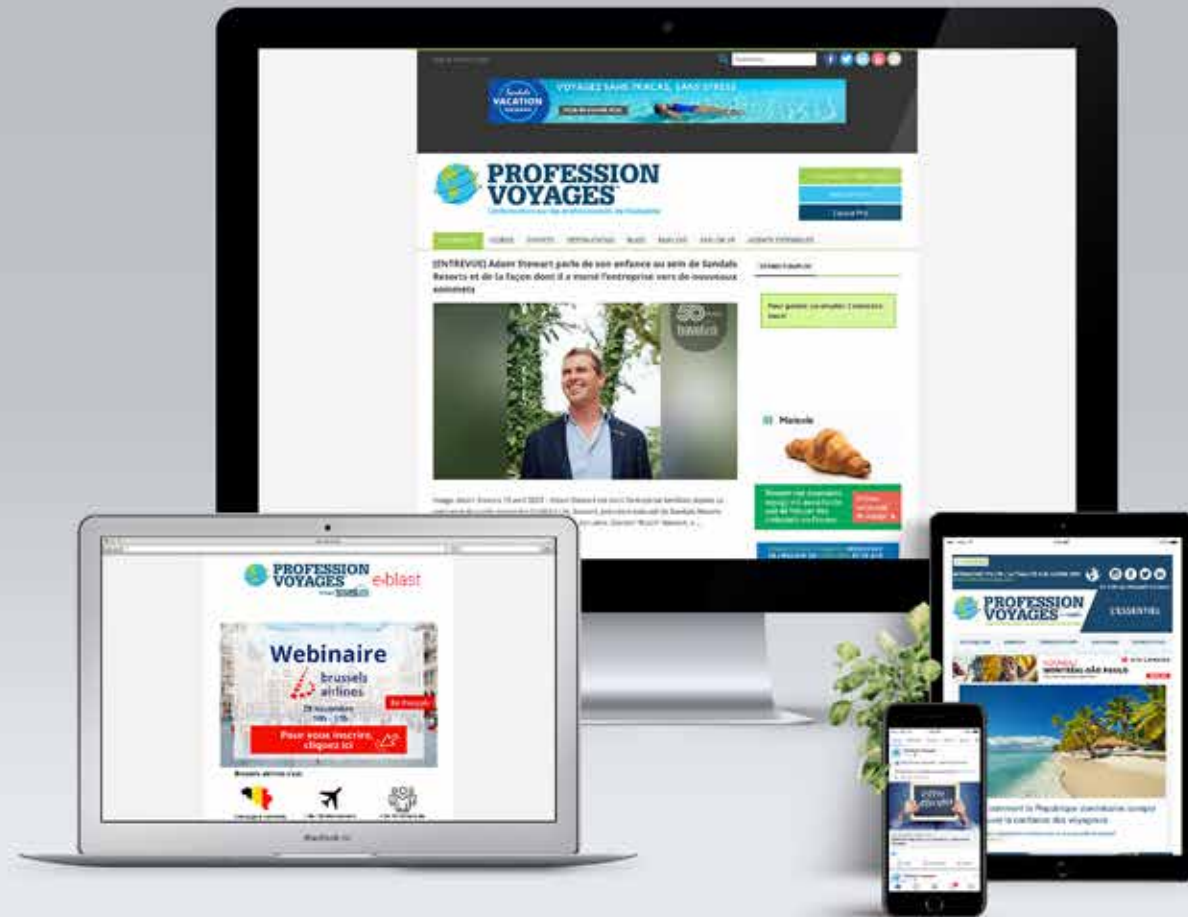
The Profession Voyages website is so popular with Quebec agents, it enjoys strong web traffic growth.

STATS

- Digital database of almost 9,000+ agents
- 14,000+ leader in B2B social media followers across all platforms
- More than 100,000 visits per month
- 1.4 million+ pageviews in 2022
- 25% newsletter open rate

PRODUCTS

- Website Banners
- Newsletter Banners
- Sponsored Content
- Videos
- Live Interviews
- Full Marketing Campaigns
- Webinars
- French Learning Centre
- Social Media Sponsored Posts
- E-blasts
- Digital Edition Sponsorship
- Classified Postings
- Translation Available
- Complimentary translation service for text and design



DID YOU KNOW 1 IN 2 CONSUMERS BOOK THROUGH A TRAVEL AGENT IN QUEBEC?

VIRTUAL EVENTS

Travelweek provides several different options and formats to reach agents virtually through interactive and well-attended events.

FUTURE OF TRAVEL
BI-ANNUAL SHOWCASE EVENT

STATS
1.4 million Marketing Impressions
8,000+ Viewership
6,000 hours of viewing

- PRODUCTS**
- VIRTUAL CONFERENCE
 - WEBINAR
 - ZOOM
 - TRADE SHOWS
 - BREAKOUT SESSIONS
 - SOCIAL MEDIA
 - "REOPENED" SERIES



VIRTUAL CONFERENCE

WEBINAR EBLAST

ISRAEL THE FIRST POST COVID-19 LONG HAUL DESTINATION

Israel in the spotlight with June 18 webinar

travelweek WEBINAR REGISTER

DATE: JUNE 18th TIME: 2PM EST

Israel, the first post-COVID-19 long-haul destination, is in the spotlight with an upcoming webinar. Hosted by Gal Hara, Consul, Director of Tourism, Canada, and presented by the Israel Ministry of Tourism and Travelweek's Training Center, the webinar is scheduled for Tues. June 18 at 2pm EST. The webinar will highlight for the reason why the process is even possible. Hotel reopenings began reopening the tourism done in accordance with health and safety facts. Webinar viewers are prizes including a bottle of wine for 2 bottles of fine wine. To register click here.

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JAMAICA

REOPENED

Thursday June 18, 3:30pm

Join us for a new Facebook Live series "Reopened" to get the detailed information travel agents need as destinations begin to welcome visitors again.

ANGELLA BENNETT, Regional Director Canada, Jamaica Tourist Board

DEVIN KINASZ, Publisher, Travelweek

Join us on facebook.com/Travelweek

LIVE travelweek

REOPENED SERIES

travelweek

Future of Travel: Back to Business?

A VIRTUAL CONFERENCE BY TRAVELWEEK

NEWLY ADDED AS CLOSING KEYNOTE SPEAKER:

Bruce Poon Tip
Founder, G Adventures

KEYNOTE SPEAKERS

Joseph Adamo
Chief Distribution Officer, Transat & President, TDC

Charles Crowder
VP Sales & Distribution, Westjet

Lisa Pierce
Managing Director of Canada & USA Sales, Air Canada

Deana Murphy
VP Retail Sales, Sunwing

Gary Sadler
Senior VP, Unique Vacations (Sandals)

Michelle Palma
VP Field Sales, Uniworld

JOIN TRAVEL AGENTS NATIONWIDE AND INDUSTRY EXECUTIVES FOR A FIRST-OF-ITS-KIND VIRTUAL CONFERENCE ON RESTARTING THE TRAVEL INDUSTRY IN THE MIST OF A GLOBAL PANDEMIC.

WEDNESDAY JUNE 3RD, 1-3:15 PM EST

PANELS

REGISTER NOW

Prizes, Prizes and more Prizes!
GRAND PRIZE \$500 VISA GIFT CARD.

WAREHOUSING & DISTRIBUTION

ENVOY is a service created especially for the Travel & Tourism industry with strong sector links and deep Travel connections for all distribution, fulfillment and warehousing needs.

PARTNERSHIPS, INTELLIGENCE & REACH

Leverage our unparalleled reach nationwide to consumer and retail outlets.

STATS

- Over 6,000 agents registered
- Fulfillment services for 100+ travel suppliers
- 3,000 orders processed per month
- Guaranteed 24 Hour turnaround

PRODUCTS

- Polybagging
- Brochure Distribution
- Warehousing
- Data Capture
- Marketing Support
- Agent Fulfillment

DISTRIBUTION, FULFILLMENT & WAREHOUSING

LOOKING FOR TURNKEY SOLUTIONS?
LET ENVOY DELIVER YOUR COLLATERAL TO YOUR NEXT TRADE EVENT



MEET THE TEAM



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