Fall Travel

MARKETING TOOLKIT

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Contents

As the leaves begin to change, fall becomes the perfect time to explore, unwind, and take advantage of cooler weather and smaller crowds. We're excited to offer your members exclusive discounts on hotels, flights, car rentals, theme parks, and more. With these savings, members can experience the magic of fall travel while stretching their budgets and creating memories to carry into the holiday season.
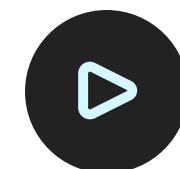
Pro Tip:
Need tips on how to utilize the toolkit materials? Check out this video tutorial:

How to Use Marketing Toolkits

access
How to Use Marketing Toolkits

YOUR
Dining Deals
Toolkit

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Marketing Copy

Any marketing copy in this document and in the attached assets can be utilized for multiple types of promotional content including emails, ads, videos, blurbs, blog articles, advertorials, social media posts, etc.

Mini

Fall getaways for less: Save up to 50% with [add your program name here].

Short

Make the most of fall with up to 50% off travel – exclusive savings on the places you want to go. Visit [add your discount program travel homepage URL here] to explore, book, and save.

Medium

Cooler temps, changing leaves, and fewer crowds – fall is the perfect time to travel. With up to 50% off hotels, flights, car rentals, and more, your member discounts help you explore for less. Cozy weekends or big adventures? You can do it all.

Long

With [add your program name here], you can travel smart, spend less, and soak up the autumn season. Enjoy up to 50% off at top destinations across the country. With deals on everything from big-name hotels to local attractions, you can stretch your budget without sacrificing the experience. Your fall getaway is just a few clicks away. Start saving at [add your discount program travel homepage URL here].

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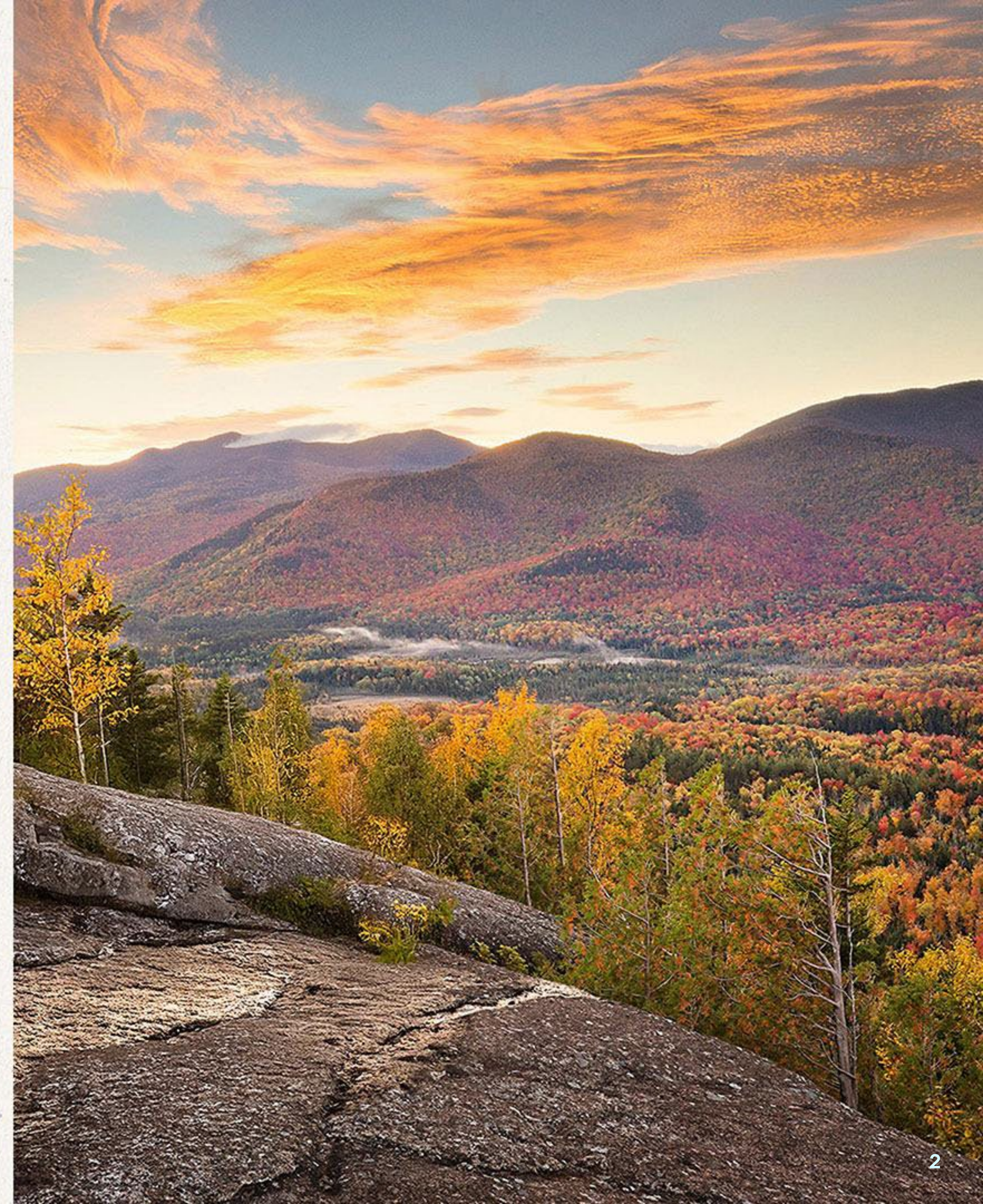
Social Media Images

These ready-to-use images are perfect for Facebook, Instagram, and other social platforms. There's also space to easily add your logo.

1080x1920	1200x630	1080x1080
1080x1350	1015x1350	1080x566

Download Images

Note: The raw, unedited, text-free images used in this toolkit have been provided for you to use at your discretion when creating your own fall travel promotions.

Download Raw Images

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Web & Email Banners

These banners can be used in your emails, bulletins, newsletters, and other communications. Make sure to place the banner as close to the top of your emails as possible. This will ensure your audience sees it as soon as they open the email. Banners can be used as is or have room to add your logo.

242x463	600x400	1272x792
300x250	700x400	1500x500
300x300	716x130	1500x1000
396x175	728x90	1600x350
458x720	1020x380	1600x800
468x60	1140x655	1880x360
600x125	1200x600	2400x1350
600x220	1208x744	

Download Banners

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Digital / Print Flier

This flier can be printed, used digitally for a landing page, or added as an attachment to an email. Before using, don't forget to customize it with your program information, so your audience knows where to go to get their savings.

Plan Your Fall Adventure Now:

[Add your discount program travel homepage URL here]

Need Help Booking? Call

[Add your customer service number here]

Download Flier

[Add your logo here]

[Add your logo here]

UP TO

50% OFF
Fall Travel

Crisp Air. Cozy Getaways. Incredible Savings.

From scenic road trips to relaxing resort stays, autumn is the perfect time to explore.

SAVE ON
- Hotels
- Car Rentals
- Flights
- Theme Parks & Attractions
- Live Events
- Cruises

Plan Your Fall Adventure Now:
[Add your discount program travel homepage URL here]
Need Help Booking? Call
[Add your customer service number here]

Want more content like this? Visit your CMP

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PowerPoint Slide

This designed slide can be easily added to any PowerPoint presentation. You can utilize this slide to promote the program at company town halls, during open enrollment, customer sales demonstrations, and new employee orientations.
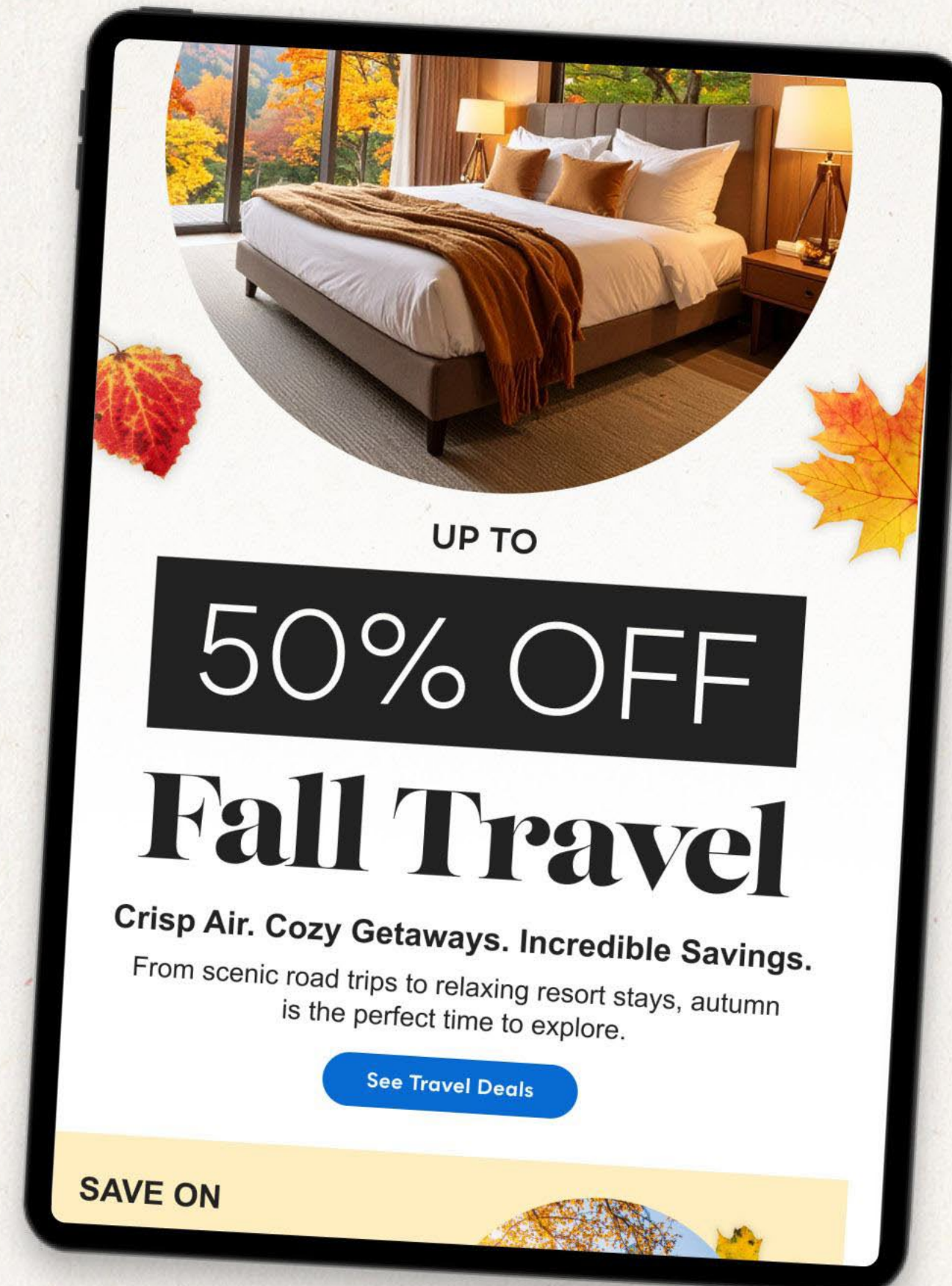
16:9 | 4:3

Download Slide

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Email HTML

Grab this HTML to email your audience through your own email platform. Each HTML file provides implementation instructions, an image of the email to show the design and what it should look like, all images used in the email, and the subject line and preheader.

Download Email HTML

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Fall Travel

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From scenic road trips to relaxing resort stays, autumn is the perfect time to explore.

See Travel Deals

SAVE ON

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Don't hesitate to contact your Client Marketing Specialist (CMS) if you have any questions about this toolkit and how to get the most out of the assets.

If you don't know who your CMS is, call our customer service number and they can find out for you at 1-800-331-8867.

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