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As summer approaches, the focus is on creating unforgettable experiences at affordable prices. We're excited to offer your members exclusive discounts on hotels, flights, car rentals, theme parks, and more—helping them stretch their budgets and enjoy more of what makes travel special. Whether it's a family road trip, a beachside retreat, or an adventure-filled getaway, these savings make it easy for members to explore, connect, and make memories that will last a lifetime.



Pro Tip:

Need tips on how to utilize the toolkit materials? Check out this video tutorial:

How to Use Marketing Toolkits





Overview

Campaign Dates: May 26 - July 27

Email Marketing Support

The highlighted destinations and theme parks will be featured throughout the toolkit assets and in weekly Friday emails sent in May, June, and July.* If you are not currently allowing Access to send emails on your behalf, you can utilize the HTML versions.

HTML versions of summer travel emails will be posted on your Client Marketing Portal (CMP) and sent out in your weekly *Today at Access* email within a day or two before the email send date. If you do not receive this email or need help getting onto the CMP, reach out to your Client Marketing Specialist (CMS) and they will assist you. See the campaign calendar on page 14 for specific dates when HTMLs will be delivered.



FEATURED DESTINATIONS & THEME PARKS**

- Beach Destinations
- Walt Disney World® Resort

Big City Vibes

Disneyland® Resort

• Road Trips

• Universal Orlando Resort

Cruises

Universal Studios Hollywood

National Parks

- Local Theme Parks & Activities
- All-Inclusive Resorts
- AND SO MUCH MORE!



Event Marketing Copy

MINI EVENT OVERVIEW COPY

Your Best Summer Starts Here—Book Your Getaway and Save!

SHORT EVENT OVERVIEW COPY

Your Best Summer Starts Here—May 26 to July 27. Book Your Getaway and Save!

MEDIUM EVENT OVERVIEW COPY

Endless Adventures, Endless Savings—Your Best Summer Starts Here! Members get exclusive discounts and special offers May 26 to July 27.

LONG EVENT OVERVIEW COPY

Endless Adventures, Endless Savings—Your Best Summer Starts Here! Members get exclusive discounts and special offers on hotels, flights, theme parks, and more May 26 to July 27.



^{*}Travel category promotion in emails will vary based on member subscription.

^{**}Featured destinations, theme parks, and activities are subject to change.



Giveaway Details & Assets

We're giving away a \$500 Visa gift card! Your members can use it for travel or anything they'd like.

Members must be signed up and can enter to win just by visiting their discount program website homepage May 26 - July 27 and making sure they are signed in. We will be promoting this giveaway to members through our Friday email sends while the campaign is running and will also have a giveaway banner posted on the homepage of their discount program website reminding them to enter to win.



GIVEAWAY INFORMATION LINK:

https://static.accessdevelopment.com/Toolkits/Summer_Giveaway_Info.pdf

Download Images

TERMS AND CONDITIONS: To be eligible to win, you must be signed up for your discount program. Enter to win by visiting your discount program website May 26 - July 27, 2025 (starts and ends at midnight MST) and simply sign in. Maximum of one entry per day. The more days you visit your discount program website, the more chances you have to win. Winner will be notified via email and/or phone by Friday, August 1, 2025. The winner must respond back to claim their winnings no later than Friday, August 8, 2025. If there is no response, an alternate winner will be chosen. Once the winner has claimed/accepted, the \$500 Visa gift card will be emailed to them within five business days. Giveaway is fulfilled and sponsored by Access V.G. LLC. Giveaway eligibility includes all participating Access V.G. LLC client/discount programs. No purchase necessary to win. Void where prohibited. By participating in this giveaway, participants agree to release, indemnify, and hold harmless Access V.G. LLC and its affiliates, officers, directors, employees, and agents from any and all liability, claims, or actions of any kind arising out of or related to their participation in the giveaway or the receipt, use, or misuse of any prize awarded.















Social Media Content

These images can be used on Facebook, Instagram, and other social channels to help extend the reach and awareness of this year's summer travel savings. Two different creative options have been provided. Both options can be used as is and have room to add your logo. We encourage you to pair these images with the suggested copy on page 6.

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 summer travel promotions.

Download Raw Images



EXPERIENCE YOUR BEST SUMMER... On Sun-Kissed Beaches

THEMED SUMMER TRAVEL IMAGES

We've provided various creative options for different summer travel experiences your members may be interested in including beach vacays, family fun, road trips, theme park visits, big city getaways, and more.

1080x1920	1200x630	1080x1080
1080x1350	1015x1350	1080x566
600x220	300x300	

Download Images









At Thrilling

Theme Parks

YOUR BEST SUMMER...

In Dreamy International Escapes



Book My Trip

EXPERIENCE

YOUR BEST SUMMER...

YOUR BEST SUMMER...

Sailing the Seas on an Exciting Cru







On Your Ultimate Family Getawa

Social Media Content

Copy and paste the messaging below into your social media channels, emails, internal communications, etc.

Make sure to remove any reference to travel categories not available in your subscription.

WEEK 1

MAY 26 - JUNE 1

Our Summer Travel Savings Event is happening now through July 27! From theme parks to tropical beaches, road trips to dream cruises – we've got the deals to get you there!

- **Save up to 50% on hotels**
- Mr Discounts on Disney, Universal & more
- **W**Up to 10% off flights
- € Save up to 25% on rental cars
- Exclusive cruise deals worldwide
- Save on concerts, sporting events & shows

Visit [add your discount program homepage URL here] to start planning your best summer yet and enter our giveaway!

WEEK 2

JUNE 2-8

Wherever You Stay, Save Big! Whether you're looking for luxury resorts, charming boutique stays, or budget-friendly hotels, members get up to 50% off at over 850,000 hotels worldwide! Your perfect stay at the perfect price is just a click away! Go to [add your discount program homepage URL here] to book, save, and enter to win!

GIVEAWAY BLURB

GIVEAWAY ALERT! We're giving away a \$500 Visa gift card! Enter by simply signing up or signing in to [add your discount program homepage URL here]. The more days you visit, the more entries you earn. Enter now – giveaway ends July 27!

GIVEAWAY BLURB

One lucky member will win a \$500 Visa gift card – perfect for flights, hotels, theme parks and more! Sign up or sign in to [add your discount program homepage URL here] now through July 27 to be entered. Earn up to one entry per day. The more days you visit, the more entries you earn.





WEEK 3

JUNE 9-15

Let the Fun Begin! From Disney, Universal, and Six Flags to water parks, zoos, and aquariums, members get exclusive discounts on the best attractions!

Your next adventure is waiting – save now and enter to WIN our summer giveaway! Visit [add your discount program homepage URL here] to get started.

WEEK 4

JUNE 16-22

Fly More, Spend Less! Get up to 10% off flights on top airlines like Delta, American, United, British Airways, Aeromexico and more! Make your dream vacation a reality and save on both international and domestic travel. Go to [add your discount program homepage URL here] to search, book, and save.

WEEK 5

JUNE 23-29

Set Sail and Save Big! From the Caribbean to Alaska, the Mediterranean to Mexico, members get exclusive cruise discounts on dream voyages worldwide. Relax with stress-free luxury at sea and plan your perfect cruise escape at [add your discount program homepage URL here]. Don't forget to enter our \$500 summer travel giveaway!

GIVEAWAY BLURB

Don't Forget! You Could Win \$500! Entering is SO easy – just sign up or sign in to [add your discount program homepage URL here]. Hurry! Giveaway ends July 27. Enter now!

GIVEAWAY BLURB

\$500 Could Be Yours! How Would You Spend It? A weekend getaway? Theme park tickets? A fancy dinner? Enter for your chance to win by signing up or signing in to [add your discount program homepage URL here]. That's it! The more days you visit, the more entries you earn.

GIVEAWAY BLURB

Don't Miss Out on Your Chance to Win a \$500 Visa Gift Card! It only takes seconds to enter – just sign up or sign in to [add your discount program homepage URL here] • Deadline: July 27 = Enter now before it's too late!





WEEK 6

JUNE 30 - JULY 6

- A Your Road Trip Starts Here! Save up to 25% on car rentals from trusted brands like Hertz, Budget, Alamo, Enterprise, Avis, and more!
- Flexible cancellations (up to 48 hours before pickup!)
- Book now, pay later options available
- Excellent customer service

Where will the road take you? Visit [add your discount program homepage URL here] to book your ride and enter to win our summer giveaway!

WEEK 7

JULY 7-13

Concerts, Sports, Broadway and More – For Less! Make this a summer to remember with exclusive savings on the hottest concerts, theater shows, and sporting events! Don't miss out! Snag tickets and enter to win our giveaway at [add your discount program homepage URL here].

GIVEAWAY BLURB

Final Month to Enter! One lucky winner will score a \$500 Visa gift card. Sign up or sign in to [add your discount program homepage URL here] on or before July 27 and you'll be entered automatically. Don't wait – enter now!

GIVEAWAY BLURB

One Lucky Member Will Win a \$500 Visa Gift Card! Will It Be You? It takes less than a minute to enter. Enter on or before July 27 by signing up or signing in to [add your discount program homepage URL here]. The more days you visit, the more entries you get. Good luck!





WEEK 8

JULY 14-20

Book With Confidence, Travel With Ease! Your summer adventure should be stress-free. That's why we offer:

√24/7 travel support

√Free cancellations on most hotels and car rentals

✓Car Rentals: Book now, pay later options

Save big and travel worry-free. Book today at [add your discount program homepage URL here] and enter to win our \$500 giveaway!

WEEK 9

JULY 21-27

LAST CALL – Summer Savings Won't Last! If you haven't booked your summer trip yet, now is the time! As a member of [Add Your Program Name Here], you'll enjoy:

- Hotel Deals Up to 50% Off
- Theme Parks & Attractions for Less
- Flight & Car Rental Discounts
- Cruise & Event Ticket Savings

Book today and lock in your savings before it's too late! Plus enter to win our \$500 travel giveaway at [add your discount program homepage URL here].

GIVEAWAY BLURB

LAST CHANCE: Only 7 Days Left to Enter! You could win \$500 just by signing up or signing in to [add your discount program homepage URL here] by July 27.

GIVEAWAY BLURB

FINAL CALL: Giveaway Ends THIS WEEK! This is your LAST chance to win a \$500 Visa gift card! Sign up or sign in to [add your discount program homepage URL here] by July 27. Winner will be announced soon.



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. Two different creative options have been provided. Both options can be used as is and have room to add your logo.

242x463	600x400	1272x792
300x250	700x400	1500×500
300x300	716x130	1500x1000
396x175	728x90	1600x350
458x720	1020x380	1880x360
468x60	1140x655	2400x1350
600x125	1200x600	
600x220	1208×744	

Download Banners



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.

Save BIG on your summer vacations and enter to win at

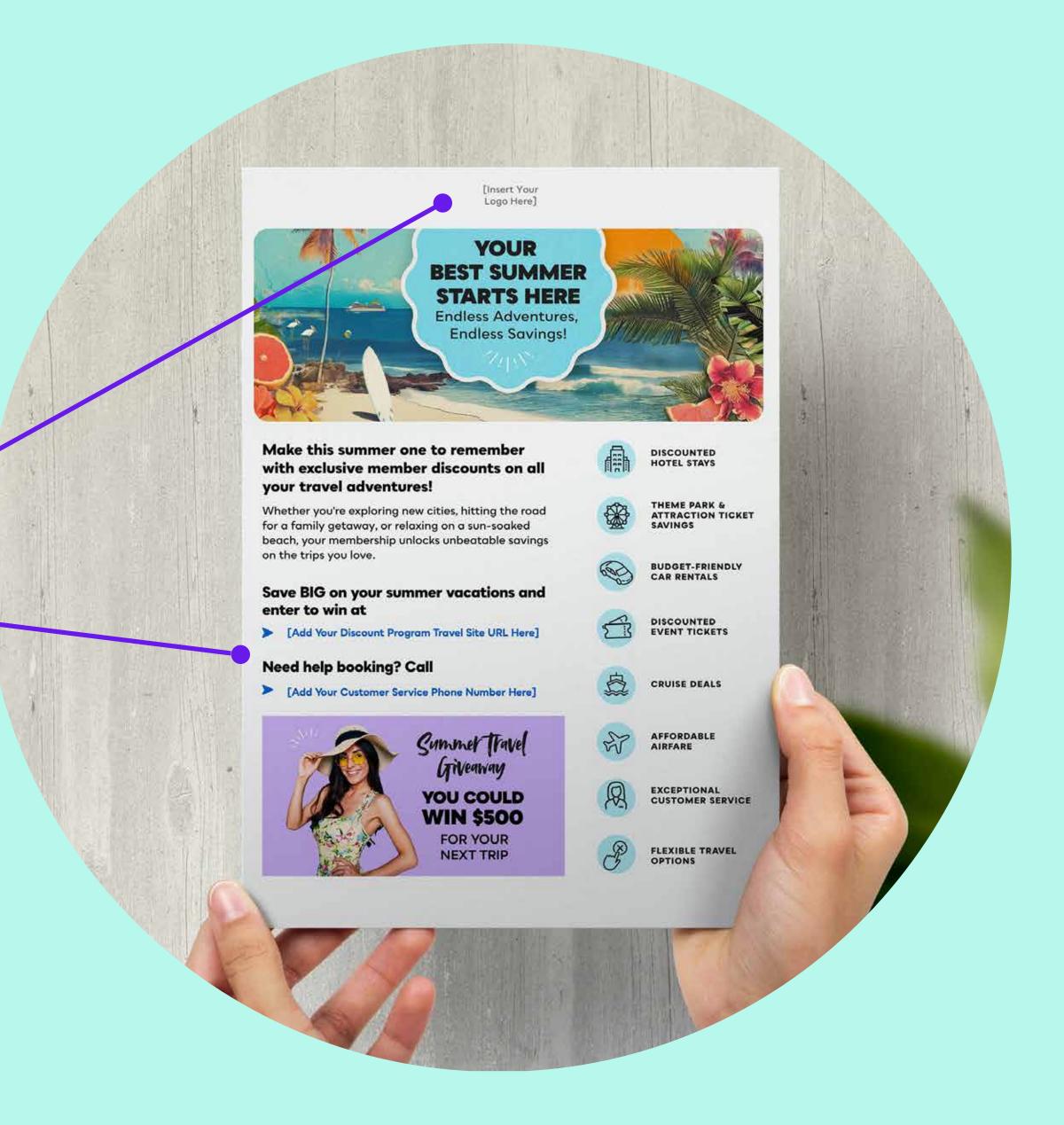
► [Add Your Discount Program Travel Site URL Here]

Need help booking? Call

► [Add Your Customer Service Phone Number Here]

Download Flier

[Insert Your Logo Here]



11

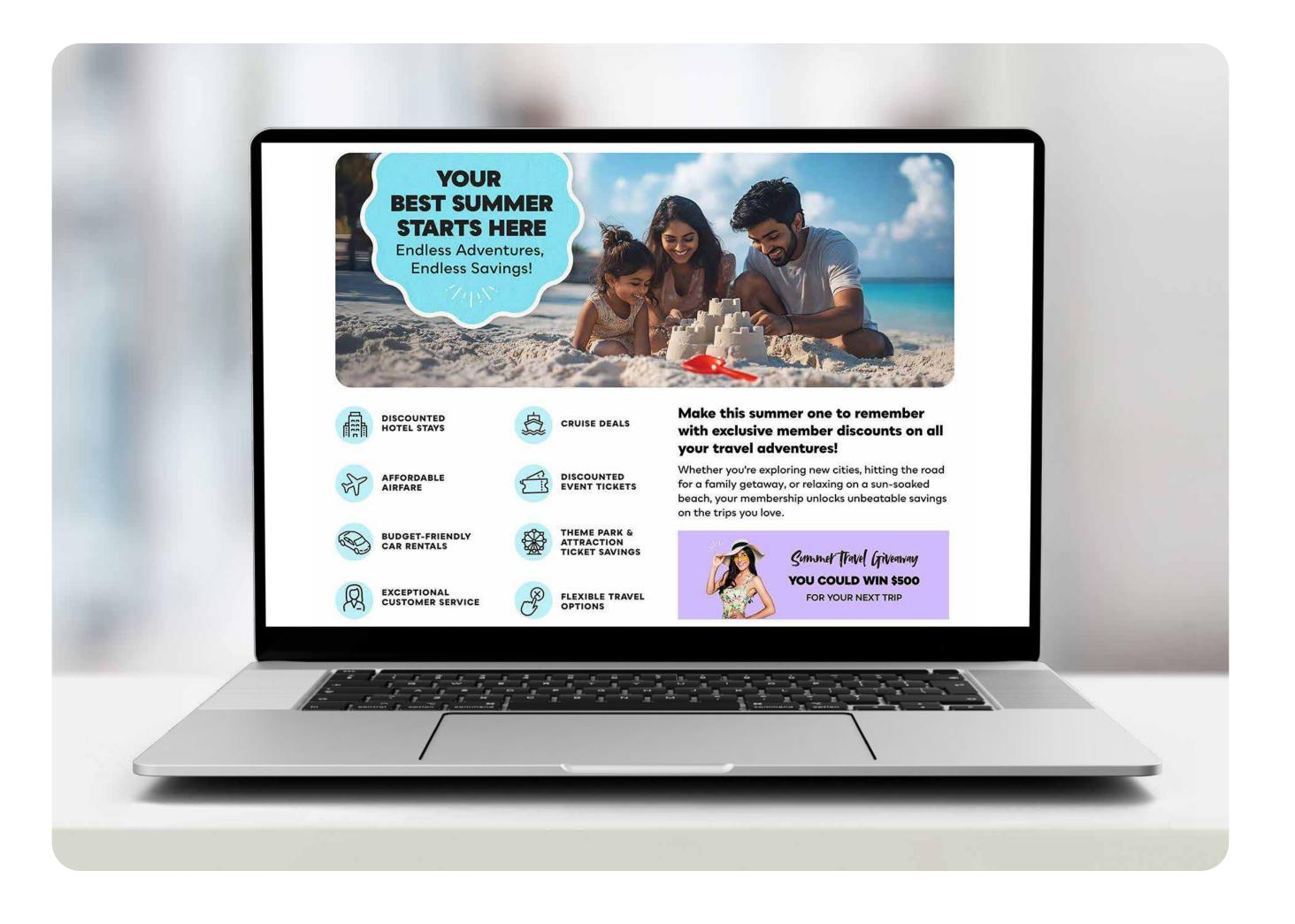


PowerPoint Slide

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.

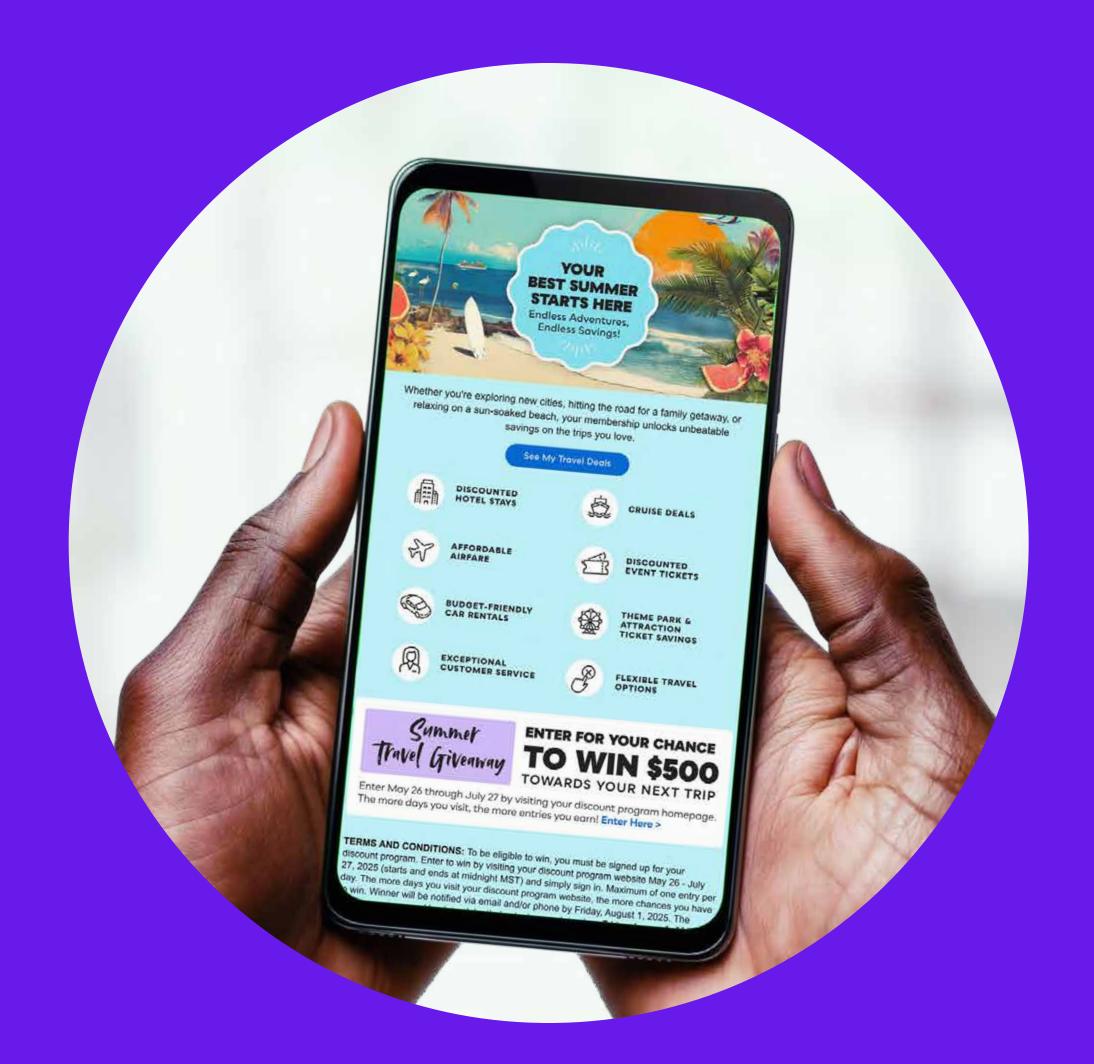
16:9 4:3

Download Slide



12





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.

13

Download Email HTML



Campaign Calendar

KEY

TAA Today at Access

CMP Client Marketing Portal

- Add the web and email banners to your emails, bulletins, newsletters, and other relevant communications. Link to your discount program travel homepage.
 - For banners promoting the giveaway, link to the giveaway information sheet on page 3.
- Post social media image and copy to applicable channels.

 Link to your discount travel program homepage.
 - For promoting the giveaway specifically, copy and paste the full terms and conditions on page 3.
- Email digital flier, post on your messaging platform, like Slack, mail out to members, print and hang up in high-traffic areas around the office, share at events and in member communications, and include in print materials and websites.
- For those currently using Access Email Services, we send this email for you. No action needed.
- For those who don't use Access Email Services, you'll want to send the HTML we provide on its assigned day.

May

WEEK 1	26 MON	SUMMER TRAVEL SAVINGS EVENT AND GIVEAWAY BEGINS!
		Email and/or print Digital Flier from page 11
		Add Web and Email Banners from page 10
		Post Social Media Image from pages 4 & 5 and Week 1 Copy from page 6
	28 WED	Add Giveaway Web and Email Banners from page 3
		Post Giveaway Social Media Image from page 3 and Week 1 Giveaway Blurb from page 6
	29 THUR	/> May 30th HTML Email sends in TAA & available on CMP
	30 FRI	Summer Travel Email sends
		Send corresponding HTML Email

June

WEEK 2

2 MON	Add Web and Email Banners from page 10 Post Social Media Image from pages 4 & 5 and Week 2 Copy from page 6
4 WED	 Add Giveaway Web and Email Banners from page 3 Post Giveaway Social Media Image from page 3 and Week 2 Giveaway Blurb from page 6
5 THUR	June 6th HTML Email sends in TAA & available on CMP
6 FRI	Summer Travel Email sends
	Send corresponding HTML Email



WEEK 3	9 MON		Add Web and Email Banners from page 10
		<	Post Social Media Image from pages 4 & 5 and Week 3 Copy from page 7
	11 WED		Add Giveaway Web and Email Banners from page 3
		<	Post Giveaway Social Media Image from page 3 and Week 3 Giveaway Blurb from page 7
	12 THUR	>	June 13th and 16th HTML Emails send in TAA & available on CMP
	13 FRI	3	Summer Travel Email sends
		>	Send corresponding HTML Email



- 16 MON
- Email and/or print **Digital Flier** from page 11
- Add **Web and Email Banners** from page 10
- Post **Social Media Image** from pages 4 & 5 and **Week 4 Copy** from page 7
- Theme Park Email sends
- Send corresponding HTML Email
- 18 WED Add Giveaway Web and Email Banners from page 3
 - Post Giveaway Social Media Image from page 3 and Week 4 Giveaway
 Blurb from page 7
- 19 THUR </>
 June 20th HTML Email sends in TAA & available on CMP
- 20 FRI Summer Travel Email sends
 - Send corresponding HTML Email

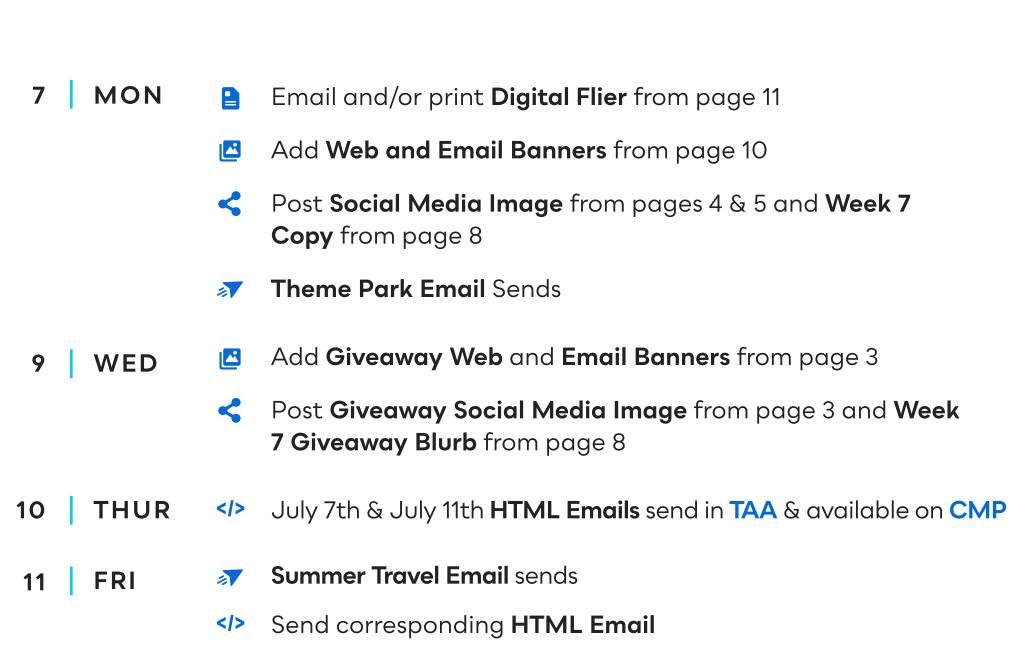




WEEK 5	23 MON		Add Web and Email Banners from page 10
		<	Post Social Media Image from pages 4 & 5 and Week 5 Copy from page 7
	25 WED		Add Giveaway Web and Email Banners from page 3
		<	Post Giveaway Social Media Image from page 3 and Week 5 Giveaway Blurb from page 7
	26 THUR	>	June 27th HTML Email sends in TAA & available on CMP
	27 FRI	A	Summer Travel Email sends
		>	Send corresponding HTML Email



WEEK 6	30 MON		Add Web and Email Banners from page 10
		<	Post Social Media Image from pages 4 & 5 and Week 6 Copy from page 8
July	2 WED		Add Giveaway Web and Email Banners from page 3
		<	Post Giveaway Social Media Image from page 3 and Week 6 Giveaway Blurb from page 8
			July 3rd HTML Email sends in TAA & available on CMP
	3 THUR	A	Summer Travel Email sends
		>	Send corresponding HTML Email
	4 FRI		HAPPY JULY 4TH!



16

WEEK 8	14	MON		Add Web and Email Banners from page 10
			<	Post Social Media Image from pages 4 & 5 and Week 8 Copy from page 9
				Send July 7th HTML Email
	16	WED		Add Giveaway Web and Email Banners from page 3
			<	Post Giveaway Social Media Image from page 3 and Week 8 Giveaway Blurb from page 9
	17	THUR		July 18th HTML Email sends in TAA & available on CMP
	18	FRI	a	Summer Travel Email sends
			>	Send corresponding HTML Email
WEEK 9	21	MON		Add Web and Email Banners from page 10
			<	Post Social Media Image from pages 4 & 5 and Week 9 Copy from page 9
	23	WED		Add Giveaway Web and Email Banners from page 3
			<	Post Giveaway Social Media Image from page 3 and Week 9 Giveaway Blurb from page 9
	24	THUR		July 25th HTML Email sends in TAA & available on CMP
	25	FRI	A	Summer Travel Email sends
				Send corresponding HTML Email
	27	SUN	LA:	ST DAY TO ENTER GIVEAWAY



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, please call our customer service number and they can find out for you at 1-877-408-2603.



