



Your Access Hotel Savings MARKETING TOOLKIT

Why Our Hotel Deals Resonate with Members

1

Up to 60% off hotels

In a recent Access survey, 54% of respondents said they are concerned with the cost of traveling.* Our platform saves members up to 60% on hotels worldwide that includes more than 800K discounts not available to the public.

“

I had to travel to California for a family emergency. Using the hotel search got me a hotel price at a really nice hotel for \$100 cheaper than anywhere else I looked.”

–Randall

“

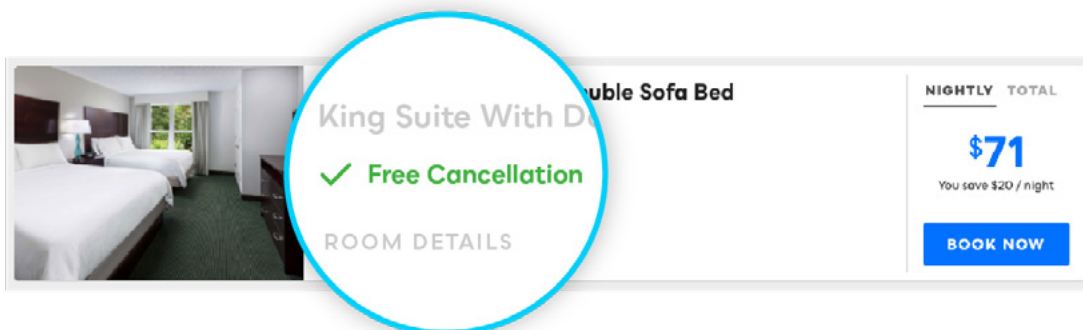
Hotel Indigo. \$50 savings. Enjoyed a trip to Memphis.”

–Rebecca

2

Stress-free booking with easy-to-see cancellation/refund policies

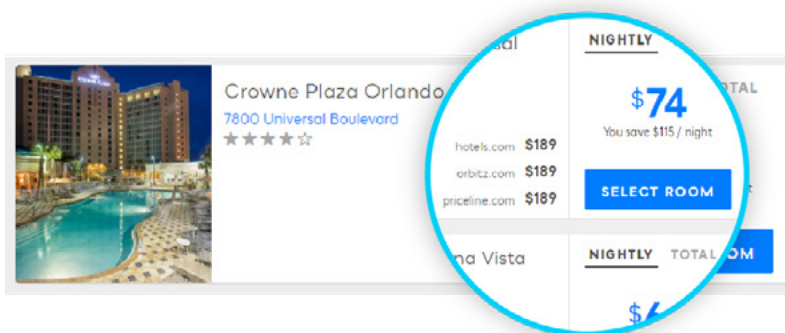
Over 35% of respondents said they are worried about not having the flexibility to cancel travel plans if needed. Many of our hotel discounts offer free cancellation options.



3

Price comparisons

Our hotel booking site includes price comparisons with top providers like Orbitz and Priceline, so members have the convenience of comparison shopping on the spot and seeing their savings instantly.



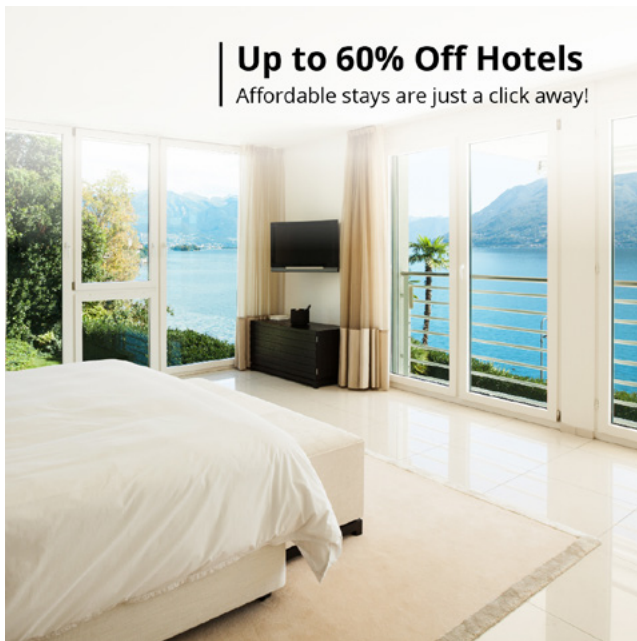
YOUR HOTEL MARKETING TOOLKIT ASSETS

- 1 Social Media Image
- Marketing Copy
- 1 Web Banner (5 sizes)
- 1 Email Banner (1 size)
- 2 HTML Emails
- Images Used in Marketing Materials

All campaign banners, images and emails should have been delivered separately from this document by your CSM. If you have not received them, please contact your CSM and they will provide you a link to download the assets.

These assets can be used whenever and as often as you like depending on your business needs and goals. The messaging and design has been kept generic so that these materials can be re-purposed and used repeatedly if desired.

SOCIAL MEDIA IMAGE AND MARKETING COPY



The social media image above and marketing copy below can be used for multiple purposes: social media, headlines, email subject lines, presentations, ad copy, emails, internal communication channels like slack, and more.

Short Copy:

Book now and save up to 60% on over 800K hotels worldwide!

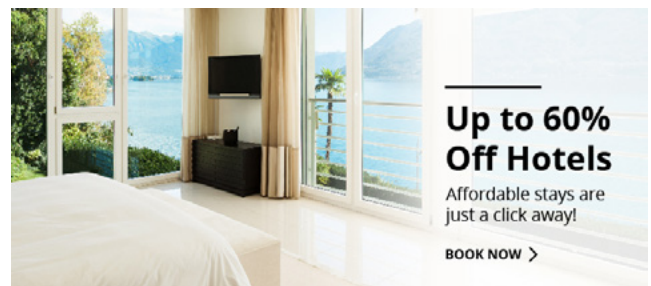
Medium Copy:

Book and save now. Get away tomorrow! Experience more for less by saving up to 60% on hotels from popular destinations like Las Vegas, Orlando, Miami, Los Angeles, New York, Atlanta, San Diego, Seattle, and more!

Long Copy:

Whether you're making up for a missed vacation or taking a quick road trip, we've got you covered. Experience more for less by saving up to 60% on three, four, and five star hotels from top destinations all over the country. Save on popular brands like Marriott, Hyatt, Candlewood Suites, Radisson Hotel Group, Hilton Worldwide, and so much more!

WEB BANNER



Sizes:

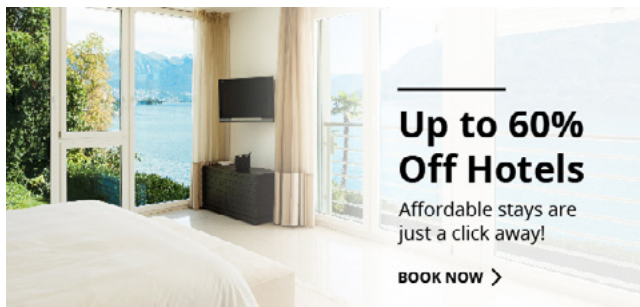
300x250 pixels
970x250 pixels
728x90 pixels
320x100 pixels
768x336 pixels

These can be placed in your emails, bulletins, newsletters, landing pages, websites, and other relevant digital marketing channels. To maximize the exposure of your banner, place it in a prominent position where your audience won't miss it. We recommend placement on your homepage or above the fold on your "member benefits" web page.

Instructions to link banner to your travel page:

Go to your program website's travel homepage and copy your program's unique base domain. ["https://YOUR_BASE_DOMAIN_HERE.com/travel"](https://YOUR_BASE_DOMAIN_HERE.com/travel)

EMAIL BANNER



Size:

600x288 pixels

This banner size is optimized specifically for email. Make sure to place the banner as close to the top of the email as you can. This will ensure that your audience sees it as soon as they open the email.

With Microsoft Outlook and most other email providers, you will need to choose “Insert > Pictures” (Don’t choose ‘Attach File’) and select this image. After the image is inserted in the email body, select the image and choose “Insert > Link.” In the “Address” field, enter your program’s discount website travel page URL.

Instructions to link banner to your travel page:

Go to your program website’s travel homepage and copy your program’s unique base domain.
“https://YOUR_BASE_DOMAIN_HERE.com/travel”

EMAIL HTML

For those who don’t participate in Access Email Marketing, we’ve provided a couple of html emails for you to send from your own email marketing platform. If you choose not to use the html in its entirety, please feel free to use only what is needed.

What’s included in each HTML Zip File:

- Directions for client to implement html
- PDF of email to show the design and what the email should look like
- HTML
- Email images
- Subject line and preheader copy

*Survey results were from members of clients across Access.

Please don’t hesitate to reach out to your CSM if you have any questions about this toolkit and how to get the most out of the assets.