

JOURNEY STRATEGY

BUSINESS INTERNATIONAL  
CONCEPTS FUTURE DATA

IDEA ONLINE  
INVESTMENT FUTURE DATA

SALES

INTERNATIONAL  
PROFIT ADVICE COMMUNICATION  
FESTIVAL  
SEARCHING PEOPLE

DATA  
GROWTH TEAM SALES

TRAVEL

PASSPORT DESTINATION

ADVICE GLOBAL PLANNING RESEARCH TEAMWORK  
SECURITY PRODUCTIVITY CONNECT SHARES ANALYSIS

MANAGEMENT IDEA DATA TEAM NETWORK DATA EXPERTISE

ADVENTURE

TEAMWORK

INVESTMENT  
GLOBAL  
RESEARCH PROFIT IDEA

DEVELOPMENT  
PLANS DATA  
TOURIST  
NETWORK GROWTH BUSINESS IDEA

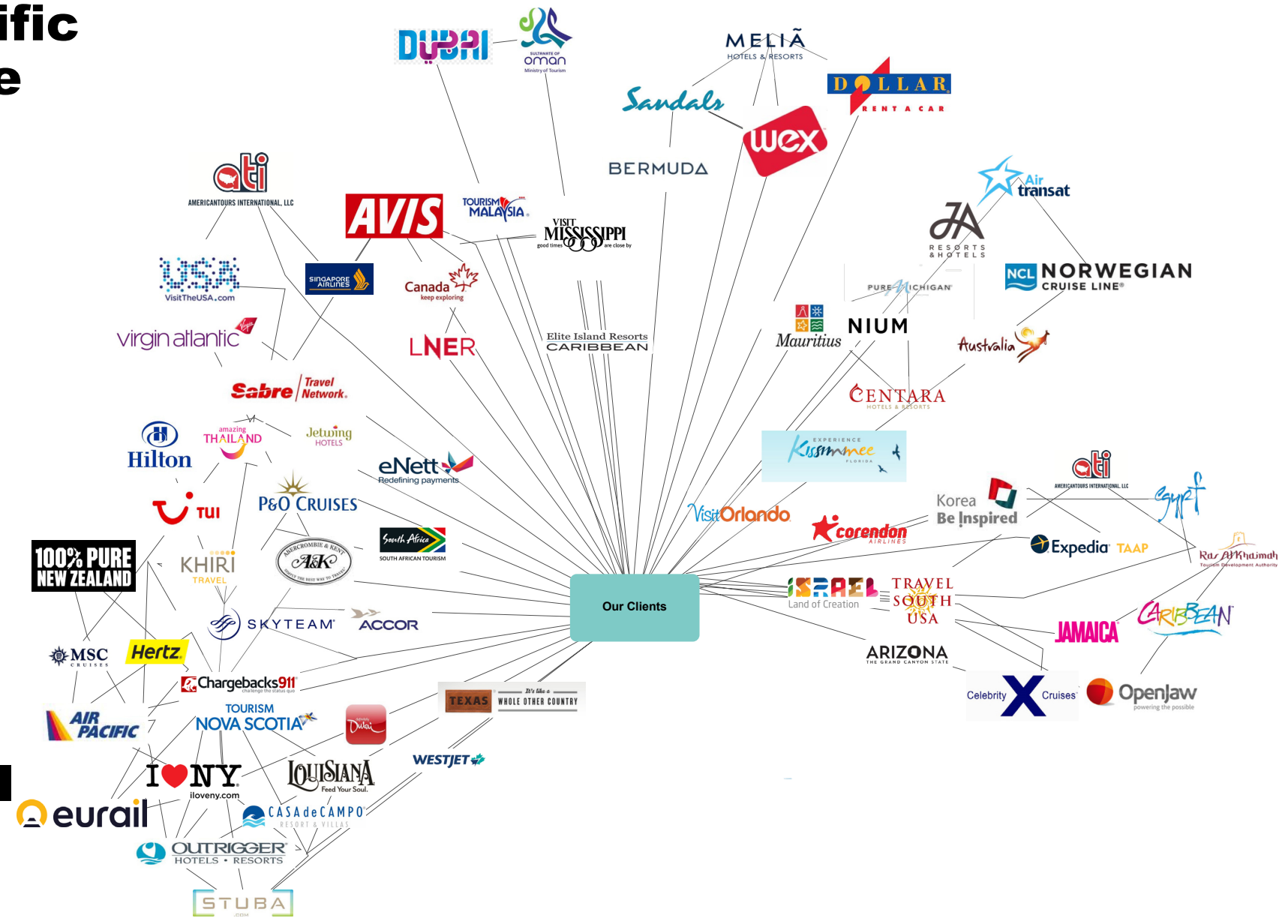
PLANS CONCEPTS TEAM

travelmole



# Our Clients In UK/EU, USA, and Asia Pacific Markets appreciate the:

- **Data-driven approach**
- **Customized solutions**
- **Collaborative partnership**
- **Innovative content formats**



**Most of all the ROI**

# Subscribers

**Market, Circulation, & Readership**  
(as of September 15, 2024)

USA	Newsletters 70,747		Partner Edition eblast 115,747	
Travel Agency	48,108	68%	90,100	78%
OTA (Online Travel Agency)	1,415	2%	2,314	2%
Travel Management Company	2,830	4%	4,534	4%
MICE Organizers	1,972	3%	2,674	2%
Tour Operators	3,714	5%	3,796	3%
Travel & Tourism Consultancy	1,670	2%	1,446	1%
Media/Press	1,415	2%	2,892	2%
Travel Suppliers	5,606	8%	4,700	4%
Tourist Board & CVE	3,283	5%	2,090	2%
Others	735	1%	1,202	1%

**Newsletters:**  
Daily News  
Travel Agent Update (bi-weekly)  
GoodToGo USA (weekly)

UK Newsletters & Partner Edition eBlasts	66,610	
Travel Agency	45,961	69%
OTA (Online Travel Agency)	1,332	2%
Travel Management Company	2,664	4%
MICE Organizers	1,439	2%
Tour Operators	4,097	6%
Travel & Tourism Consultancy	1,332	2%
Media/Press	1,332	2%
Travel Suppliers	4,906	7%
Tourist Board & CVE	3,739	6%
Others	687	0%

Asia/ANZ Newsletters & Partner Edition eBlasts	32,478	
Travel Agency	23,885	74%
OTA (Online Travel Agency)	932	3%
Travel Management Company	974	3%
Meeting/Conference/Event Organizers	798	2%
Tour Operators	876	3%
Travel & Tourism Consultancy	861	3%
Media/Press	284	1%
Travel Suppliers (Airlines, Hotels, etc.)	2,598	8%
Tourist Board & CVB	766	2%
Others	502	2%

***Engage with the largest and most established global audience***

# 308,000 Registered Users Generate 1.6m page views each month

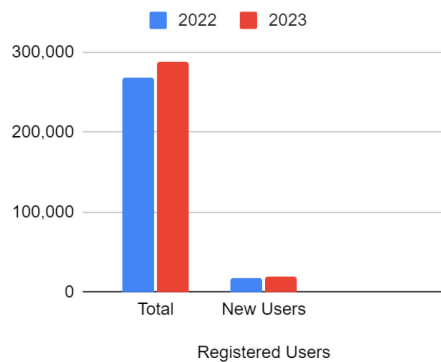
USA 800,000 visits/month

UK/EU 650,000 visits/month

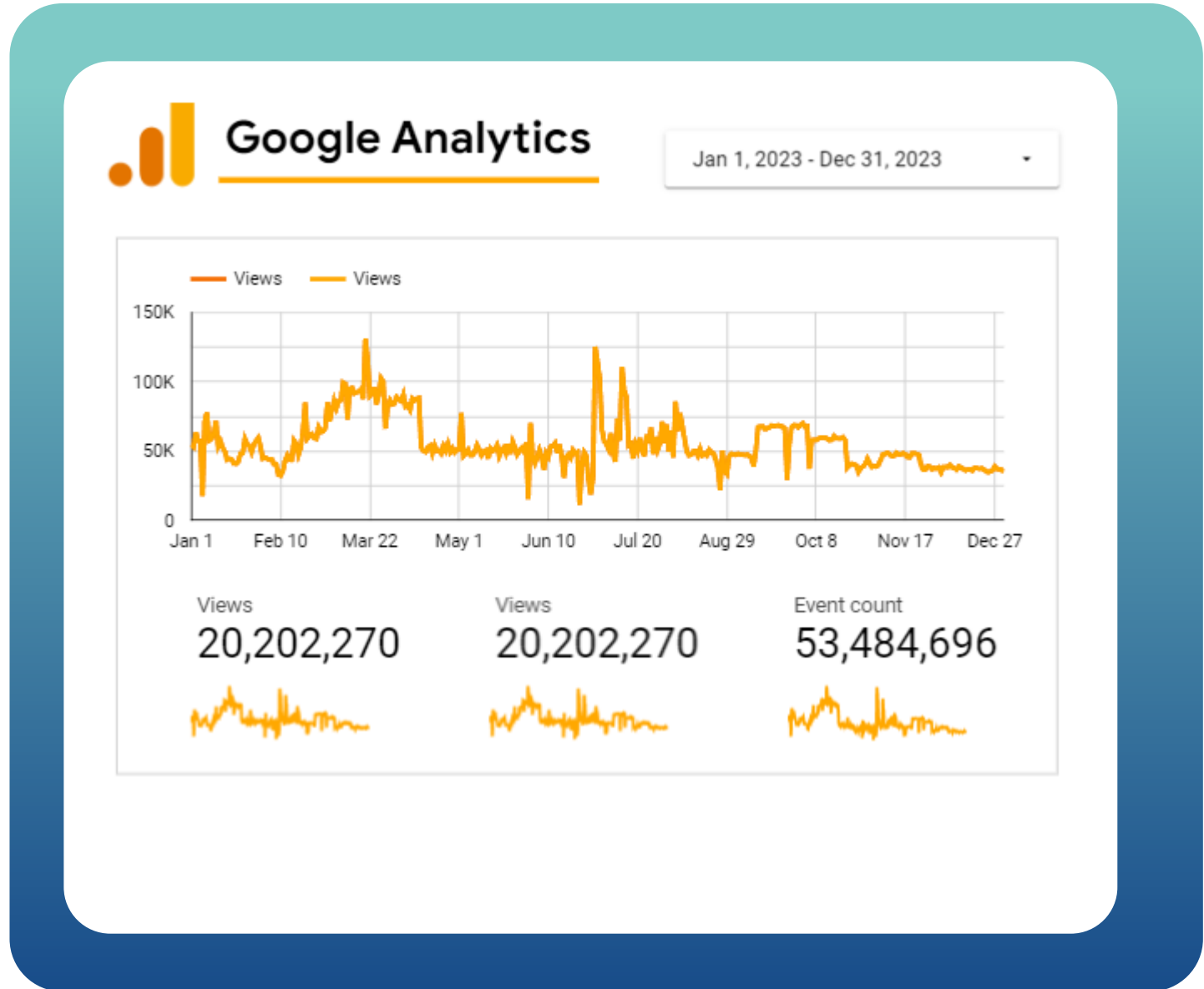
Asia/ANZ 250,000 visits/month

[View our Google Analytics](#)

2022 and 2023



As of April 30, 2024



# Hotelplanner.com Acquires TravelMole Expanding Global Reach and Content Offerings

 hotelplanner

+

travelmole   
Unearthing travel news since 1999

**Hotelplanner** is the **only global group hotel booking platform** powering the world's largest online travel agencies (Booking.com, Expedia...), well-known global hotel chains, individual hotels, online wedding providers, corporations, sporting organizations (from youth to professional), universities, and government agencies.

Since 2003, **Hotelplanner** has processed **1 million group bookings**. Generating **\$1.4 billion** in revenue. **Hotelplanner** is ranked **No. 978** on the **2024 Inc. 5000** list and **No. 32** in the **Travel & Hospitality** annual list of the fastest-growing private companies.





+



# NEW "Groups & Weddings" on TravelMole

**HotelPlanner.com, 300,000 group travel organizers** are now invited to explore our enhanced focus on **Groups & Weddings. HotelPlanner**

**TravelMole** is now uniquely positioned to help you generate **incremental group and transient bookings!**

Click here to receive a [customized proposal.](#)



Itineraries • Proposals • CRM • Forms • Websites

News Emag Partner News Expert Hub Specials Training Videos Webinars Brochures **Groups & Weddings** More

Home / Group & Weddings

GROUP & WEDDINGS



Group Bookings the Easy Way

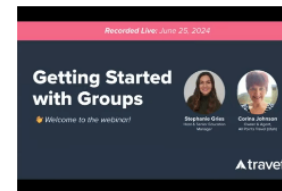


Tim Hentschel: Modernizing Hotel Booking with HotelPlanner – Top Floor Podcast



Here's How To Drive Group Business With HotelPlanner.com In 2024 And Beyond

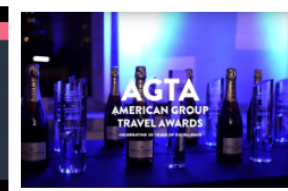
FEATURED PARTNERS



Getting Started with Groups with Corina Johnson



Panel Session: Ask Group Planning Experts



2023 American Group Travel Awards Highlight Reel –

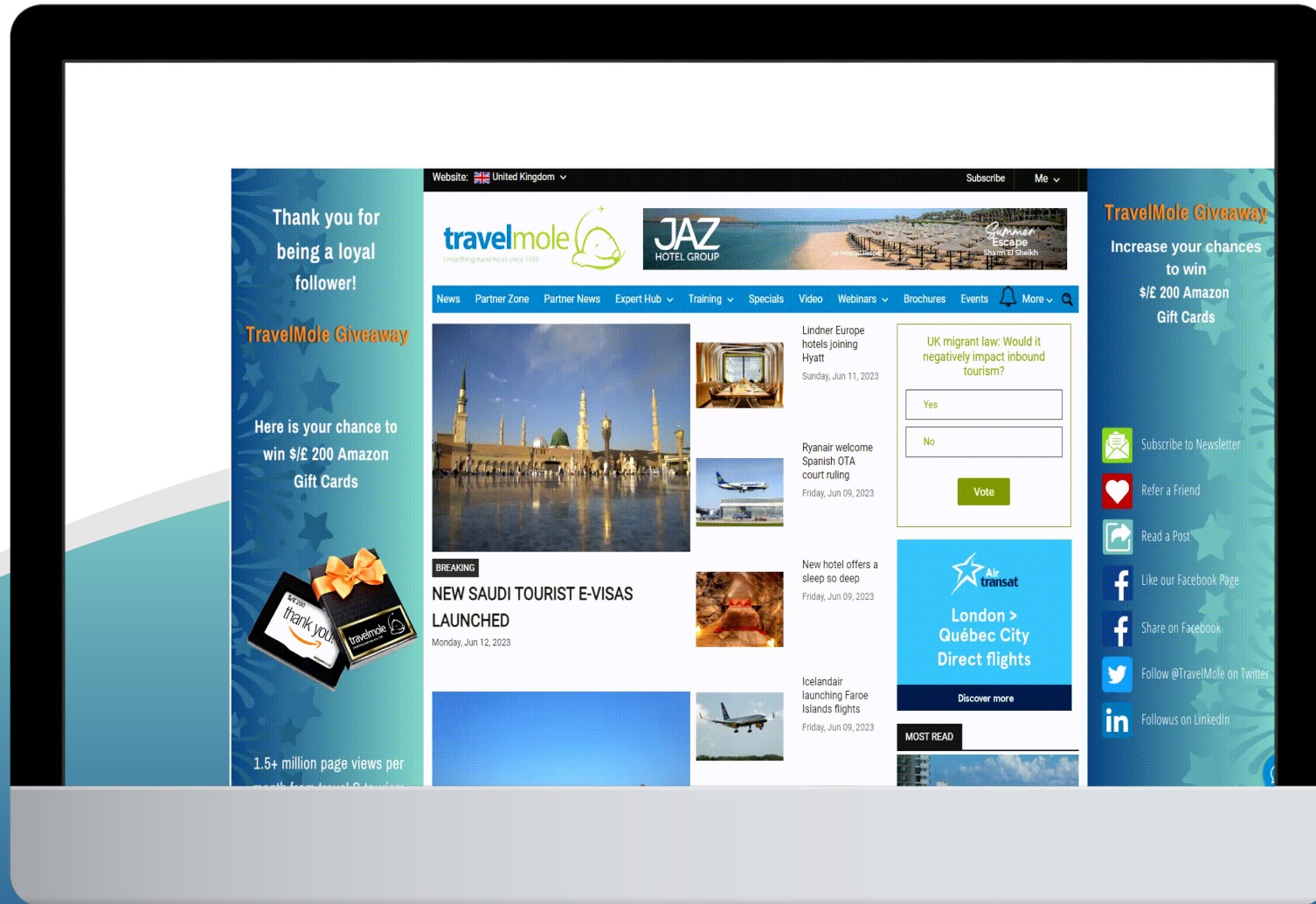
# TravelMole Methodology

## *Branding To Create Demand*



# Website and Banners

Visit the [USA](#), [UK](#), and [Asia Pacific/ANZ](#) websites



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[View Media Kit Rates](#)



# Newsletters & Banner Ads

01

Daily News Newsletters

Sample [UK](#), [USA](#), and [Asia / ANZ](#) editions

02

Travel Agent Update Newsletters (bi-weekly)

Sample [UK](#), [USA](#), and [Asia / ANZ](#) editions

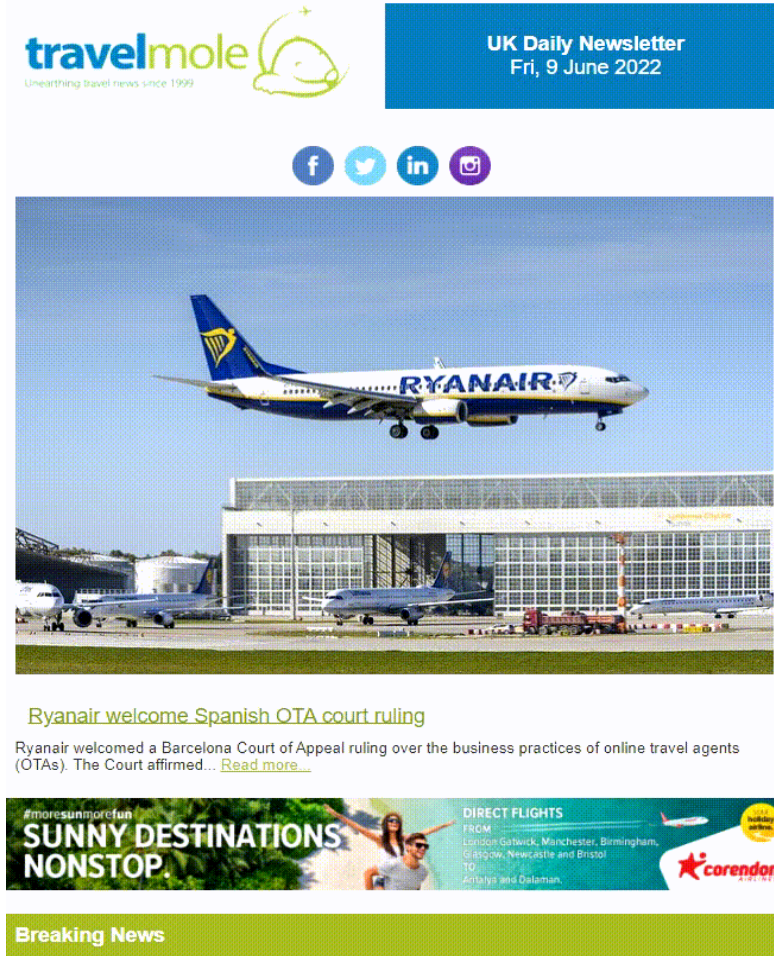
03

GoodToGo USA Newsletters

Sample [UK and USA](#) editions)

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The screenshot shows a newsletter header with the travelmole logo and tagline 'Unearthing travel news since 1999'. A blue box on the right says 'UK Daily Newsletter Fri, 9 June 2022'. Below the logo are social media icons for Facebook, Twitter, LinkedIn, and Instagram. The main content area features a large image of a Ryanair airplane in flight over an airport terminal. Below the image is a headline: 'Ryanair welcome Spanish OTA court ruling' followed by a short paragraph: 'Ryanair welcomed a Barcelona Court of Appeal ruling over the business practices of online travel agents (OTAs). The Court affirmed... [Read more...](#)'. At the bottom, there is a promotional banner for Corendon Airlines with the text '#moresunmorefun SUNNY DESTINATIONS NONSTOP.' and 'DIRECT FLIGHTS FROM London Gatwick, Manchester, Birmingham, Glasgow, Newcastle and Bristol TO Antalya, Jeddah, Galena.' The Corendon logo is on the right. A green bar at the very bottom says 'Breaking News'.

# eMagazine Full Page Ads

(UK Edition)

View sample editions [1](#), [2](#), and [3](#)



The image shows a digital magazine spread. The left page features a 'Taste of South' advertisement with a collage of food images and the text: 'NINE STATES. A THOUSAND BRAGGING RIGHTS. Know your BBQ? Know your slaw from chow-chow? Better get your notebook and your taste buds ready. The South isn't just a place, it's a collection of flavours, sights, sounds and traditions. Each unique. Each ready to win you over. PLAN YOUR TRIP @TRAVELSouthUSA.COM.' The right page is the 'Contents' page, listing various travel news items with page numbers. A vertical banner on the right side of the contents page reads 'UK Travel News' and 'October 01 - October 27, 2023'. The page number '3' is visible at the bottom right of the contents page.

## Contents

Virgin Atlantic's Maldives flight take off:  
Carnival loses landmark Covid Class action case in Australia  
Airport near mass incidents sparks FAA probe

04 Man arrested over London Airport fire;  
ATC ice hails slammed by airlines

05 United launching largest ever transatlantic schedule next summer;  
JetBlue adds 8 through Dublin flight

06 Multiple airlines cancel 1st July flights:  
Both BA pilots taken to hospital after toxic smell in cockpit;  
France airlines sue to block Paris, Marseille flights

08 At least 21 dead in Venice motor bus accident;  
Multiple times drop travel cruise calls;  
Loganair no longer for sale

10 Search called off after man overboard near Kent;  
Sweden visits to end coalition with Switzerland;  
Bomb threats to plane, cruise ship in Singapore

13 Iraqi fire grounds all London, Lamer flights;  
MSC Cruise cancels, Warner Bird tax returns;  
US State Department issues global travel advisory

14 Delta finds take aircraft parts on planes;  
Airlines for 1st July flight shutdowns;  
Theresa: Travel on brink of uncertainty

18 Airlines respond to CMA Heathrow Airport fees decision;  
EasyJet planes never jet order worth \$20 billion

19 WTM London unveils three new areas on the exhibition floor;  
Man's best friend helping hotels boost bookings

21 Sustainability, AI, and 'Slow Travel' Set to Be Key Travel Trends in Next Three Years

22 Air Transat Increases Services From Across The UK For Summer 2024

25 From planes to trains - how will the shift impact the way travel is sold?  
Niam

27 FINE, holidays launches first ever authentic silver cruises brochure  
Presenting Worldwide Bucket List Journeys

28 Hotel raw rice: how much is too much? Mabrian technologies

29 Celebrating The Launch Of EXPLORA 1

30 Princess Cruises makes dramatic pricing change, now focused on  
Unprecedented savings for early bookers on summer 2024 & 2025

33 Japan is more than the hottest honeymoon destination of 2023

34 Discover a different side of Hong Kong

35 Hungary: A Must-Visit Deal of a Gem in the Heart of Europe

37 Find Food for your Soul with Louisiana's Culinary Trails and Travel Ideas

38 Cities of Music

UK Travel News  
October 01 - October 27, 2023  
TravelMoleMag 3

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# Partner Edition (Solus Email Blasts)

Click on the images to view the full email



**JAZ HOTEL GROUP**

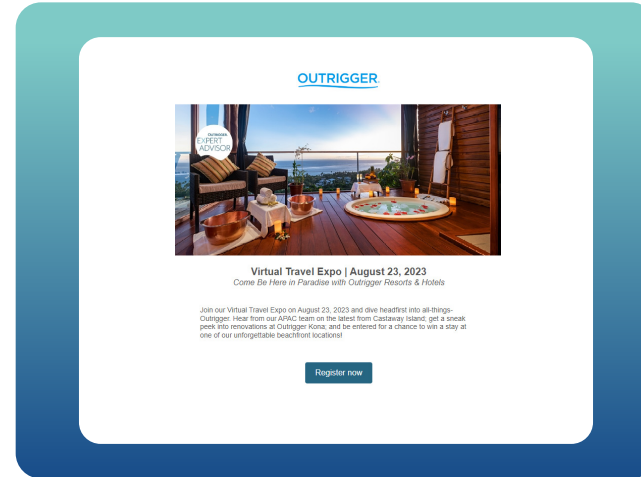


Discover the Future of Travel with Jaz Hotel Group  
Home to World Class Hospitality


**SAVE THE DATE** 6-8 NOV 2023  
Excel London, Booth 58-408

Join us in welcoming a new tomorrow.

Over the past decades, Jaz Hotel Group reinforced its position as a market leader, offering exquisite, sustainable, and visionary concepts in its 56 hotels and resorts as well as its 26 fleet of Nile cruise ships.



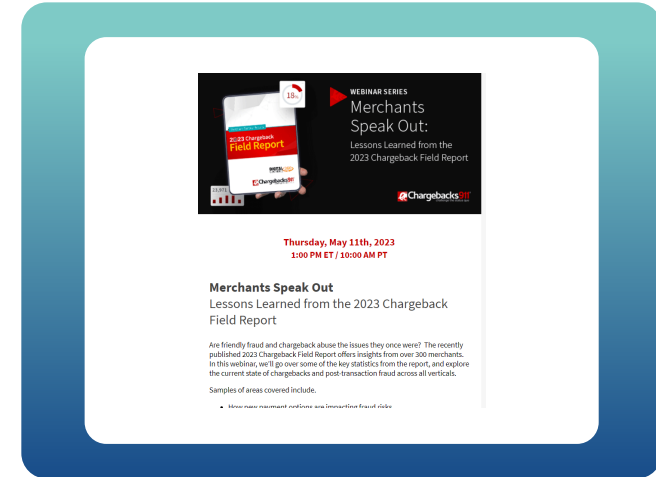
**OUTRIGGER**



Virtual Travel Expo | August 23, 2023  
Come Be Here in Paradise with Outrigger Resorts & Hotels


Join our Virtual Travel Expo on August 23, 2023 and dive headfirst into all things Outrigger. Hear from our APAC team on the latest from Castaway Island; get a sneak peek into renovations at Outrigger Kona; and be entered for a chance to win a stay at one of our unforgettable beachfront locations!

[Register now](#)



**WEBINAR SERIES**

**Merchants Speak Out:**  
Lessons Learned from the 2023 Chargeback Field Report



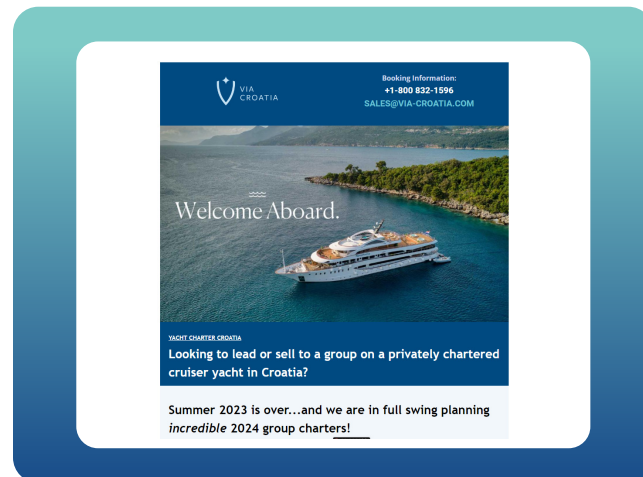
Thursday, May 11th, 2023  
1:00 PM ET / 10:00 AM PT

**Merchants Speak Out**  
Lessons Learned from the 2023 Chargeback Field Report

Are friendly fraud and chargeback abuse the issues they once were? The recently published 2023 Chargeback Field Report offers insights from over 300 merchants. In this webinar, we'll go over some of the key statistics from the report, and explore the current state of chargebacks and post-transaction fraud across all verticals.

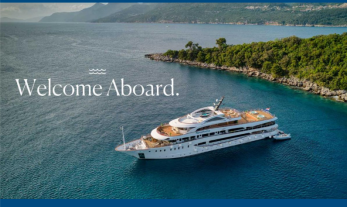
Samples of areas covered include:

- How new payment options are impacting fraud risks



**VIA CROATIA**

Booking information:  
+1-800-822-1596  
SALES@VIA-CROATIA.COM

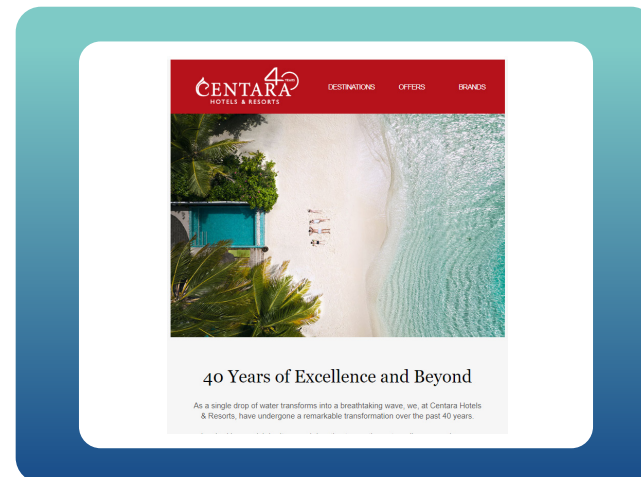


Welcome Aboard.


YACHT CHARTER, CROATIA

Looking to lead or sell to a group on a privately chartered cruiser yacht in Croatia?

Summer 2023 is over...and we are in full swing planning incredible 2024 group charters!



**CENTARA HOTELS & RESORTS** DESTINATIONS OFFERS EVENTS



40 Years of Excellence and Beyond

As a single drop of water transforms into a breathtaking wave, we, at Centara Hotels & Resorts, have undergone a remarkable transformation over the past 40 years.



**ST. PETE CLEARWATER FLORIDA**

Experience America's Best Beaches in St. Pete/Clearwater!



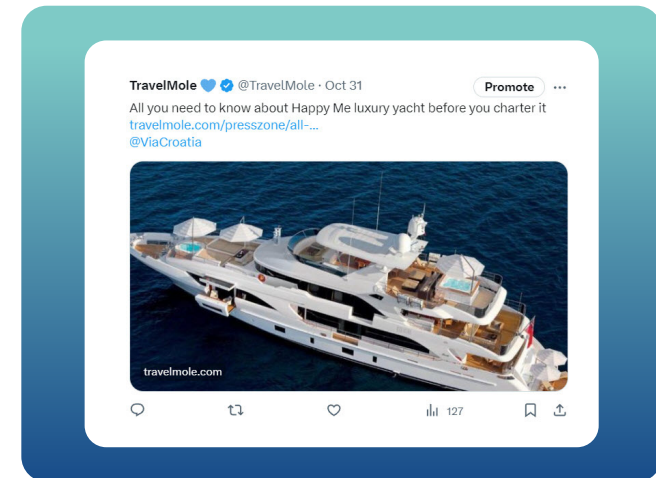
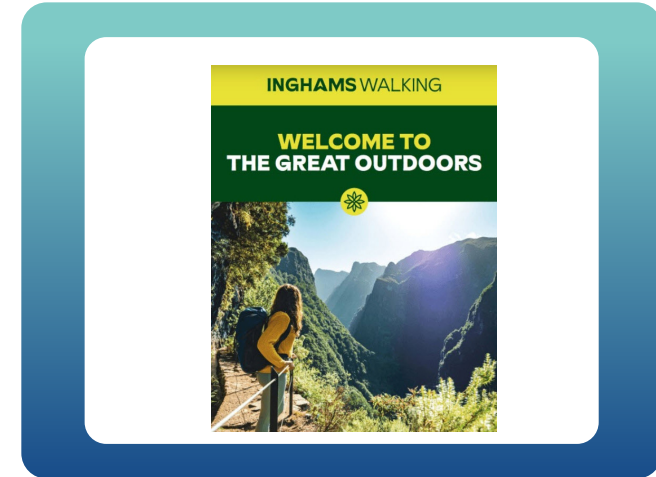
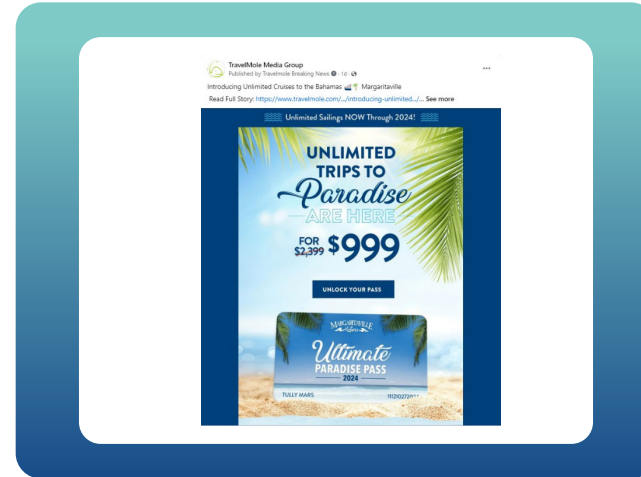
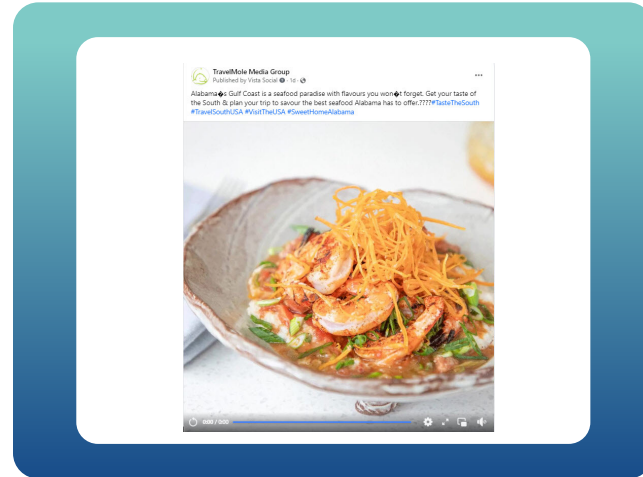
Home to Record-Breaking Sunshine!

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# Social Media Ads (Facebook | Instagram | X-Tweeter)

## Native and Boosted Ads



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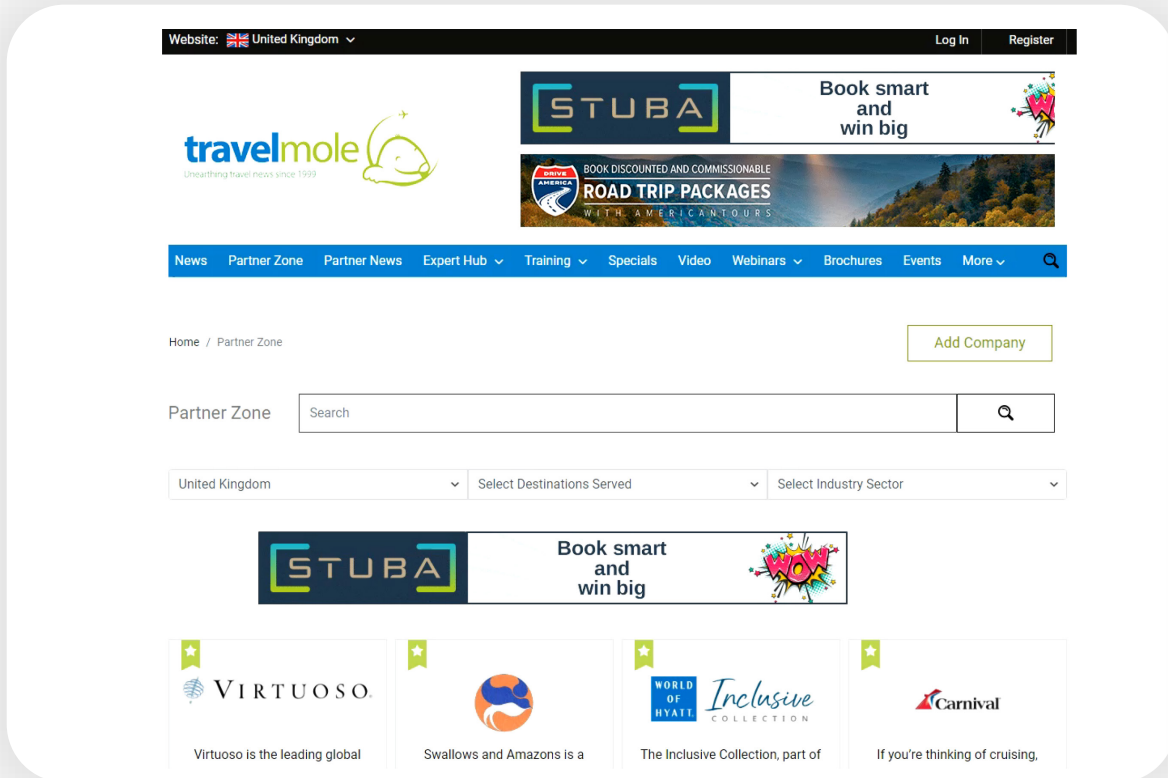
View Media Kit Rates

# Partner Zone Content Platform



A proven and effective way to amplify your Travel Marketing

Visit the [USA](#), [UK](#), and [Asia Pacific/ANZ](#) Partner Zone Hubs



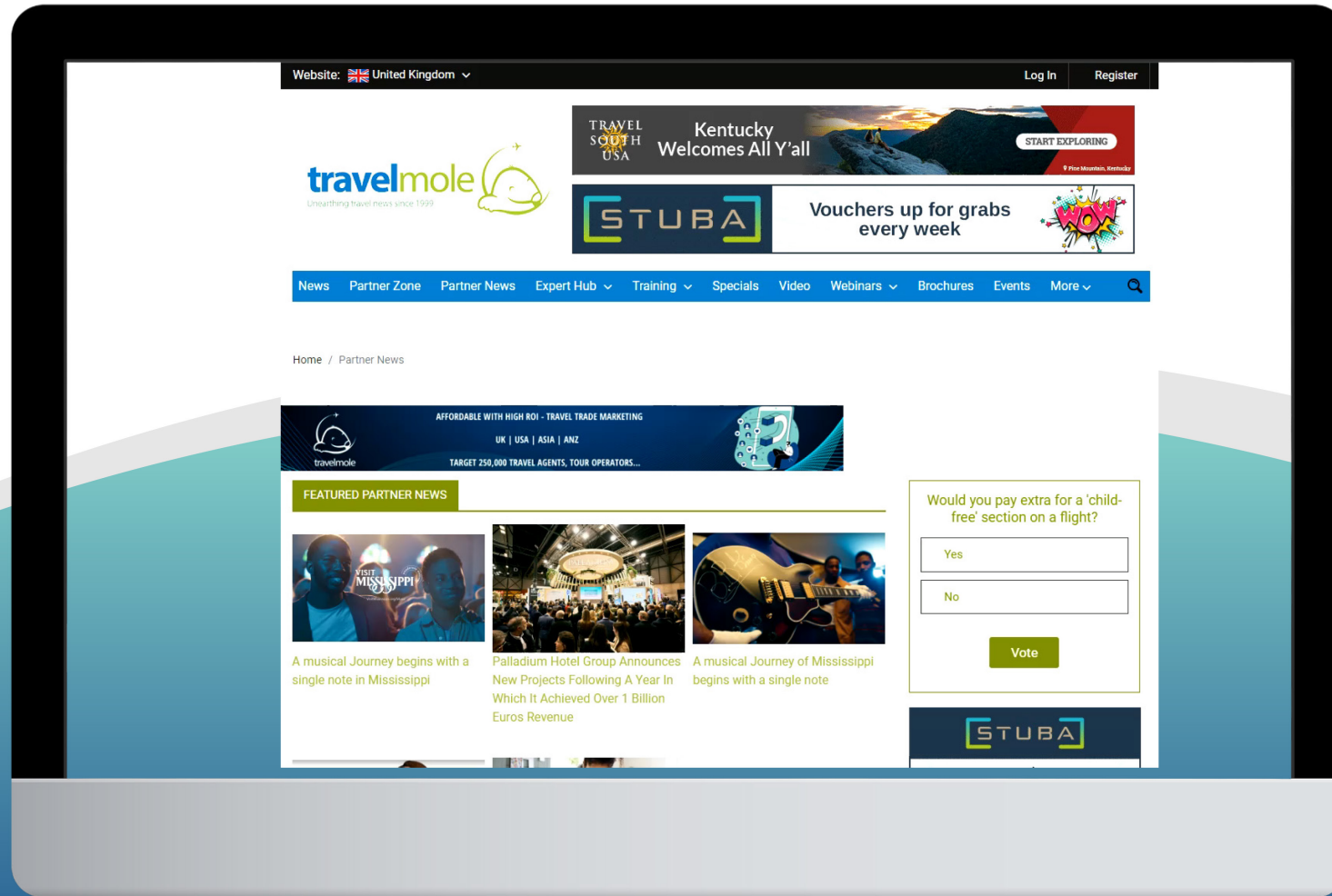
View [details](#) and [subscription costs](#)

Receive a [customized proposal](#)

# Partner News (Advertorial) (Partner Zone Content Platform)



Visit Partner News [USA](#), [UK](#), and [Asia Pacific/ANZ](#)



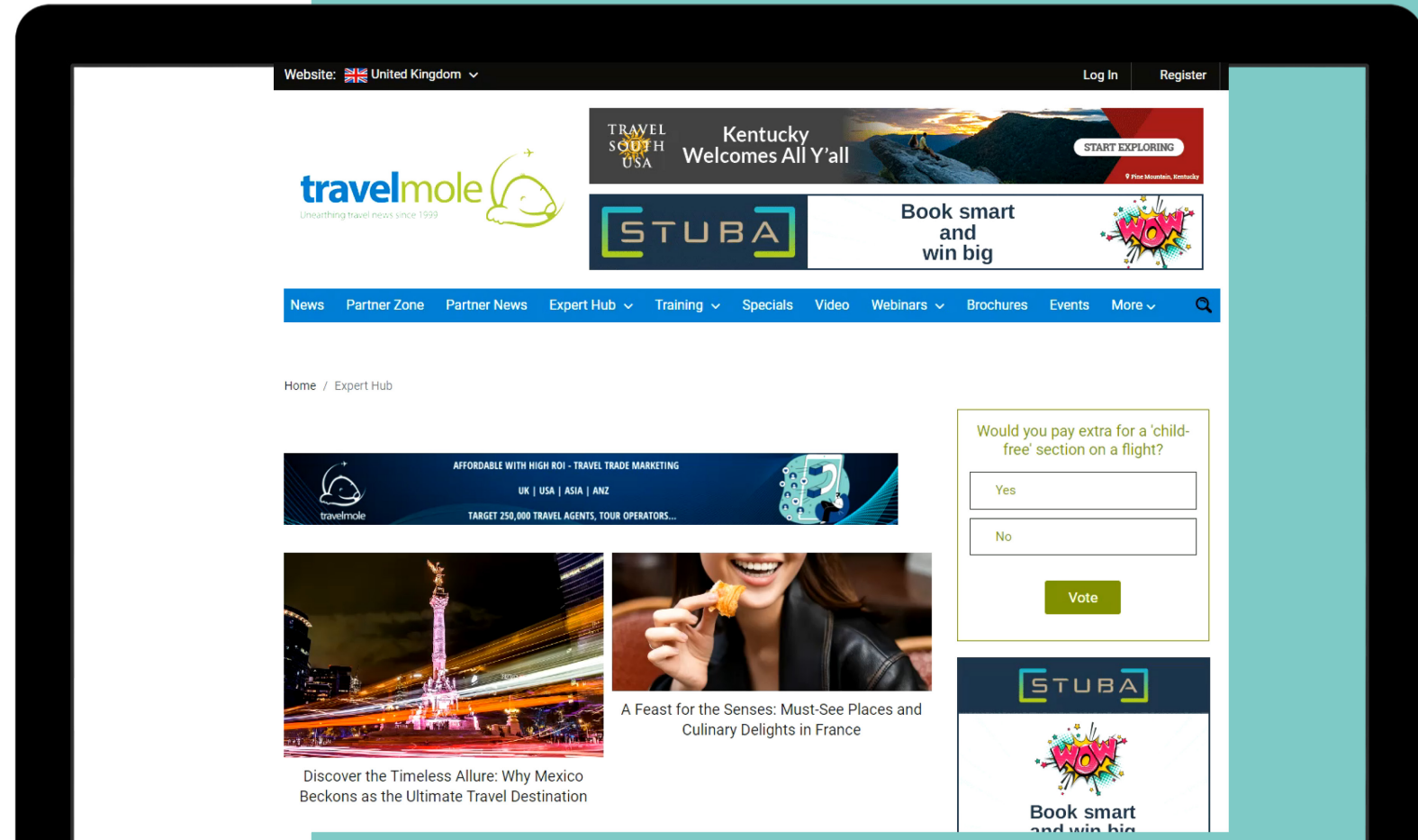
Included with your Partner Zone subscription.  
None subscriber costs.

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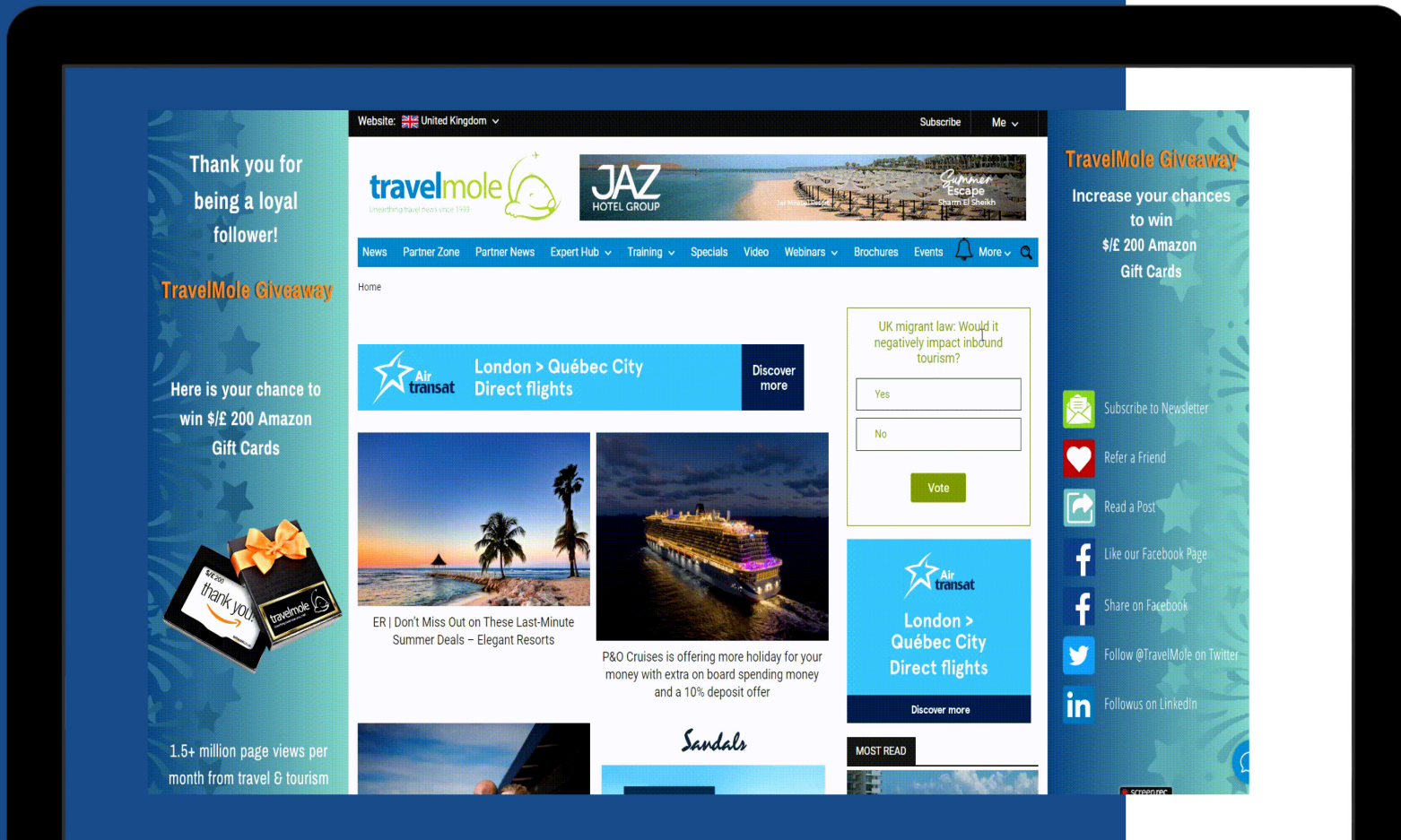
# Expert Hub Advertorials (Partner Zone Content Platform)

Visit Expert Hub [USA](#), [UK](#), and [Asia Pacific/ANZ](#)

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None subscriber costs.



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# Special Offers (Partner Zone Content Platform)

Visit Special Offers [USA](#), [UK](#), and [Asia Pacific/ANZ](#)

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None subscriber costs.

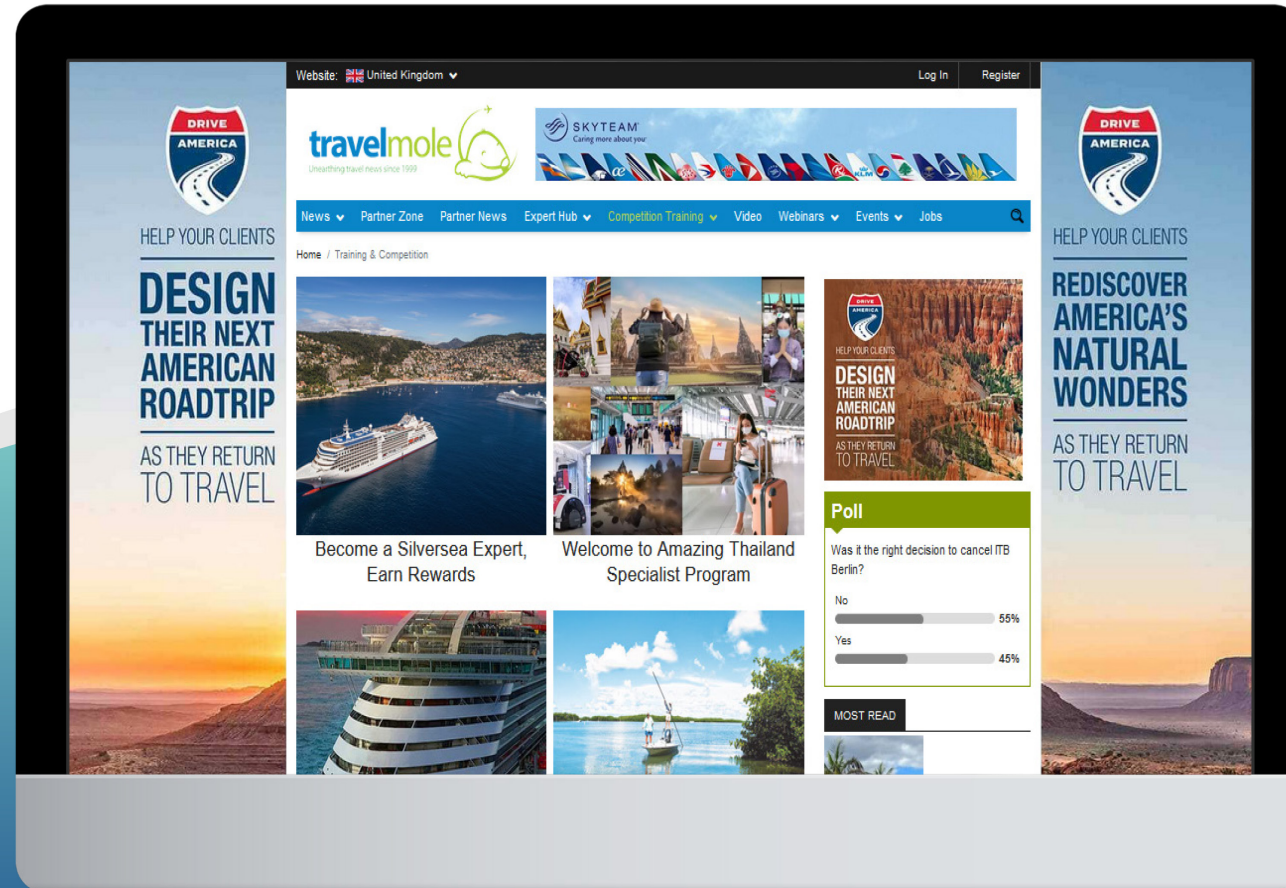


# Agent Training and Competitions (Partner Zone Content Platform)



No Cost Creation and Hosting of your Agent Training Program

Visit Training Competitions [USA](#), [UK](#), and [Asia Pacific/ANZ](#)



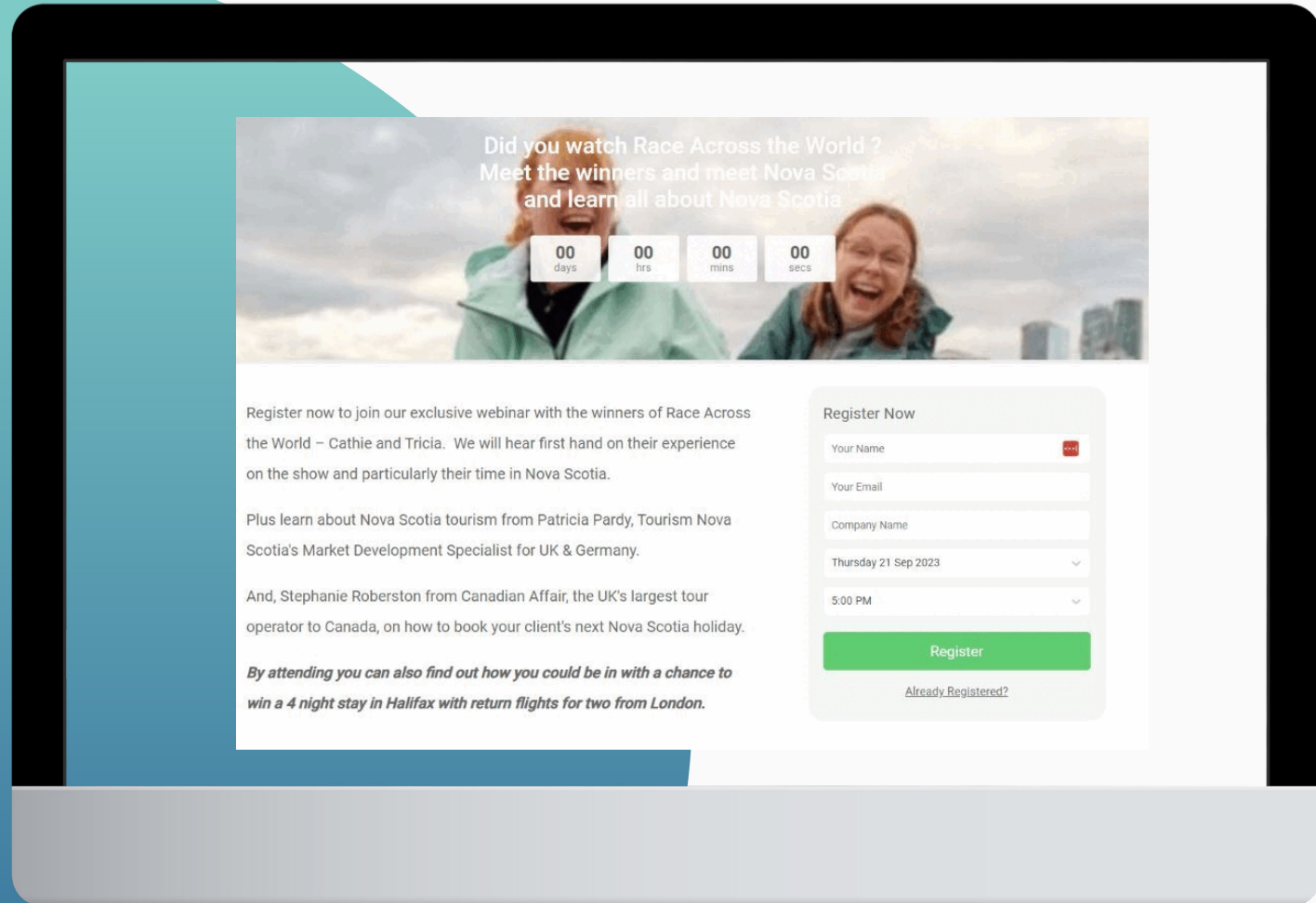
Included with your Partner Zone subscription.

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# Webinars and Webinar Series

## (Partner Zone Content Platform)

Sample webinars [1](#) and [2](#), and a [webinar series](#) (sorry, you have to register to view)



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[View Media Kit Rates](#)

# Virtual Travel Expo

(Partner Zone Content Platform)

No cost for hosting and use of the 3D virtual platform. You only pay for the promotion of the Expo.

## Affordable Virtual Travel Expo

For DMOs, Hotel Groups, Cruise Lines, DMC...  
Multi-day virtual event or a souped-up webinar

Limited offer valid through November 01, 2023



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[View Details and Costs](#)

# Interviews with your Executive

View samples [1](#), [2](#), [3](#), and [4](#)



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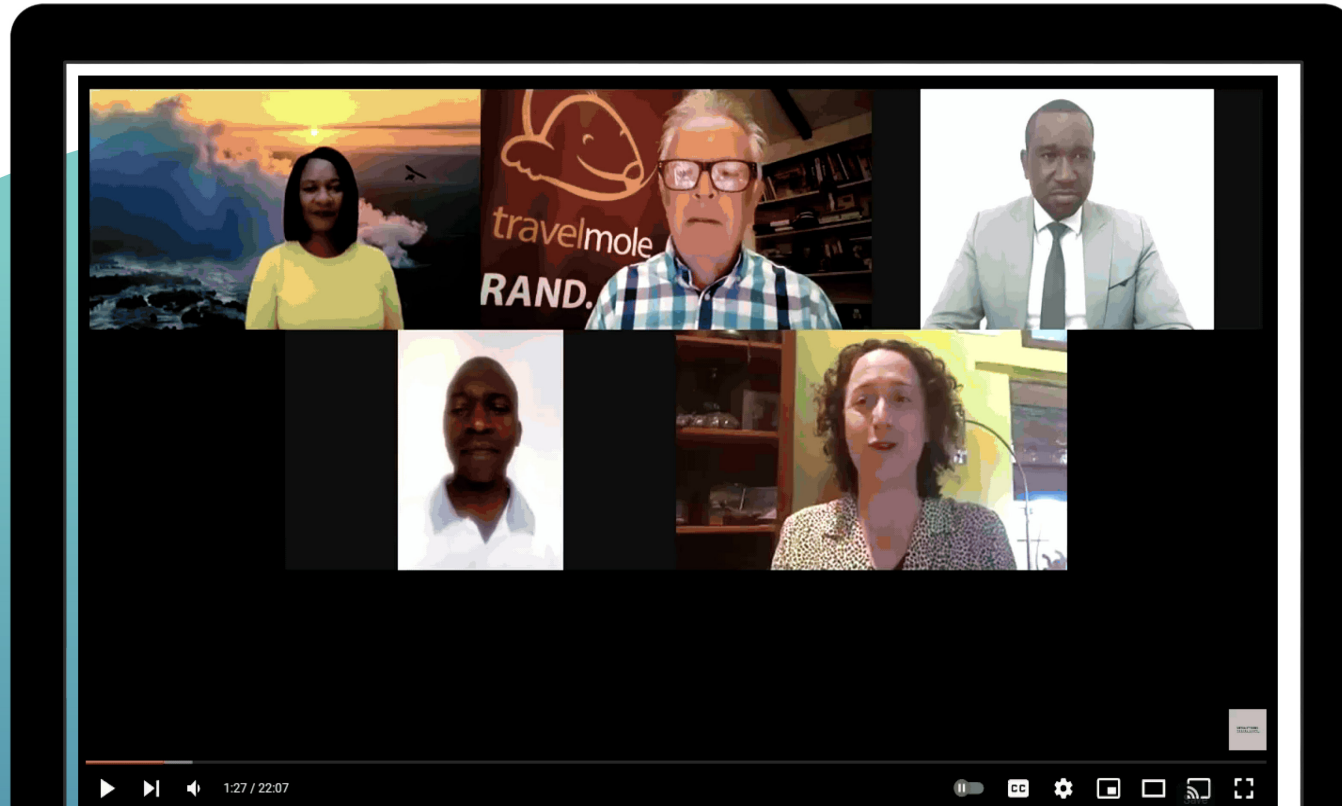


TravelMole interviews one or more of your company's executives for background and updates and promotes it through TravelMole's website, newsletters, email broadcast, and social channels.

[View Media Kit Rates](#)

# Your Expert Panel

View samples [1](#), [2](#), [3](#), and [4](#)



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The TravelMole expert panel is a video interview with either one or many DMO/Travel Supplier representatives, clients, partners, etc. For a DMO, the panel could be a 'day in the life of a destination, including hotels, attractions, DMCs, and restaurants to replicate a mini fam trip. For a hotel group, it could be an interview with the GMs.

The video is promoted through TravelMole's website, newsletters, email broadcasts, and social channels

# The TravelMole UK Awards



## SPONSORSHIP PACKAGE



Sponsorship of the TravelMole UK Awards places your brand alongside the most innovative and successful names in travel and tourism, delivering the best campaigns in the digital space.




When you become a TravelMole Awards sponsor, your benefits start the moment you sign up, with a full package of newsletters, web advertising, video and PR benefits to promote your brand in the weeks leading up to the event, a period which includes the peak booking window for Summer '24.




Let us help you.


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