



# Benefits

## GoodToGo USA Travel Trade Campaign Series 2024 – 25

Reach 200,000 Trade Professionals & Group Planners in UK, US & ASIA/ANZ Markets

**Educate and train top-selling agents** about your destination and product

**Engage with product managers and decision makers** of many leading tour operators

**Brand exposure** and inspiration to drive more sales to your destination



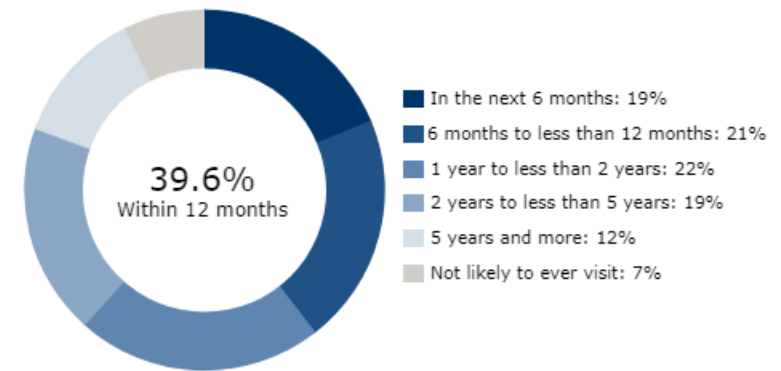
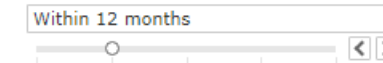
### Market Profile: All Markets

All Respondents

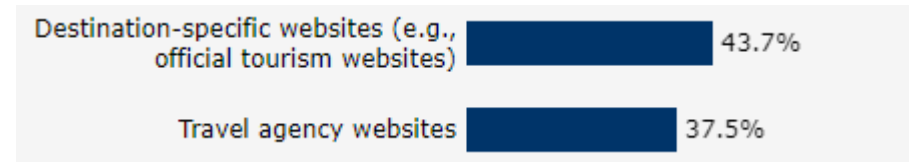


### Likelihood to Travel to the United States

When, if ever, are you likely to visit the United States?



### Websites for Selecting a Destination



Source: Brand USA Market Intelligence Survey, September 2023

# Limited Opportunity Sponsor Now!

*(limited to 5 DMO per Regional Campaign)*



Four Part Campaign Series - Includes:

*Click the image for a large version*

*November 2024 – April 2024*

- GoodToGo USA: West**
- GoodToGo USA: Northeast**
- GoodToGo USA: South West**
- GoodToGo USA: Midwest**
- GoodToGo USA: Rockies**

GoodToGo USA Travel Trade Campaign Series  
UK, USA & Asia & AusNZ Markets Markets  
2024-25



*Each regional campaign series runs 4 times, for one-week periods, between  
November 2024 - April 2025.*

| Content Marketing   | Description  | Quantity  | Units  |
|---|--|---|--|
| <b>DMO Sponsor Dedicated Web page</b> (Partner Zone Content Hub)      | A personalized Partner Zone Content Hub page showcasing press releases, advertorials, videos, special offers, webinars, and agent training materials.  | 4   | months                                       |
| <b>DMO Sponsor Provided Content</b>                                   | Your choice of press releases, advertorials, destination guides, videos, webinars, and special offers. This content is featured on the TravelMole website, newsletters, and social channels. | 4   | for each DMO                                 |
| <b>Digital Promotion of each Regional Campaign</b>                    | <b>Description</b>   | <b>Ad Creative</b>                              | <b>Quantity for each region</b> <b>Units</b> |
| Partner Edition eBlast  | Each DMO sponsor receives a featured section with a picture, logo, description, and link. Sent 4 times for each region.  | By TravelMole                                   | 4 broadcast(s)                               |
| Weekly regional GoodToGo USA [Region] Newsletter                      | Your banner (728x90) featured in the regional GoodToGo newsletter, 4 times per region.   | 728 x 90  | 4 week(s)                                    |
| "Expert Panel" Zoom Interview of executive(s) from participating DMOs | Panel discussions with DMO executives, featured in eBlasts, Expert Hub, and newsletters (Travel Agent Update and GoodToGo USA).  | <a href="#">Sample</a>                          | 1 Expert Panels                              |
| Web site - Background Take Over Banner of entire site                 | Full-site banner featuring DMO sponsor logos, linking to a dedicated regional campaign page.   | Created by TravelMole<br><a href="#">Sample</a> | 4 week(s)                                    |
| eMagazine ad (double page ad)   | Regional ad linking to dedicated campaign pages, with a section devoted to each DMO sponsor, published 4 times for each region.  | By TravelMole                                   | 4 week(s)                                    |
| Daily News Newsletter Banner  | Regional ad linking to dedicated campaign pages, with a section devoted to each DMO sponsor, published 4 times for each region.  | By TravelMole                                   | 4 week(s)                                    |
| Bi-weekly Travel Agent Update Newsletter Banner                       | Regional ad linking to dedicated campaign pages, with a section devoted to each DMO sponsor, published 4 times for each region.  | By TravelMole                                   | 4 week(s)                                    |

[Sign-up Now!](#)



# Subscribers Reached

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

| USA                          | Newsletters<br>70,747 |     | Partner Edition eblast<br>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%  |



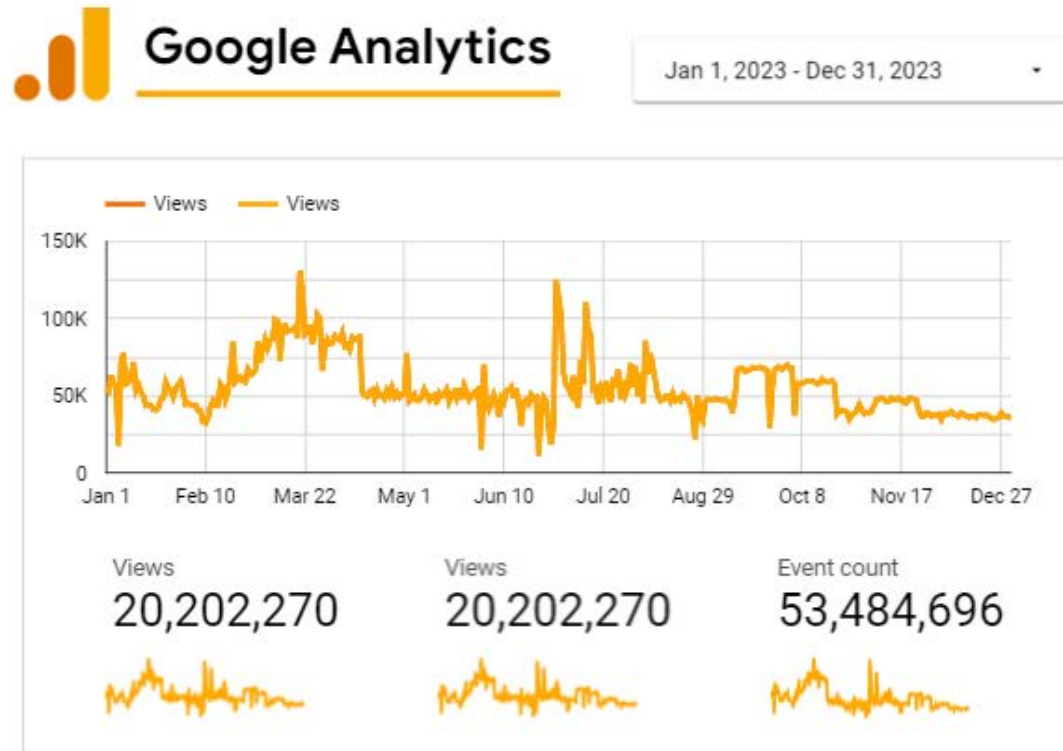
*Engage with the largest and most established global audience*

308,000 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**



# Campaign Schedule & Costs

Click the image for a large version

| <p><b>GoodToGo USA Travel Trade Campaign Series</b><br/> <b>UK, USA &amp; Asia &amp; AusNZ Markets Markets</b><br/> <b>2024-25</b></p>   <p><i>Each regional campaign series runs 4 times, for one-week periods, between November 2024 - April 2025.</i></p> |  |  |  |                           | <p><b>GoodToGo USA</b><br/> <b>Campaign Series Run Dates</b></p> <p><b>From Nov 2024 - Apr 2025</b><br/> <i>(weeks of)</i></p> |          |        |        |         |         |
|--|--|--|--|---------------------------|--|----------|--------|--------|---------|---------|
|  |  |  |  |                           | West   | N East   | S West | Mid W  | Rockies |         |
|  |  |  |  |                           | 18-Nov   | 25-Nov   | 2-Dec  | 9-Dec  | 16-Dec  |         |
|  |  |  |  |                           | 23-Dec   | 30-Dec   | 6-Jan  | 13-Jan | 20-Jan  |         |
|  |  |  |  |                           | 27-Jan   | 3-Feb    | 10-Feb | 17-Feb | 24-Feb  |         |
|  |  |  |  |                           | 3-Mar  | 10-Mar   | 17-Mar | 24-Mar | 31-Mar  |         |
| Content Marketing  |  | Description  | Quantity   |                           | <p><i>Created at the beginning of your contact.</i><br/> <i>We'll post it for you anytime you wish</i></p>                     |          |        |        |         |         |
| <b>DMO Sponsor Dedicated Web page</b> (Partner Zone Content Hub)   |  | A personalized Partner Zone Content Hub page showcasing press releases, advertorials, videos, special offers, webinars, and agent training materials.  | <a href="#">Sample</a>                           | 4 months                  |  |          |        |        |         |         |
| <b>DMO Sponsor Provided Content</b>  |  | Your choice of press releases, advertorials, destination guides, videos, webinars, and special offers. This content is featured on the TravelMole website, newsletters, and social channels. | <a href="#">max 1500 words and 5 images</a>      | 4 for each DMO            |  |          |        |        |         |         |
| Digital Promotion of each Regional Campaign  |  | Description  | Ad Creative                                      | Quantity for each region  | Units  | Region   |        |        |         |         |
| Partner Edition eBlast   |  | Each DMO sponsor receives a featured section with a picture, logo, description, and link. Sent 4 times for each region.  | By TravelMole                                    | 4                         | broadcast(s)   | West     | N East | S West | Mid W   | Rockies |
| Weekly regional GoodToGo USA [Region] Newsletter   |  | Your banner (728x90) featured in the regional GoodToGo newsletter, 4 times per region.   | 728 x 90   | 4                         | week(s)  | West     | N East | S West | Mid W   | Rockies |
| "Expert Panel" Zoom Interview of executive(s) from participating DMOs  |  | Panel discussions with DMO executives, featured in eBlasts, Expert Hub, and newsletters (Travel Agent Update and GoodToGo USA).  | <a href="#">Sample</a>                           | 1                         | Expert Panels  | West     | N East | S West | Mid W   | Rockies |
| Web site - Background Take Over Banner of entire site  |  | Full-site banner featuring DMO sponsor logos, linking to a dedicated regional campaign page.   | Creative by TravelMole<br><a href="#">Sample</a> | 4                         | week(s)  | West     | N East | S West | Mid W   | Rockies |
| eMagazine ad (double page ad)  |  | Regional ad linking to dedicated campaign pages, with a section devoted to each DMO sponsor, published 4 times for each region.  | By TravelMole                                    | 4                         | week(s)  | West     | N East | S West | Mid W   | Rockies |
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| Bi-weekly Travel Agent Update Newsletter Banner  |  |  |  | 4                         | week(s)  | West     | N East | S West | Mid W   | Rockies |
|  |  |  | Cost per series                                  | UK Market                 |  | \$4,495  |        |        |         |         |
|  |  |  |  | USA Market                |  | \$3,495  |        |        |         |         |
|  |  |  |  | Asia & AusNZ Market       |  | \$2,950  |        |        |         |         |
|  |  |  |  | UK & USA Markets          |  | \$6,950  |        |        |         |         |
|  |  |  |  | USA and Asia & AusNZ Mark |  | \$11,950 |        |        |         |         |

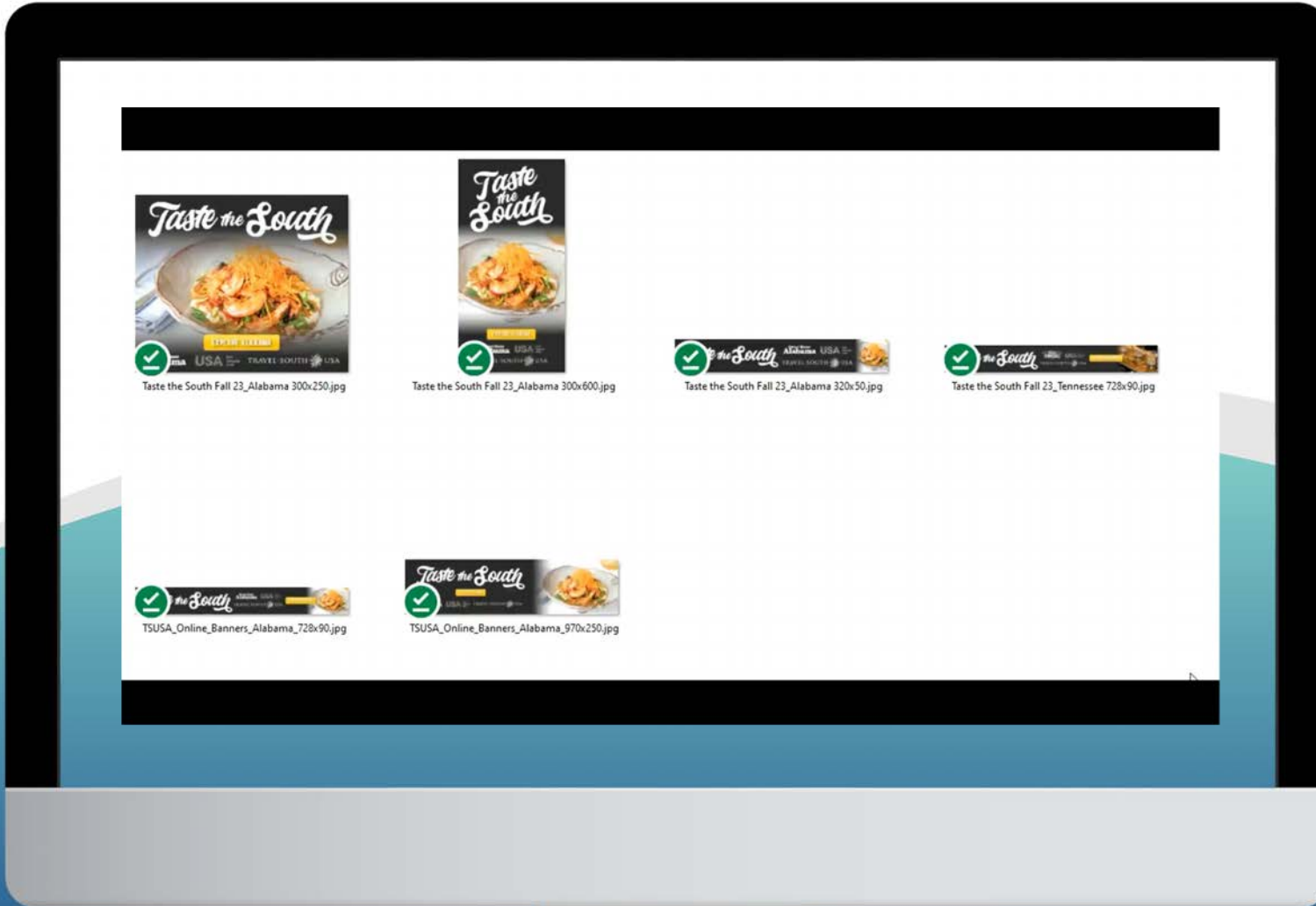
# TravelMole Methodology

## *Branding To Create Demand*

**Good to Go**  
**USA**



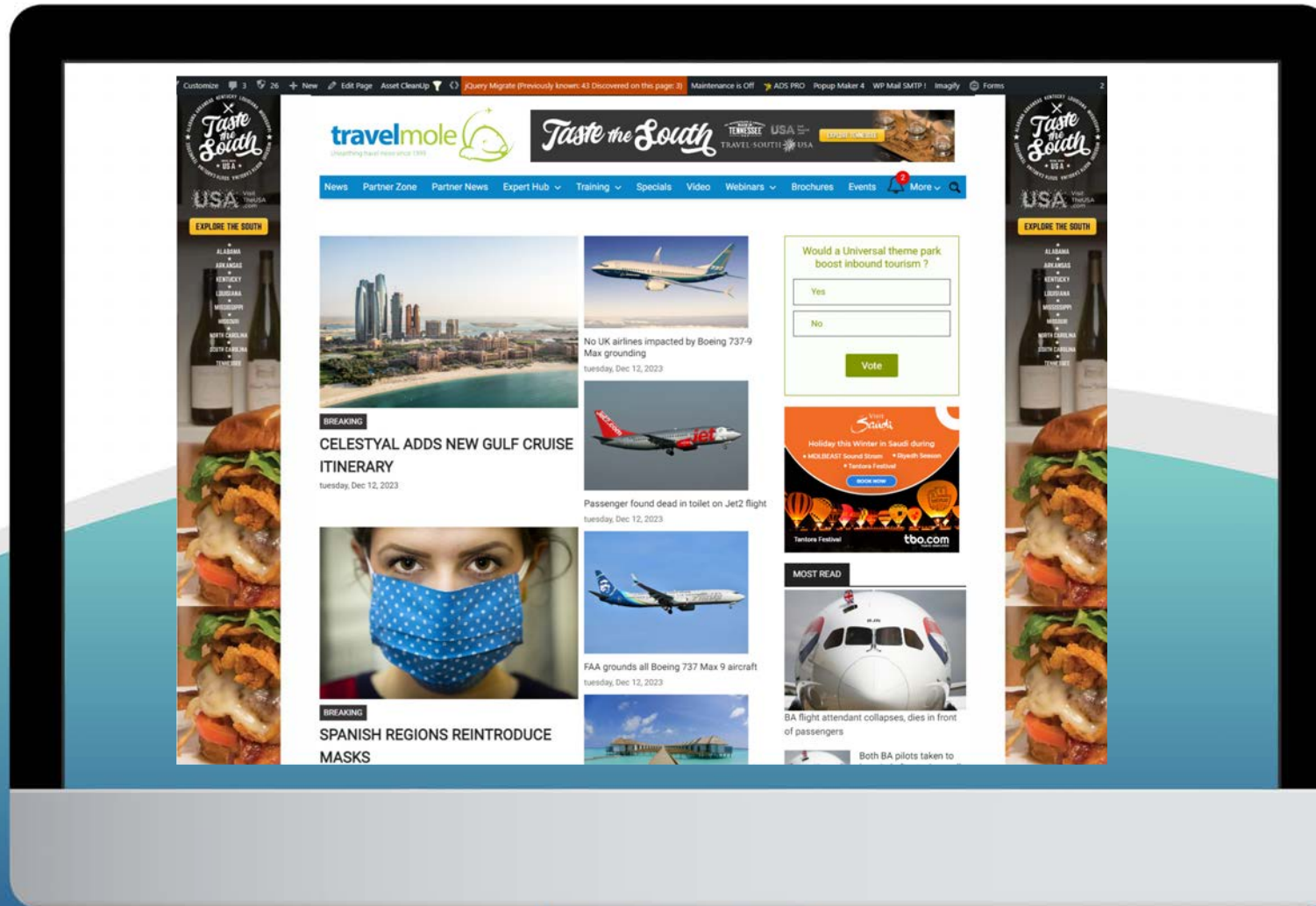
# Campaign Includes Website and Newsletter Banners



[Sign-up Now!](#)



# Website Banners



[Sign-up Now!](#)

# Campaign Includes Partner Edition (Email Blasts)



*Click on the images to view the full email*

## Sweet Home Alabama

[www.Alabama.Travel](http://www.Alabama.Travel)

*Travel to Alabama and the USA South is becoming more and more popular but why?*

**Natural beauty:** From Forests to Mountains to the beaches of the Gulf Coast.

**History and culture:** Alabama played a significant role in the civil rights movement, and visitors can explore historic sites like the Edmund Pettus Bridge and the Rosa Parks Museum. Its role in Space Travel cannot be underestimated with Huntsville playing a massive part in America's attempts to conquer the stars.

**Music:** Endemic throughout the state but the epicentre of hit music throughout the last 50 years, Muscle Shoals, is a must-visit destination.

**Food and drink:**



**LOUISIANA**  
Feed Your Soul.  
ExploreLouisiana.com

Louisiana Taste & Tunes

Webinar, July 21

An interesting and insightful understanding of the unique culinary and musical influences on the State of Louisiana.

Chance to win a bag loaded with a selection of Louisiana gifts.



Embark on a journey of sustainability with Thailand! Two game-changing initiatives that redefine the travel experience: the 'Meaningful Relationship' marketing concept and our Sustainable Tourism Goals (STGs).

**'Meaningful Relationship' Marketing Concept:** Imagine a travel experience where connections are genuine, cultural immersion is authentic, and friendships last a lifetime. That's the heart of our 'Meaningful Relationship' concept, recently presented by Ms. Thapanee Kiatphalbool, TAT Governor, at the World Travel Market 2023.

Ms. Thapanee emphasized, "When travellers form a relationship with the people they meet and the place they visit, they have an opportunity of creating lifelong friends." It's not just about the destination; it's about creating lasting memories through authentic experiences.



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# Campaign Includes Your Branded Partner Zone Content Platform

A proven and effective way to amplify your Travel Marketing

*Click on the images to view the full email*



Home / Supplier partner zone / Experience Columbus

**ABOUT US**




It's not without reason that Columbus is nicknamed "the largest small city in the United States." Visitors enjoy the state capital's Midwestern feel, leisurely pace and reasonable prices, while enjoying big-city perks like trendy nightlife hangouts, premier cultural attractions and trendy neighborhoods. Although it only has 850,000 inhabitants, it is no less worthy of large metropolises and has nothing to envy of cities like New York or Los Angeles. Columbus' vibrant neighborhoods are filled with boutiques, galleries, dining establishments, parks and markets. Start in the Short North Arts District, where you can visit dozens of arts venues and admire street performers. The German Village Historic District, meanwhile, is full of stately buildings with old-world charm, community gardens, and breweries serving German beers and sausages. For [...Read more](#)

**NEWS & ANNOUNCEMENTS**

29 Aug 24  
**Partner News**  
**Tony from Gatto's Pizza on Columbus's Unique Pizza Trail**  
In a recent interview, Tony DeRubertis from Gatto's Pizza discussed the Columbus Pizza Trail [...Read more](#)

30 May 24  
**Partner News**  
**Columbus Named Third Best Beer City in the Country by 2024 USA Today 10Best Readers' Choice Awards**  
Experience Columbus, the destination marketing organization for Columbus, is thrilled to announce that Columbus has [...Read more](#)

30 May 24  
**Partner News**  
**Columbus Recognized with Six USA Today 10Best Readers' Choice Awards**  
The votes are in, and six Columbus tours, attractions, restaurants and races are among [...Read more](#)


travelmole   
Unearth the trail news since 1922

**Get started for free**

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

Home / Supplier partner zone / Visit Detroit

**ABOUT US**



The Detroit Metro Convention & Visitors Bureau (DMCVB) is the only organization that promotes metro Detroit regionally, nationally and internationally as a convention, business meeting and tourism destination. To achieve this goal of soliciting and servicing the area's second-largest industry, the DMCVB works with the Detroit and Windsor area business community, civic organizations and local government offices in Wayne, Oakland and Macomb counties. The DMCVB is neither a


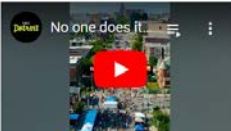
**NEWS & ANNOUNCEMENTS**

29 Mar 24  
**NEWS**  
**Detroit rolls out dining digital passport**  
Motor City is keen to showcase its eclectic dining scene with the launch of a [...Read more](#)

22 Feb 24  
**Partner News**  
**Revitalizing Detroit: A Conversation with Chris Moyer**  
Chris Moyer, representing Visit Detroit, unveils the city's remarkable transformation and rebranding efforts

**VIDEOS**

No one does it like Detroit #september #detroit #2024



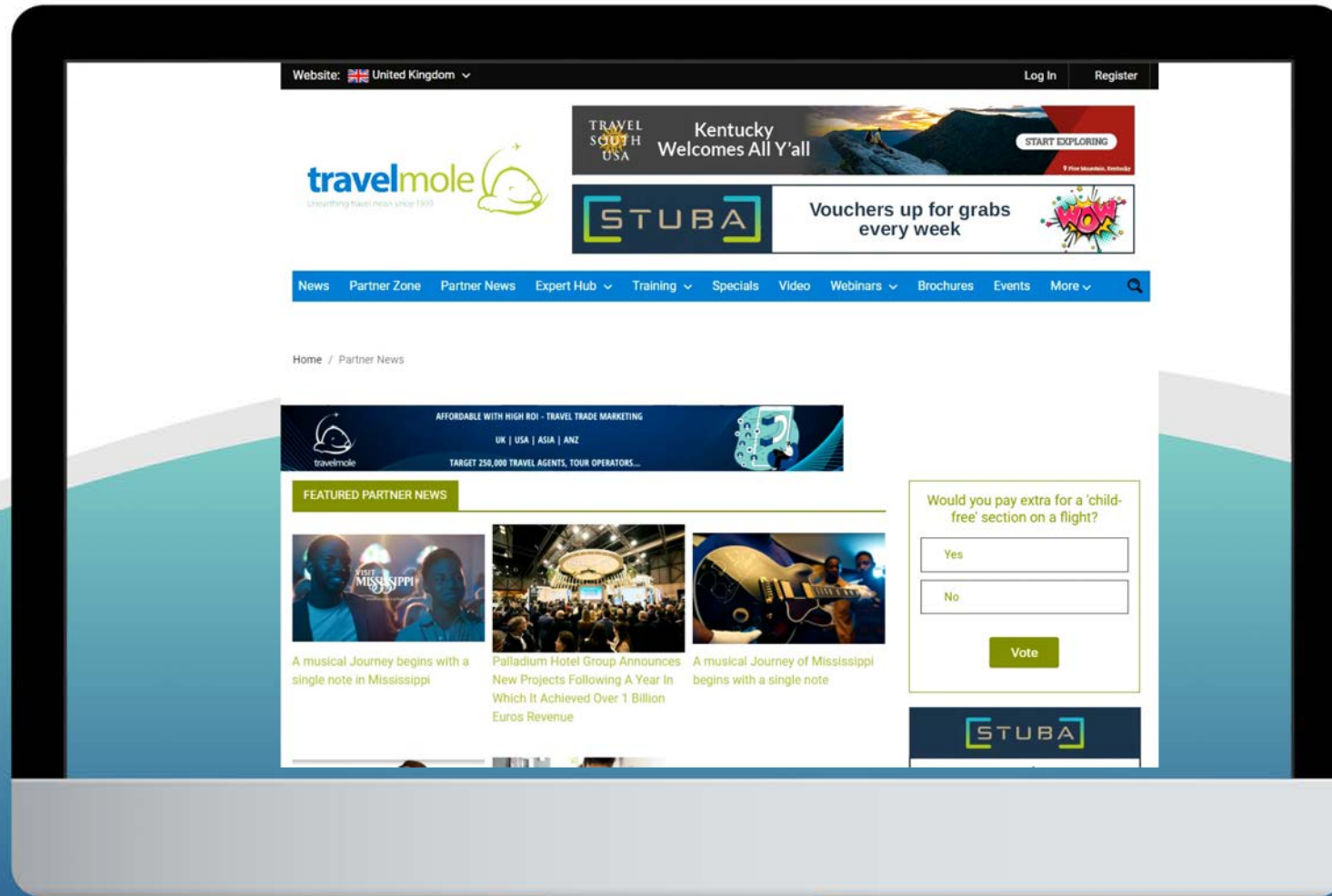
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# Partner News (Advertorial) (Partner Zone Content Platform)



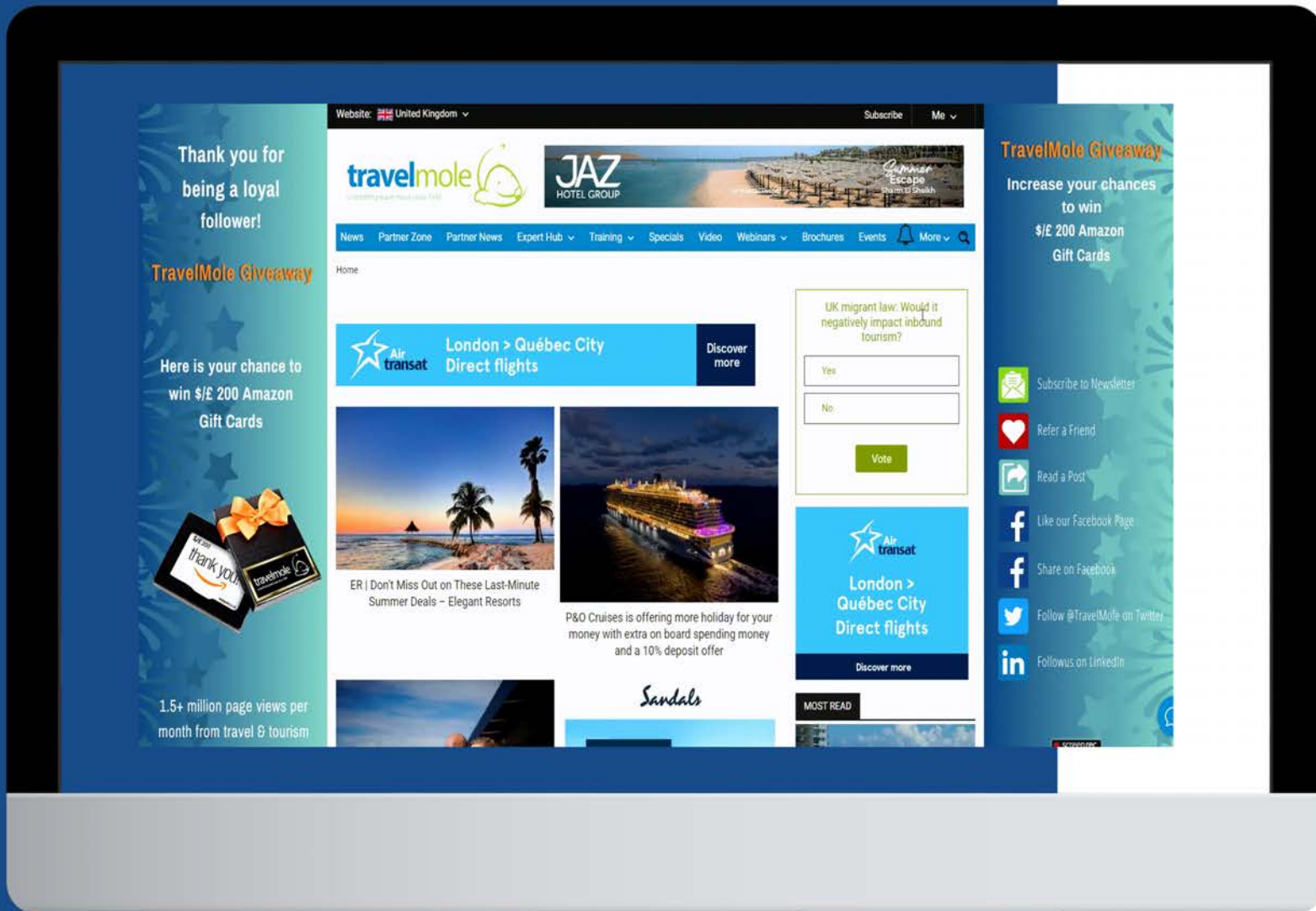
Visit Partner News [USA](#), [UK](#), and [Asia Pacific/ANZ](#)



Included with your Partner Zone

[Sign-up Now!](#)





## Special Offers (Partner Zone Content Platform)

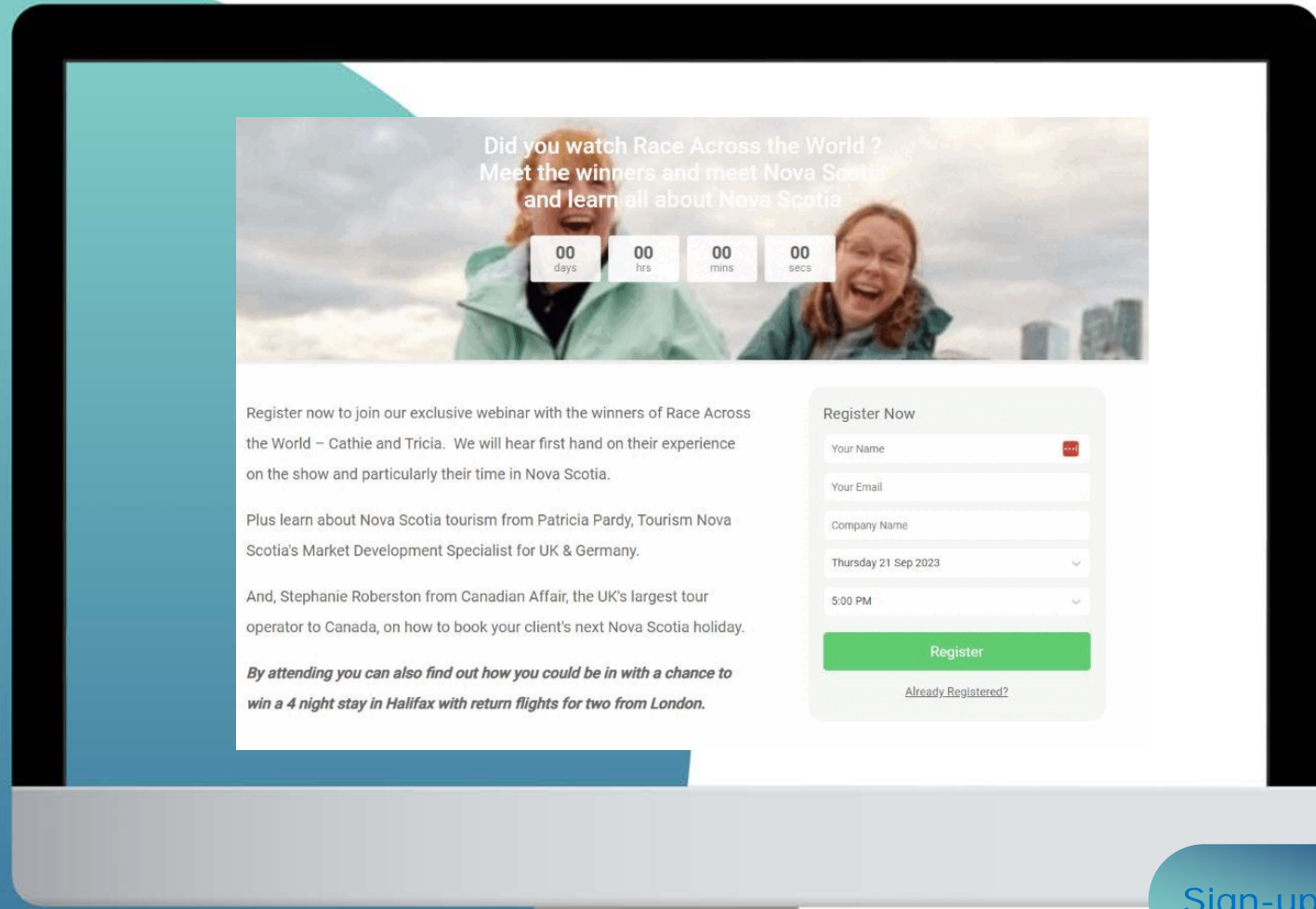
Visit Special Offers [USA](#), [UK](#), and [Asia Pacific/ANZ](#)

[Sign-up Now!](#)

Included with your Partner Zone

# Webinars on Demand

(Partner Zone Content Platform)



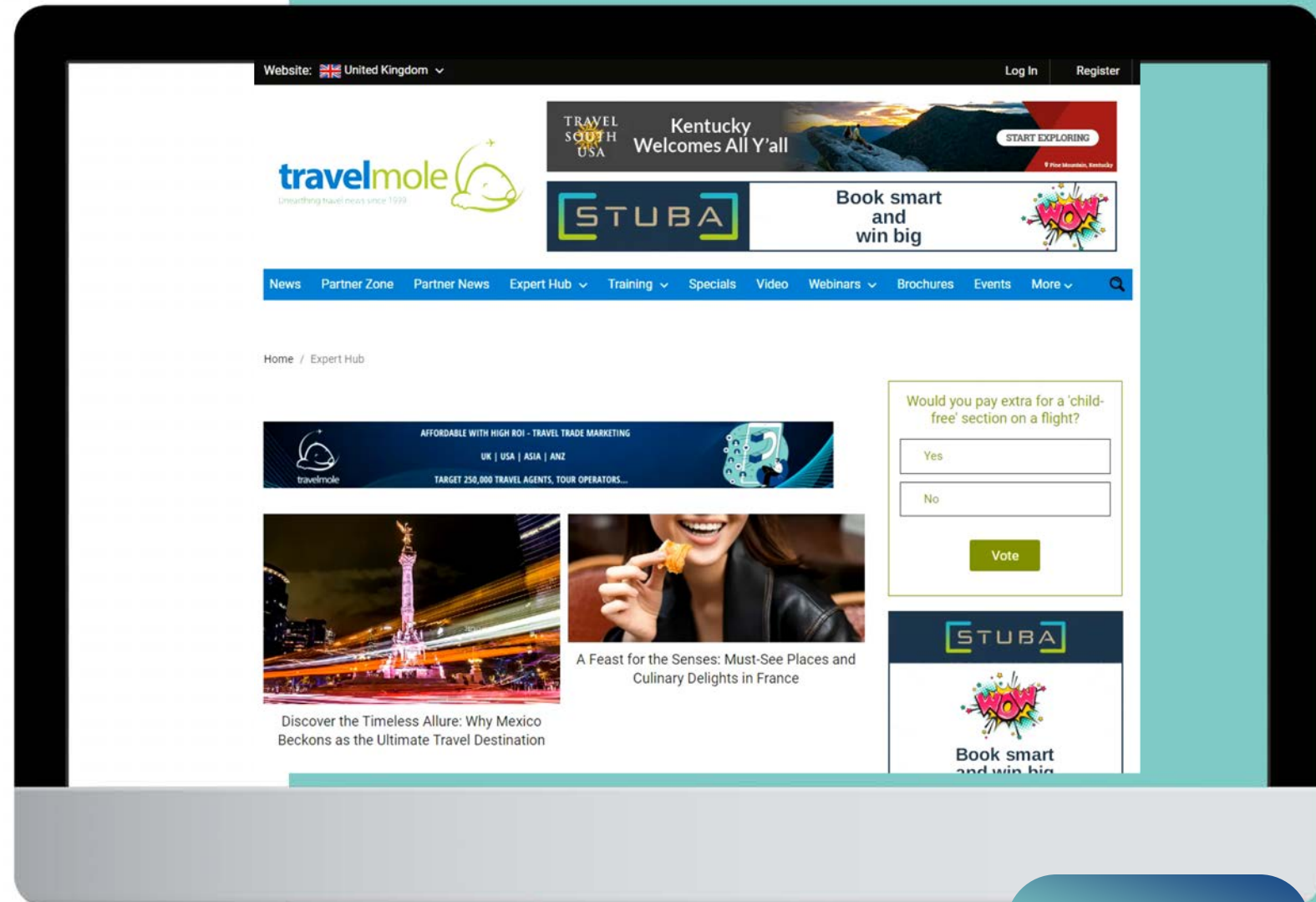
Included with your Partner Zone

[Sign-up Now!](#)

## Expert Advertorials (Partner Zone Content Platform)

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


Included with your Partner Zone



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# Campaign Includes Facebook & X-Twitter Boosted and Native Ads



| UK Fall 2023 Social Campaign |          |       |      | TRAVEL SOUTH USA          |                           | travelmole  |      |                                   |      |
|------------------------------|----------|-------|------|---------------------------|---------------------------|--|------|-----------------------------------|------|
| Post Date                    | Time GMT | State | Ad # | Native Posts              |                           | Boosted Posts  |      |                                   |      |
|                              |          |       |      | Facebook Ads              | X-Twitter Ads             | Facebook Ads   |      | X-Twitter Ads                     |      |
|                              |          |       |      | Date created or scheduled | Date created or scheduled | Date Boosted created or scheduled  | Days | Date Boosted created or scheduled | Days |
| Sunday, October 29, 2023     | 15:00    | AL    | Ad 1 | 10/30                     | 10/30                     | 10/31  | 1    | 10/30                             | 1    |
| Tuesday, October 31, 2023    | 15:00    | AL    | Ad 2 | 11/1                      | 11/1                      | 11/1   | 2    | 11/1                              | 2    |
| Friday, November 03, 2023    | 15:00    | AL    | Ad 3 | 11/3                      | 11/3                      | None   |      | None                              |      |
| Sunday, November 05, 2023    | 15:00    | KY    | Ad 1 | 11/5                      | 11/5                      | 11/5   | 2    | 11/5                              | 2    |
| Tuesday, November 07, 2023   | 15:00    | KY    | Ad 2 | 11/7                      | 11/7                      | 11/7   | 2    | 11/7                              | 2    |
| Thursday, November 09, 2023  | 15:00    | KY    | Ad 3 | 11/9                      | 11/9                      | None   |      | None                              |      |
| Monday, November 13, 2023    | 15:00    | TN    | Ad 1 |                           | 11/13                     | 11/15  | 2    | 11/13                             | 2    |
| Wednesday, November 15, 2023 | 15:00    | TN    | Ad 2 |                           | 11/15                     | 11/15  | 2    | 11/15                             | 2    |
| Friday, November 17, 2023    | 15:00    | TN    | Ad 3 | 11/17                     | 11/17                     | None   |      | None                              |      |

[Sign-up Now!](#)



# Campaign Includes eMagazine Full Page Ads

(UK Edition)

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




[Sign-up Now!](#)

Let us help you.


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# 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.





JOURNEY STRATEGY

BUSINESS INTERNATIONAL  
CONCEPTS FUTURE DATA

IDEA ONLINE  
INVESTMENT FUTURE DATA

SALES

INTERNATIONAL  
PROFIT ADVICE COMMUNICATION

FESTIVAL  
SEARCHING PEOPLE

DATA  
GROWTH TEAM SALES

IDEA PEOPLE TRAVEL

SUCCESS PLANS PASSPORT DESTINATION SALES VISION

ADVICE GLOBAL PLANNING RESEARCH TEAMWORK ANALYSIS  
SECURITY PRODUCTIVITY CONNECT SHARES

MANAGEMENT IDEA DATA TEAM NETWORK DATA EXPERTISE  
COMMUNICATION MARKET DATA

ADVENTURE

TEAMWORK

INVESTMENT  
GLOBAL  
RESEARCH  
PROFIT  
IDEA

IDEA PLANS  
FINANCE VISION  
CONNECT PEOPLE  
SHARES

DEVELOPMENT  
PLANS DATA  
TOURIST  
NETWORK GROWTH  
BUSINESS IDEA

PLANS  
CONCEPTS  
TEAM

Good to Go  
USA

Many  
Thanks

travelmole

