

“ The Oscars of the  
Travel Industry ”

The Wall Street Journal

WORLD  
TRAVEL  
AWARDS



**Our aim is to help our nominees and winners achieve maximum exposure**

Our marketing programmes have been vigorously tried and tested by many of the World Travel Awards winners and nominees over the last decade. We help our nominees and winners to gain the first opportunity to promote the accolade and stand out from the competition. We witness that time and after this naturally helps their revenue.

**MARKETING PROGRAMME 2011**

[WWW.WORLDTRAVELAWARDS.COM](http://WWW.WORLDTRAVELAWARDS.COM)



## MARKETING PROGRAMME 2011

### 1. BEST IN TRAVEL BY WORLD TRAVEL AWARDS

Best in Travel is the new digital travel magazine by World Travel Awards. Free and delivered to the reader's inbox every month, it blends leading-edge interactive technology with unrivalled market knowledge to create the definitive insider's guide to the world's most glamorous travel experiences.

#### AVAILABLE ADVERTISING OPPORTUNITIES:

Rich media page  
Flash page  
Giant Video Box  
Giant Video Box advertorial  
Bespoke page advertorial



High quality magazine available on PC and Android  
Clickable url to visit advertiser's web site or email directly from magazine  
Subscription  
Searchable content  
Easy share  
Video embed available  
Virtual tour embed available  
Bookmarks & annotation

Click here to view Issue 01 [www.bestintravelmagazine.com/magazine/march\\_2011](http://www.bestintravelmagazine.com/magazine/march_2011)  
[www.bestintravelmagazine.com](http://www.bestintravelmagazine.com)



## MARKETING PROGRAMME 2011

### 2. MOBI SITE

**We can build a mobile website for you.**

The mobile internet is THE new marketing channel that is predicted to generate \$150 billion by 2011 and the mobile device will be the world's primary connection tool to the internet by 2020. We have teamed up with World Mobi, a leader in mobile website solutions, to build a mobile website for you at a greatly discounted price.

“...Not having a mobile website means you are missing out on a rapidly-expanding media channel where mobile search will overtake PC Search in just a few years ”

*Eric Schmidt, CEO, Google*





## MARKETING PROGRAMME 2011

### 3. EMAIL CAMPAIGN

World Travel Awards email broadcasts reach 183,000+ travel, tourism and hospitality professionals worldwide. This highly targeted method has been used by many leading companies as part of their e-marketing strategy.

#### STATISTICS (GEOGRAPHICAL AND INDUSTRY SECTOR)

* Geographical breakdown		* Breakdown by industry sector	
Africa	6%	Travel Agents	51%
Asia	14%	Hotel	14%
Australasia	2%	Airlines	10%
Caribbean	2%	NTOs	9%
Central & Latin America	9%	Luxury Buyers	6%
Europe	28%	GDS	4%
Indian Ocean	1%	Transportation	3%
Middle East	13%	Travel ITechnology	2%
North America	23%	Meeting/ Conference Organiser	1%
South America	2%		

A hyperlink link from the campaign can be directed to WTA's VOTE FOR campaign page for the advertiser's nominated category.

### 4. VIDEO ON WTA SITE

Worldtravelawards.com is number one on google search and the number of validated voters increases each year. This year saw a phenomenal 40% increase on the traffic to voting and nomination page.

Your video will be hosted on the nominee page and voting page, enticing more votes and raising awareness.

### 5. SPONSORSHIP

World Travel Awards sponsors receive global exposure through our programme. More and more industry partners benefit from our intimate gathering of industry leaders to capture real business opportunities and top level media exposure.

#### SPONSORSHIPS ARE AVAILABLE FOR THE FOLLOWING CATEGORIES:

- Global Tour Sponsorship
- Regional Event Sponsorship
- Category Sponsorship
- Pre-dinner Reception Sponsorship
- Gala Dinner Sponsorship
- Goody Bag Sponsorship

“The World Travel Awards ceremony is a fantastic event and a great networking opportunity for the travel industry... it makes sense to partner with a high profile and well-connected event like WTA.”

Zina Neophytou, Travel Distribution Account Director, BBC World News



## MARKETING PROGRAMME 2011

### 6. PRINT PUBLICATION: ABTA – 2011

With the readership of over 55,000, ABTA Magazine is the official monthly trade publication of the travel association ABTA. WTA uses ABTA magazine to reach the UK market which remains to be one of the biggest outgoing tourism markets in the world.

**Sample:**

[http://issuu.com/worldtravelawards/docs/abta\\_day\\_1\\_web](http://issuu.com/worldtravelawards/docs/abta_day_1_web)



### 7. PRINT PUBLICATION: TRAVEL WEEKLY NOVEMBER 2011

World Travel Awards annually showcases the winners using the official daily publication of World Travel Market (WTM).

**Distribution:**

- 50,000 Top Industry Professionals
- 11,000 Senior Buyers
- 2,500 International Press

**Sample:**

[http://issuu.com/worldtravelawards/docs/tw\\_day\\_1\\_2009](http://issuu.com/worldtravelawards/docs/tw_day_1_2009)



### 8. PRINT PUBLICATION: OFFICIAL PROGRAMME

World Travel Awards Official Programme is read by senior decision-makers, figure-heads and top travel & consumer media.

**Sample:**

[http://issuu.com/worldtravelawards/docs/world\\_gala\\_print](http://issuu.com/worldtravelawards/docs/world_gala_print)



We have helped global brands such as Etihad Airways, Starwood Hotels & Resorts, Universal Studios, Jamaica, Europcar, Abu Dhabi Tourism Authority, Mauritius, Avis, Malaysia Airlines, InterContinental Hotels & Resorts, Sandals Resorts International, and Rotana Hotels & Resorts to name but a few. Would you also like the help and support that they received?

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