

GTA Asia Pacific Email Direct Marketing

**Promotional space within our Asia Pacific monthly
agent booker email communications**

Version date: 26 February 2014

gta 

 **travelcube**

Table of Contents

Connecting with our customers through email direct marketing.....	3
1. Direct to the inbox of our retail and wholesale travel partners.....	3
2. Markets covered.....	3
3. Communicating brands	3
4. Reach and Market Value Splits	3
5. Distribution Schedule and Contribution Timelines	3
6. Pricing and distribution numbers – terms and conditions	3
1. Email Banner Ads.....	4
2. “Two x Product” Promotional Space.....	5
3. “Editorial Copy plus Image” Promotional Space.....	6
4. “Three x Two” Hotel Promotional Space	7
5. “Quick Picks” Promotional Table – No Image	8
6. “Quick Picks” Promotional Table – With Image.....	9
Landing Pages & Microsites.....	10
Translation Costs	10
Creative Requirements & Artwork Provision	11
Other Marketing Activity	12
Marketing Enquiry Contacts	12

Connecting with our customers through email direct marketing

1. Direct to the inbox of our retail and wholesale travel partners

GTA's Asia Pacific outbound markets produce a monthly email communication that goes out to our active customer base of registered agent bookers and wholesale customers.

A variety of promotional space has been made available for our supplier partners to promote product within these communications, as outlined in this document.

This space can be used for tactical promotions or brand awareness activity, subject to your requirements, and we invite discussion as to what form of activity will suit your needs best.

2. Markets covered

Subject to your requirements, you can select specific APAC outbound regions, individual markets or perform blanket coverage to reach all customers.

Markets include: China, Hong Kong (and the Philippines), Taiwan, Korea, Singapore, Malaysia, Indonesia (and Brunei), Thailand (and Indochina), Japan, Australia and New Zealand.

3. Communicating brands

In Asia, the communication is called **“Connected”** and goes out under the **GTA brand** (per samples in this document) to both retail and wholesale channels. In **Australia and New Zealand** the same design and layout specifications are applicable however is distributed as our **retail brand TravelCube** and **GTA for wholesale**.

4. Reach and Market Value Splits

Our email databases are segmented by market and by channel, so emails can be tailored to the requirements of each market. Below is the distribution splits in percentages for Asia only and for Asia Pacific, as well as GTA revenue splits by market indicated as percentages.

Asia Pacific	North Asia				South Asia					Japan	Pacific
	CHI	HKG	TWN	KOR	SIN	JKT	MAL	IND	BKK	JPN	AUS/NZL
Retail DB distribution	9,150	456	2,104	1,564	1,428	1,217	2,156	183	1,200	4,510	24,500
Wholesale DB distribution	90	408	126	311	228	338	35	1,000	100	Combined	127
Distribution % - Asia only	35%	3%	8%	7%	6%	6%	8%	4%	5%	17%	
Distribution % - APAC	18%	2%	4%	4%	3%	3%	4%	2%	3%	9%	48%
Gross Sales % - Asia only	9%	13%	5%	12%	4%	7%	4%	12%	4%	29%	
Gross Sales % of APAC	6%	9%	4%	8%	3%	5%	3%	8%	3%	19%	34%

Note: Wholesale database numbers currently reflect “company numbers” as opposed to individual recipients. Actual distribution is increased within most of these organisations through internal distribution to selling staff.

5. Distribution Schedule and Contribution Timelines

Distribution Week – 3rd or 4th week of month

We distribute the monthly email communication in the last week of the month; usually this is either the 3rd or 4th week, in order to focus on “what is coming up next month” in line with our outbound marketing plans. We will let you know specific dates within our discussions.

Distribution Day of the week - Tuesday

Tuesday has been agreed as a suitable day of the week for distribution; however this may vary by market.

Contribution date by - two weeks prior to distribution

A close out date for external content is applicable. Contributions must be made available to each market by Tuesday of second week of the month. This is only slightly flexible subject to the volume of translation creative requirements of the promotion in question.

Any tactical activity relating to the activity needs to be loaded into our systems two weeks out so it can be tested in the week prior to distribution.

6. Pricing and distribution numbers – terms and conditions

Pricing and market share numbers shown in this document were correct at time of production and are subject to fluctuation. Pricing is subject to change and should be confirmed with GTA Marketing at time of campaign discussions.

1. Email Banner Ads

Three sizes of banner ads are available; these are disseminated as solid image files in jpeg format when photography is used; or gif files when line art and text only is used.

The design of this space can be on your brand, be used for brand awareness or tactical activity, and can link directly to one specific property within our Point of Sale or other external media such as landing pages or PDF flyers if required.

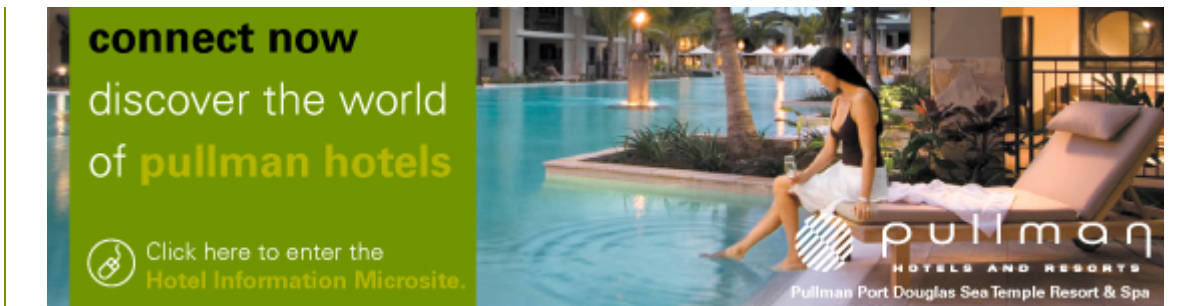
560px x 200px email banner ad

Sample...



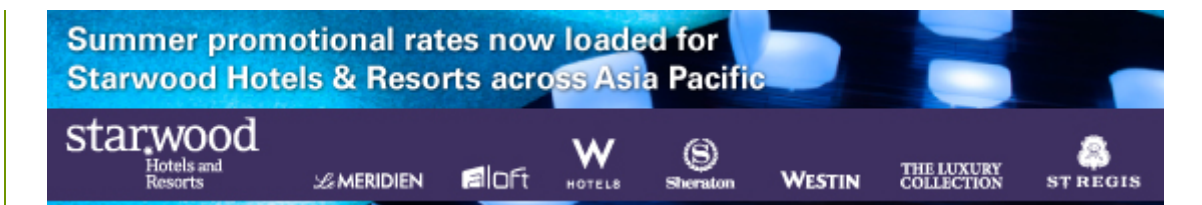
560px x 150px email banner ad

Sample...



560px x 100px email banner ad

Sample...



Email Banner Ad Costs (USD)

Banner	North Asia				South Asia					Japan	Pacific	Blanket Distribution	
	CHI	HKG	TWN	KOR	SIN	INDO	MAL	INDIA	THL	JPN	AU/NZ	All ASIA	All APAC
560x200	450	250	350	350	350	300	300	300	300	450	1,100	\$3,000	\$3,900
560x150	400	200	300	300	300	250	250	250	250	400	800	\$2,500	\$3,200
560x100	350	180	250	250	250	200	200	200	200	350	700	\$2,000	\$2,700

Benefit Breakdown:

Using the blanket distribution costs reaching all APAC markets, the breakdown is **\$354.54 per market** for a **560x200px** banner ad (that can also link to PDF or landing page) to reach our entire database of active registered bookers.

2. “Two x Product” Promotional Space

This space is ideal for regional or independent chains seeking to promote a small selection of hotels. It provides a high level of product visibility and “book now” call to action if suitable. You could promote hotels within one city or a combination of cities, or regions, subject to your requirements.





The sample below is our templated layout, however copy inclusions within this space is flexible and can be amended as required.

This promotional space is available in multiples of two, price shown below, **up to a maximum of six hotels over 3 rows.**

Layout guide

This space combines HTML tables with product images. **Images to be provided at 270 x 170px in 72dpi jpeg format.**

Sample...

<div style="background-color: #76923c; color: white; padding: 5px;">Westin Excelsior (P=)</div>  <p>City: Rome ★★★★★</p> <p>Price From: \$150 pp/pn Room Type: Deluxe FB</p> <p>Bonus Offer: Change title as required</p> <p>This is one of the most famous hotels in Italy, located on the Via Veneto, the most exclusive street in Rome. The hotel is ideally placed for easy access to all the major tourist attractions and shopping areas.</p> <p style="text-align: center;"> <u>BOOK NOW</u></p>	<div style="background-color: #76923c; color: white; padding: 5px;">Mercure Eur Roma West (P=)</div>  <p>City: Venice ★★★★★</p> <p>Price From: \$150 pp/pn Room Type: Deluxe FB</p> <p>Bonus Offer: Change title as required</p> <p>This is one of the most famous hotels in Italy, located on the Via Veneto, the most exclusive street in Rome. The hotel is ideally placed for easy access to all the major tourist attractions and shopping areas.</p> <p style="text-align: center;"> <u>BOOK NOW</u></p>
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Costs per Two x Product promotional space (USD)

North Asia				South Asia					Japan	Pacific	Blanket Distribution	
CHI	HKG	TWN	KOR	SIN	INDO	MAL	INDIA	THL	JPN	AU/NZ	All ASIA	All APAC
480	290	390	390	390	390	390	340	340	480	1,150	\$3,700	\$4,700

Benefit Breakdown:

Using the blanket distribution costs reaching all APAC markets, the breakdown is **\$2,350 per hotel** and **\$213.63 per market** to reach the entire Asia Pacific database of active registered booking agents.

3. “Editorial Copy plus Image” Promotional Space

This space is ideal when a supplier partner has a more detailed message to be delivered.

It allows for a combination of “copy space” in HTML plus a separate “hard image” for brand or tactical application.

The image design can be on your brand or ours, and link to our Point of Sale or to a landing page or PDF flyer if required.

Layout guide

This space can be **no higher than 300px**, with image on left fixed at **173px wide**. We suggest the height of the image be determined once the copy depth has been defined so the two align.

Sample...

Article Header

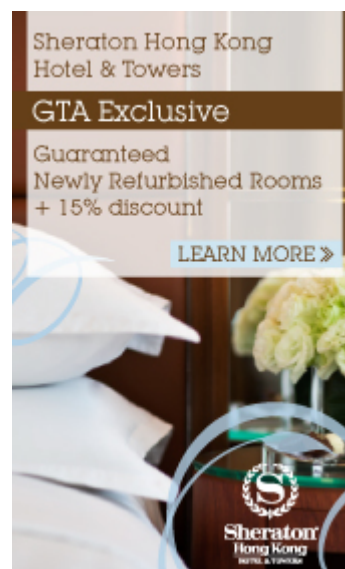
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[top](#)

Costs per Editorial plus Image promotional space content block (USD)

North Asia				South Asia					Japan	Pacific	Blanket Distribution	
CHI	HKG	TWN	KOR	SIN	INDO	MAL	INDIA	THL	JPN	AU/NZ	All ASIA	All APAC
480	290	390	390	390	390	390	340	340	480	1,150	\$3,700	\$4,700

Benefit Breakdown:

Using the blanket distribution costs reaching all APAC markets, the breakdown is **\$427.27 per market for a tower banner ad plus copy area** to reach the entire Asia Pacific database of active registered booking agents.

4. “Three x Two” Hotel Promotional Space

This space is ideally suited to chains or independent hotel collaborations to promote tactical initiatives seeking to promote within one city or a combination of cities, or regions, subject to your requirements. Each featured property linking directly to the property within our booking sites.

The sample below is our templated layout; however copy within this space is flexible and can be amended as required.


This promotional space is available in blocks of six hotels. There is potential for additions but needs to be approached on a case by case, edition by edition, subject to space available within each markets communication.

Layout guide

This space combines HTML tables with product images, with property images fixed at **153px wide x110px high**.

Sample...

Phuket Hot Deals




★★★★★ Standard

Product Name
Product description, use a single paragraph only.

From: USD300.00

[Book Now](#)




★★★★★ Standard

Product Name
Product description, use a single paragraph only.

From: USD300.00

[Book Now](#)




★★★★★ Standard

Product Name
Product description, use a single paragraph only.

From: USD300.00

[Book Now](#)




★★★★★ Standard

Product Name
Product description, use a single paragraph only.

From: USD300.00

[Book Now](#)




★★★★★ Standard

Product Name
Product description, use a single paragraph only.

From: USD300.00

[Book Now](#)



★★★★★ Standard

Product Name
Product description, use a single paragraph only.

From: USD300.00

[Book Now](#)

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Costs per 6 x Hotel promotional space (USD)

North Asia				South Asia					Japan	Pacific	Blanket Distribution	
CHI	HKG	TWN	KOR	SIN	INDO	MAL	INDIA	THL	JPN	AU/NZ	All ASIA	All APAC
500	300	400	400	400	400	400	350	350	500	1,250	\$3,900	\$5,000

Benefit Breakdown:

Using the blanket distribution costs reaching all APAC markets, the breakdown is **\$833 per hotel** and **\$75.75 per market** to reach the entire Asia Pacific database of active registered booking agents.

5. “Quick Picks” Promotional Table – No Image






This promotional table is ideal for city, area or multiple country promotions for hotels chains or for collaborating independents wishing to promote “call to action” tactical or rate driven activity.

The sample below is our templated layout; however copy within this space is flexible and can be amended as required.

This promotional space is available in tables of either 5 rows or 10 rows of hotels and includes brief description, rating, from prices and “book now” links into our booking sites.

Sample...

Article Header

Destination/Region/City		Rating	From	Book
Beijing	London - Hotel Grand Chancellor Delightful Hotel situated in the heart of the city. Only three minutes' walk to train and shopping.	★★★★★	USD350	
Beijing	Hotel or Product Name Here Summary here – keep it brief Delightful Hotel situated in the heart of the city. Only three minutes' walk to train and shopping	★★★★★	USD350	
Beijing	Hotel or Product Name Here Summary here – keep it brief Delightful Hotel situated in the heart of the city. Only three minutes' walk to train and shopping	★★★	USD350	
Shanghai	Hotel or Product Name Here Summary here – keep it brief Delightful Hotel situated in the heart of the city. Only three minutes' walk to train and shopping	★★★★★	USD350	
Shanghai	Hotel or Product Name Here Summary here – keep it brief Delightful Hotel situated in the heart of the city. Only three minutes' walk to train and shopping	★★★★★	USD350	

Terms & Conditions...
Brief summary of product offering or terms and conditions etc. goes here. Brief summary of product offering or terms and conditions etc. goes here. Brief summary of product offering or terms and conditions etc. goes here. Brief summary of product offering or terms and conditions etc. goes here. Brief summary of product offering or terms and conditions etc. goes here.

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Costs per “Quick Picks” promotional table without image (USD)

Table	North Asia				South Asia					Japan	Pacific	Blanket Distribution	
	CHI	HKG	TWN	KOR	SIN	INDO	MAL	INDIA	THL	JPN	AU/NZ	All ASIA	All APAC
5 Rows	400	200	300	300	300	300	300	250	250	400	800	\$2,700	\$3,400
10 Rows	750	370	560	560	560	560	560	450	450	750	1,150	\$5,200	\$6,200

Benefit Breakdown:











Using 10 row table costs across all APAC markets, the breakdown is **\$620 per hotel** and **\$56.36 per market** to reach the entire Asia Pacific database of active registered booking agents.

6. “Quick Picks” Promotional Table – With Image

A slight upgrade to the previous table with the inclusion of property images, this promotional space is also available in tables of either 5 rows or 10 rows of hotels and includes brief description, rating, from prices and “book now” links into our booking sites.

Sample...

Article Header

Destination		Rating	From	Book
	Hotel or Service Name Here Delightful Hotel situated in the heart of the city. Only a 3 minutes' walk to train and shopping. Great Value for money and sure to please.	★★★★★	USD350	
	Hotel or Service Name Here Summary here – keep it brief Ensure image size is set to 120px wide x 100px high and that all images are created at 72dpi in jpeg format.	★★★★★	USD350	
	Hotel or Service Name Here Summary here – keep it brief Ensure image size is set to 120px wide x 100px high and that all images are created at 72dpi in jpeg format	★★★	USD350	
	Hotel or Service Name Here Summary here – keep it brief Ensure image size is set to 120px wide x 100px high and that all images are created at 72dpi in jpeg format.	★★	USD350	
	Hotel or Service Name Here Summary here – keep it brief Ensure image size is set to 120px wide x 100px high and that all images are created at 72dpi in jpeg format.	★★★★★	USD350	

Terms & Conditions...
 Brief summary of product offering or terms and conditions etc. goes here. Brief summary of product offering or terms and conditions etc. goes here. Brief summary of product offering or terms and conditions etc. goes her..

Costs per “Quick Picks” promotional table with image (USD)

Table	North Asia				South Asia					Japan	Pacific	Blanket Distribution	
	CHI	HKG	TWN	KOR	SIN	INDO	MAL	INDIA	THL	JPN	AU/NZ	All ASIA	All APAC
5 Rows	470	270	370	370	370	370	370	320	320	470	950	\$3,300	\$4,150
10 Rows	890	520	720	720	720	720	720	620	620	890	1,600	\$6,500	\$7,950

Benefit Breakdown:

Using 10 row table costs across all APAC markets, the breakdown is **\$795 per hotel** and **\$72.27 per market** to reach the entire Asia Pacific database of active registered booking agents.

Landing Pages & Microsites

For some activity it could be desirable to have content, such as banner ads, link to a landing page or microsite providing the ability to feature greater levels of product detail and brand visibility.

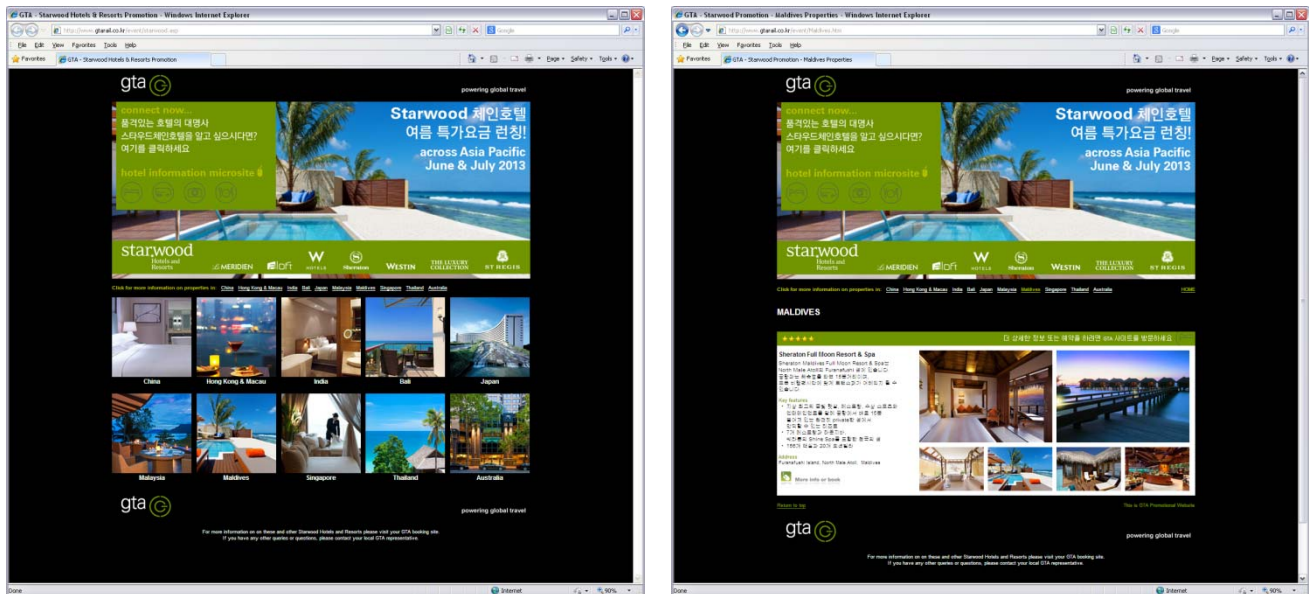
We can create unique landing pages through to more detailed multi-page based HTML micro-sites' to provide clear and powerful communication of your key message.

Visits to these pages or sites can also be promoted through banners on our booking sites, delivering a broader campaign approach.

There is obviously a bit more planning and resource requirements building pages and sites, so production timelines are a consideration.

Costs associated with this activity is determined by duration online, level of design associated with production and if tying in with site banners, so need to be provided on a case-by-case basis.

Sample: Starwood promotional microsite – July 2013



Translation Costs

GTA can provide language translation of copy and design work if required; this would be a chargeable service.

Indicative hourly rates are shown below for our markets where translation is required.

CHI	HKG	TWN	KOR	JPN
USD40 p/h	USD 60 p/h	USD 40 p/h	USD 60 p/h	USD 80 p/h

Creative Requirements & Artwork Provision

All artwork needs to be provided in **Illustrator CS6** (preferred) or **Photoshop CS6** source art files to allow for changes and language localisation; or finished HTML content tables subject to discussion and agreement. Further detail will be provided during campaign discussions and preparation.

Basic Page Layout

All communications are created to email marketing best practice guidelines with a **page width of 600px**, bordered as per the email header sample below.

All **body content, HTML tables or hard images are created to a maximum of 560px wide** to allow 20px space between borders and content. Height of content varies subject to promotional real estate being purchased.

Our **page layout grids** are broken down within that into variations of **thirds or 50/50 splits**.



powering global travel



Connected – January issue

Asia on sale...



★★★★★

Standard

Product Name

Product description, use a single paragraph only.

From: USD300.00

[**Book Now**](#)



★★★★★

Standard

Product Name

Product description, use a single paragraph only.

From: USD300.00

[**Book Now**](#)



★★★★★

Standard

Product Name

Product description, use a single paragraph only.

From: USD300.00

[**Book Now**](#)

Other Marketing Activity

Our email marketing program is just one area of potential partner marketing activity you can participate in.

If you would like to know a little about other Asia Pacific marketing initiatives, please ask for a copy of the **GTA APAC Partner Marketing Brochure**, available in PDF format.



Marketing Enquiry Contacts

If you would like to discuss partner marketing with GTA FIT outbound in Asia Pacific, please contact Geoff Ballard or one of your regional contacts below.

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