

YOUR 2025

HOLIDAY TRAVEL

MARKETING TOOLKIT



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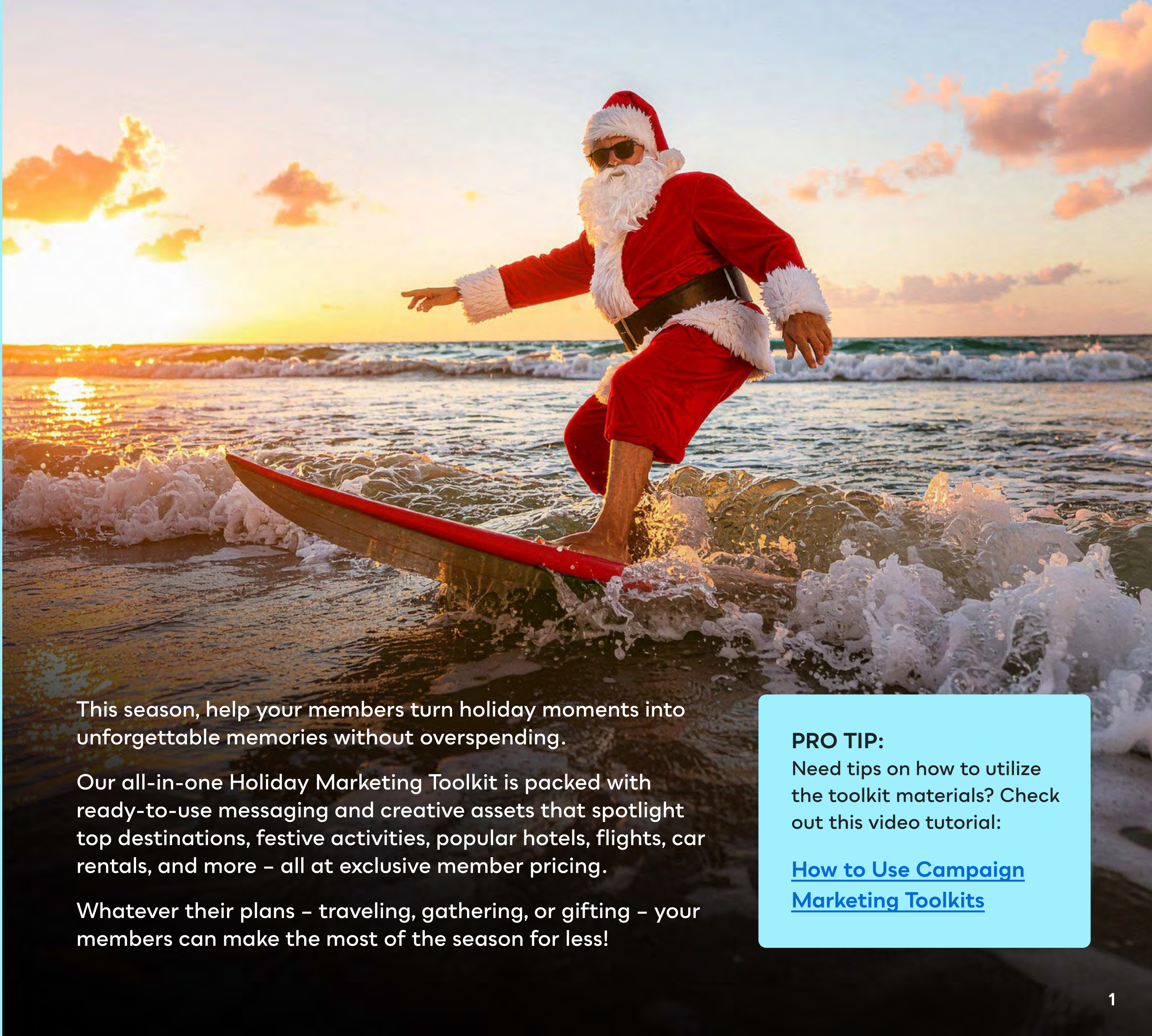
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This season, help your members turn holiday moments into unforgettable memories without overspending.

Our all-in-one Holiday Marketing Toolkit is packed with ready-to-use messaging and creative assets that spotlight top destinations, festive activities, popular hotels, flights, car rentals, and more – all at exclusive member pricing.

Whatever their plans – traveling, gathering, or gifting – your members can make the most of the season for less!

PRO TIP:
Need tips on how to utilize the toolkit materials? Check out this video tutorial:

[How to Use Campaign Marketing Toolkits](#)





OVERVIEW

Campaign Dates:

October 27 - December 28

Offer Details

We’re offering nine weeks of holiday travel deals and giveaways! Each Friday (and some Mondays) during the campaign, we’ll highlight both national and local discounts on hotels, theme parks, flights, car rentals, and more in top destinations.*

Email Marketing Support

We’re featuring popular destinations, local travel, holiday theme park events, and more in weekly Friday emails (and some Monday emails) sent in October, November, and December.* If you are not currently allowing Access to send emails on your behalf, you can utilize the HTML versions.

HTML versions of holiday travel emails will be posted on your Client Marketing Portal (CMP) and sent out in your weekly *Today at Access* email within a couple days before the email send date. If you do not receive this email or need help getting onto the CMP, reach out to your Client Marketing Specialist (CMS) and they will assist you. See the campaign calendar on page 11 for specific dates when HTMLs will be delivered.

*Travel category promotion in emails will vary based on member subscription.

EVENT MARKETING COPY

MINI

Holiday travel up to 50% off now through December 28!

SHORT

Holiday travel up to 50% off! Book your getaway with savings you’ll love – Oct. 27 to Dec. 28.

MEDIUM

Holiday travel up to 50% off! Book your getaway with savings you’ll love. Members get exclusive deals and special offers Oct. 27 - Dec. 28.

LONG

Holiday travel up to 50% off! Book your seasonal escape with savings you’ll love. Members get exclusive deals and special offers on hotels, flights, attractions, and more Oct. 27 - Dec. 28.



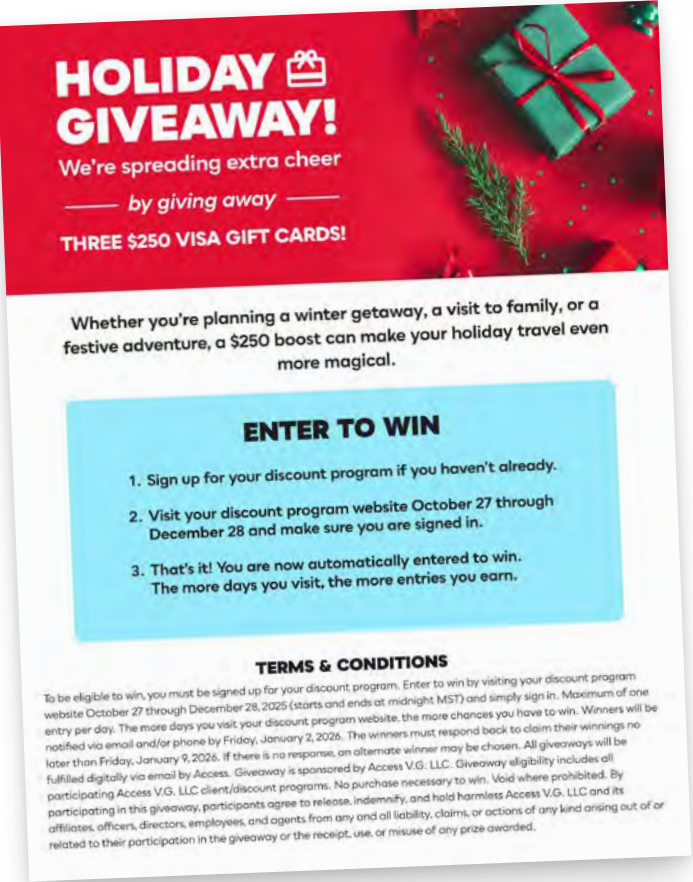
GIVEAWAY DETAILS & ASSETS

We’re spreading extra cheer by giving away THREE \$250 VISA GIFT CARDS!

Whether members are planning a winter getaway, a visit to family, or a festive adventure, a \$250 boost can make their holiday travel even more magical.

Members must be signed up and can enter to win just by visiting their discount program homepage October 27 - December 28 and making sure they are signed in.

We’ll be promoting the giveaways to members through our Friday email sends and will also have a giveaway banner posted on the homepage of their discount program website reminding them about it.



We’ve provided social media and banner images you can use to promote the giveaway on your own. For banners, link the CTA button to the giveaway information sheet. And for the social media images, copy and paste the full terms and conditions into any marketing or posts so your audience understands how and when the giveaway works.

GIVEAWAY INFORMATION LINK:
https://static.accessdevelopment.com/Toolkits/2025_Holiday_Travel_Giveaway_Flier.pdf

Download Images



TERMS AND CONDITIONS: To be eligible to win, you must be signed up for your discount program. Enter to win by visiting your discount program website October 27 through December 28, 2025 (starts and ends at midnight MST) and simply sign in. Maximum of one entry per day. The more days you visit your discount program website, the more chances you have to win. Winners will be notified via email and/or phone by Friday, January 2, 2026. The winners must respond back to claim their winnings no later than Friday, January 9, 2026. If there is no response, an alternate winner may be chosen. All giveaways will be fulfilled digitally via email by Access. Giveaway is sponsored by Access V.G. LLC. Giveaway eligibility includes all participating Access V.G. LLC client/discount programs. No purchase necessary to win. Void where prohibited. By participating in this giveaway, participants agree to release, indemnify, and hold harmless Access V.G. LLC and its affiliates, officers, directors, employees, and agents from any and all liability, claims, or actions of any kind arising out of or related to their participation in the giveaway or the receipt, use, or misuse of any prize awarded.



SOCIAL MEDIA CONTENT

These images can be used on Facebook, Instagram, and other social channels to help extend the reach and awareness of this year’s holiday travel savings. Two different creative options have been provided along with two different layout options – one that is ready to use as is and has room to add your logo, and one that includes the Access Perks logo. We encourage you to pair these images with the suggested copy on pages 5-6.



UP TO 50% OFF
HOLIDAY TRAVEL
Book your seasonal escape with savings you'll love.

UP TO 50% OFF
HOLIDAY TRAVEL
Book your seasonal escape with savings you'll love.

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Book your seasonal escape with savings you'll love.

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UP TO 50% OFF
HOLIDAY TRAVEL
Book your seasonal escape with savings you'll love.

1080 x 1920

1080 x 1080

1200 x 630

1080 x 1350

1015 x 1350

1080 x 566

Download Images

PRO TIP:
Make sure you link these social media images, banners, and the flier to your discount program’s travel homepage URL, so your members know where to go to get their deals.



RAW IMAGES
We’ve provided the raw, unedited, text-free images used in this toolkit to use at your discretion when creating your own holiday savings promotions.

Download Raw Images



SOCIAL MEDIA CONTENT

Copy and paste the messaging below into your social media channels, emails, internal communications, etc.

Make sure to remove any reference to travel categories not available in your subscription.

WEEK 1: OCT. 27 - NOV. 2

Holiday travel savings are here! Save up to 50% on hotels, flights, car rentals, and more. Start planning your getaway today. 🖱️ [add your discount program travel homepage URL here]

WEEK 2: NOV. 3-9

Dreaming of a holiday escape? From cozy stays to thrilling theme parks, now's the time to book and save big. Make this season one to remember! Plan now at [add your discount program travel homepage URL here].

WEEK 3: NOV. 10-16

Hotel, flight, theme park and car deals? Yes, Please. Save on 850K+ hotels, major airlines, popular attractions, and top car rental brands like Enterprise and Hertz. Your holiday adventure starts here. Book today at [add your discount program travel homepage URL here].

WEEK 4: NOV. 17-23

Give the gift of travel! Looking for a gift that's meaningful and memorable? Surprise them with a trip they'll never forget at a price you'll love. 🎁 Start gifting at [add your discount program travel homepage URL here].

GIVEAWAY COPY

🎁 Holiday Travel Giveaway! Win \$250 to make your getaway even sweeter. Enter daily now through December 28 at [add your discount program homepage URL here].

GIVEAWAY COPY

Win \$250! Enter our Holiday Travel Giveaway for your chance to score cash for your winter trip. Just sign in or sign up at [add your discount program homepage URL here] by December 28. Enter daily to increase your odds!

GIVEAWAY COPY

✨ Make your season magical! Win \$250 in our Holiday Travel Giveaway – perfect for flights, hotels, or a little extra joy. Enter now through December 28 at [add your discount program homepage URL here]. One entry a day = more chances to win!

GIVEAWAY COPY

Need a little extra cheer this season? You could win \$250 to spend on your holiday travels! Sign in or sign up at [add your discount program homepage URL here] and enter once a day until December 28.



WEEK 5: NOV. 24-30

Last-minute holiday plans? No problem. Score amazing deals on hotels, flights, and cars without paying full price. Grab your getaway at [add your discount program travel homepage URL here].

WEEK 6: DEC. 1-7

Wherever you’re headed this holiday season, save big on everything from hotels and flights to theme park tickets. Book now at [add your discount program travel homepage URL here].

WEEK 7: DEC. 8-14

Tis the season to save on travel! Book hotels, car rentals, and flights with member-only discounts you won’t want to miss. Travel smart at [add your discount program travel homepage URL here].

WEEK 8: DEC. 15-21

Still need a getaway? Score last-minute holiday savings on hotels, car rentals, theme parks, and more. Start here: [add your discount program travel homepage URL here]!

WEEK 9: DEC. 22-28

Sleigh the season with travel savings! There’s still time to save. Enjoy holiday deals on hotels, attractions, and more – plus buy now, pay later options, free cancellation, and 24/7 support.

❄️ Don’t miss out at [add your discount program travel homepage URL here].

GIVEAWAY COPY

\$250 could be yours! Enter our holiday travel giveaway now through December 28. Daily entries = better chances. 👉 [add your discount program homepage URL here].

GIVEAWAY COPY

Your holiday travel could come with a \$250 bonus! Enter the holiday giveaway now through December 28 at [add your discount program homepage URL here]. One entry per day = more chances to win!

GIVEAWAY COPY

Ready for your chance to win \$250 toward your holiday travel in our exclusive giveaway? Enter once a day now through December 28 at [add your discount program homepage URL here].

GIVEAWAY COPY

We’re giving away \$250 to help make your holiday travel brighter! From cozy cabins to festive city stays, a little extra goes a long way. 🎁 Enter daily through December 28 at [add your discount program homepage URL here].

GIVEAWAY COPY

🎉 \$250 up for grabs! Enter our holiday travel giveaway and treat yourself to a festive escape.

- ✓ Sign in or sign up
- ✓ Enter daily through Dec. 28
- ✓ [add your discount program homepage URL here]



WEB & EMAIL BANNERS

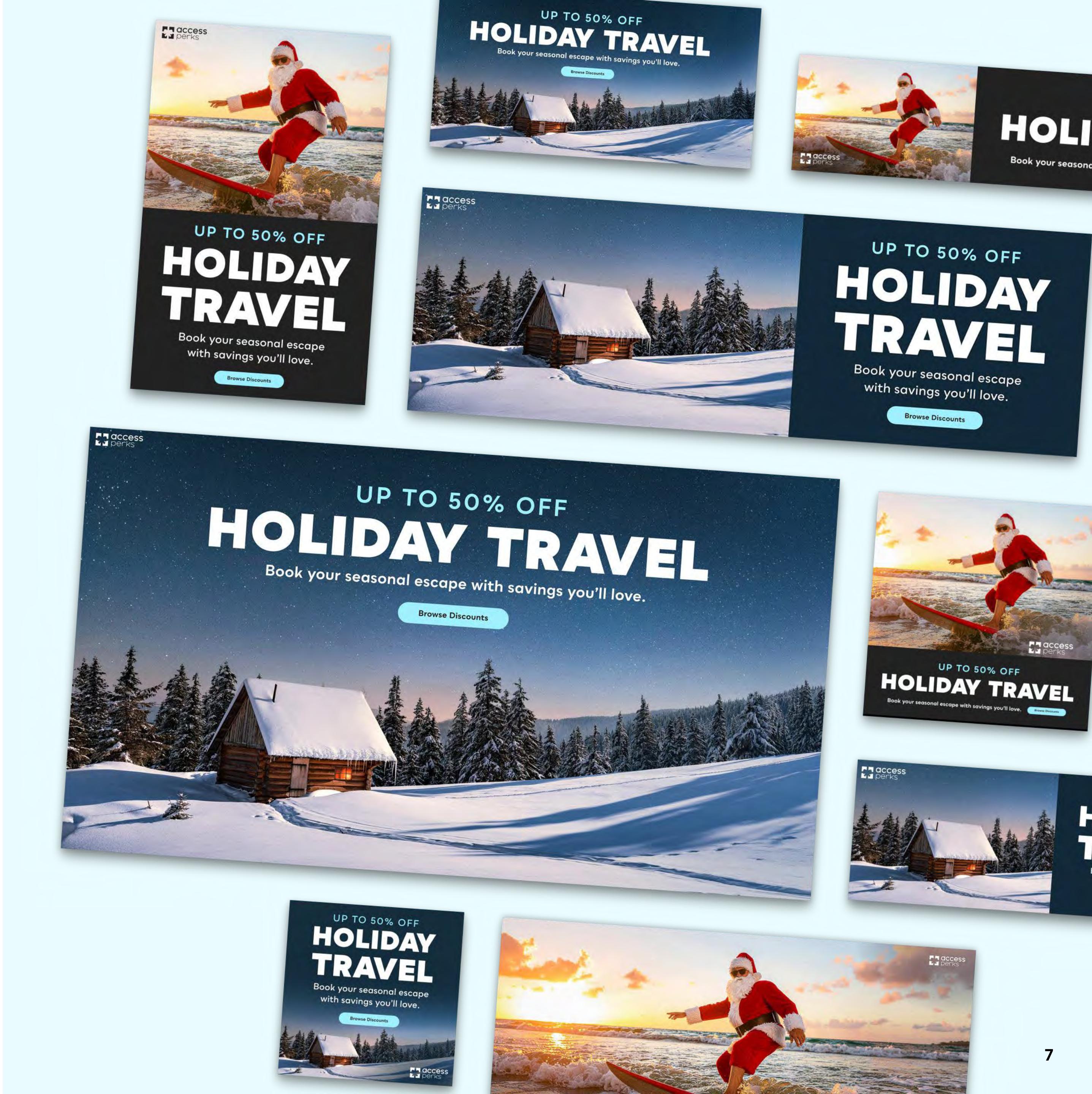
These banners can be used in your emails, bulletins, newsletters, and other communications. Make sure to place the banner as close to the top of your emails as possible. This will ensure your audience sees it as soon as they open the email. Two different creative options have been provided along with two different layout options – one that is ready to use as is and has room to add your logo, and one that includes the Access Perks logo.

242x463	600x400	1272x792
300x250	700x400	1500x500
300x300	716x130	1500x1000
396x175	728x90	1600x350
458x720	1020x380	1600x800
468x60	1140x655	1880x360
600x125	1200x600	2400x1350
600x220	1208x744	

Download Banners



Want more content like this? [Visit your CMP](#)



HOLIDAYS MADE BRIGHTER WITH TRAVEL DEALS

BOOK & SAVE UP TO 50%!



From road trips to global getaways, travel smarter with member-only savings and more.

- 850K+ hotels & resorts worldwide
- More than 30,000 car rentals
- Flights at over 300 major airlines
- Event tickets with no service fees
- 100+ theme parks & attractions nationwide
- Buy now, pay later options on hotels & attractions
- Flexible cancellations on most hotels & cars
- 24/7 customer support



Plan Your Seasonal Travel And Save At
[Add Your Discount Program Travel Homepage URL Here]

Need Help Booking? Call
[Add Your Customer Service Number Here]



DIGITAL / PRINT FLIER

This flier can be printed, used digitally for a landing page, or added as an attachment to an email. Before using, don't forget to customize it with your program information, so your audience knows where to go to get their savings. Two versions of the flier are available – one that has room to add your logo and one that includes the Access Perks logo.

Plan Your Seasonal Travel And Save At
[Add Your Discount Program Travel Homepage URL Here]

Need Help Booking? Call
[Add Your Customer Service Number Here]

Download Flier



POWERPOINT SLIDE

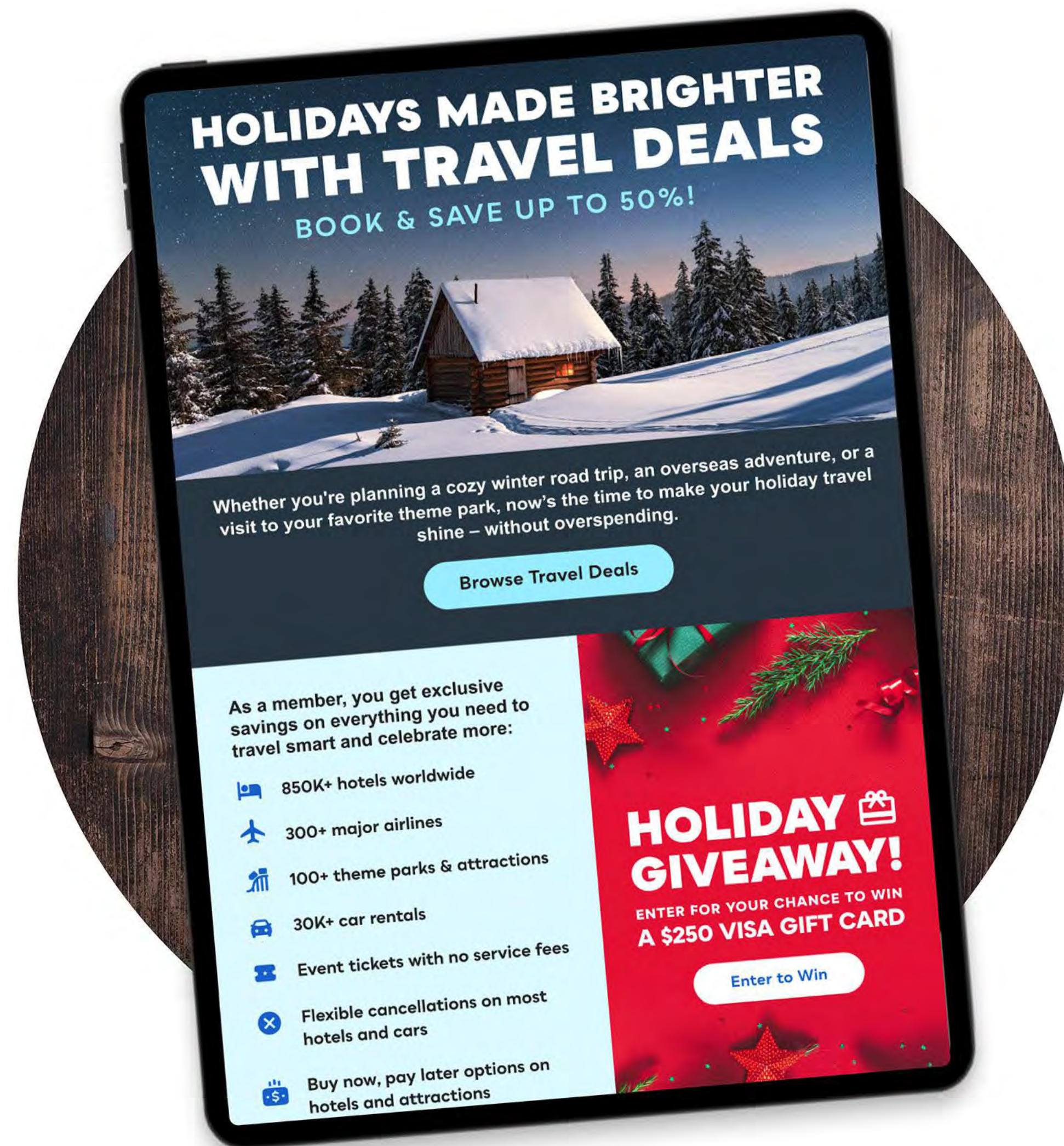
This designed slide can be easily added to any PowerPoint presentation. You can utilize this slide to promote the program at company town halls, during open enrollment, customer sales demonstrations, and new employee orientations.

16:9

4:3

Download Slide





EMAIL HTML

Grab this HTML to email your audience through your own email platform. Each HTML file provides implementation instructions, an image of the email to show the design and what it should look like, all images used in the email, and the subject line and preheader.

[Download Email HTML](#)



CAMPAIGN CALENDAR

KEY

- TAA** Today at Access
- CMP** Client Marketing Portal

-  Add the web and email banners to your emails, bulletins, newsletters, and other relevant communications. Link to your discount program travel homepage.
 - For banners promoting the giveaway, link to the giveaway information sheet on page 3.
-  Post social media image and copy to applicable channels. Link to your discount travel program homepage.
 - For promoting the giveaway specifically, copy and paste the full terms and conditions on page 3.
-  Email digital flier, post on your messaging platform, like Slack, mail out to members, print and hang up in high-traffic areas around the office, share at events and in member communications, and include in print materials and websites.
-  For those currently using Access Email Services, we send this email for you. No action needed.
-  For those who don't use Access Email Services, you'll want to send the HTML we provide on its assigned day.

OCTOBER

- | | | |
|----|------|--|
| 27 | MON | WEEK 1: Holiday Travel Savings Event & Giveaway Begin! <ul style="list-style-type: none"> Email and/or print Digital Flier from page 8 Add Web and Email Banners from page 7 Post Social Media Image from page 4 and Week 1 Copy from page 5 Holiday Theme Park email sends |
| 29 | WED | <ul style="list-style-type: none"> Add Giveaway Web and Email Banners from page 3 Post Giveaway Social Media Image from page 3 and Week 1 Giveaway Blurb from page 5 |
| 30 | THUR |  Oct. 27 & 31 HTML Emails send in TAA & available on CMP |
| 31 | FRI | Happy Halloween! 🎃 <ul style="list-style-type: none"> Holiday Travel Email sends Send corresponding HTML Email |

NOVEMBER

- | | | |
|----|------|--|
| 03 | MON | WEEK 2 <ul style="list-style-type: none"> Add Web and Email Banners from page 7 Post Social Media Image from page 4 and Week 2 Copy from page 5 Send Oct. 27 Theme Park HTML Email |
| 05 | WED | <ul style="list-style-type: none"> Add Giveaway Web and Email Banners from page 3 Post Giveaway Social Media Image from page 3 and Week 2 Giveaway Blurb from page 5 |
| 06 | THUR |  Nov. 7 HTML Email sends in TAA & available on CMP |
| 07 | FRI | <ul style="list-style-type: none"> Holiday Travel Email sends Send corresponding HTML Email |

- 10

MON

WEEK 3

 Add **Web and Email Banners** from page 7



 Post **Social Media Image** from page 4 and **Week 3 Copy** from page 5



Holiday Theme Park email sends
- 12

WED

 Add **Giveaway Web** and **Email Banners** from page 3



 Post **Giveaway Social Media Image** from page 3 and **Week 3 Giveaway Blurb** from page 5
- 13

THUR



 Nov. 10th & 14th **HTML Emails** send in **TAA** & available on **CMP**
- 14

FRI



Holiday Travel Email sends



 Send corresponding **HTML Email**

- 17

MON

WEEK 4

 Email and/or print **Digital Flier** from page 8

 Add **Web and Email Banners** from page 7



 Post **Social Media Image** from page 4 and **Week 4 Copy** from page 5



 Send Nov. 10 **Theme Park HTML Email**

19

WED

 Add **Giveaway Web** and **Email Banners** from page 3



 Post **Giveaway Social Media Image** from page 3 and **Week 4 Giveaway Blurb** from page 5

20

THUR



 Nov. 21st **HTML Email** sends in **TAA** & available on **CMP**

21

FRI



Holiday Travel Email sends



 Send corresponding **HTML Email**
- 
- Want more content like this? [Visit your CMP](#)
- 
- 12



- 24

|

MON

WEEK 5

 Add **Web and Email Banners** from page 7

 Post **Social Media Image** from page 4 and **Week 5 Copy** from page 6
- 26

|

WED

WEEK 5

 Add **Giveaway Web and Email Banners** from page 3

 Post **Giveaway Social Media Image** from page 3 and **Week 5 Giveaway Blurb** from page 6

 Nov. 28th **HTML Email** sends in **TAA** & available on **CMP**
- 27

|

THUR

Happy Thanksgiving! 🦃
- 28

|

FRI

 **Holiday Travel Email** sends

 Send corresponding **HTML Email**

DECEMBER

- 01

|

MON

WEEK 6

 Add **Web and Email Banners** from page 7

 Post **Social Media Image** from page 4 and **Week 6 Copy** from page 6
- 03

|

WED

WEEK 6

 Add **Giveaway Web and Email Banners** from page 3

 Post **Giveaway Social Media Image** from page 3 and **Week 6 Giveaway Blurb** from page 6
- 04

|

THUR

 Dec 5. **HTML Email** sends in **TAA** & available on **CMP**
- 05

|

FRI

 **Holiday Travel Email** sends

 Send corresponding **HTML Email**



- 08

MON

WEEK 7

 Email and/or print **Digital Flier** from page 8

 Add **Web and Email Banners** from page 7

 Post **Social Media Image** from page 4 and **Week 7 Copy** from page 6

 **Holiday Theme Park** email sends
- 10

WED

 Add **Giveaway Web** and **Email Banners** from page 3

 Post **Giveaway Social Media Image** from page 3 and **Week 7 Giveaway Blurb** from page 6
- 11

THUR

 Dec. 8th & 12th **HTML Emails** send in **TAA** & available on **CMP**
- 12

FRI

 **Holiday Travel Email** sends

 Send corresponding **HTML Email**
-
- 15

MON

WEEK 8

 Add **Web and Email Banners** from page 7

 Post **Social Media Image** from page 4 and **Week 8 Copy** from page 6

 Send Dec. 8 **Theme Park HTML email**
- 17

WED

 Add **Giveaway Web** and **Email Banners** from page 3

 Post **Giveaway Social Media Image** from page 3 and **Week 8 Giveaway Blurb** from page 6
- 18

THUR

 Dec. 19th **HTML Email** sends in **TAA** & available on **CMP**
- 19

FRI

 **Holiday Travel Email** sends

 Send corresponding **HTML Email**





- 22

|

MON

WEEK 9

 Add **Web and Email Banners** from page 7

 Post **Social Media Image** from page 4 and **Week 9 Copy** from page 6
- 23

|

TUE

 Dec. 26th **HTML Email** sends in **TAA** & available on **CMP**

 Add **Giveaway Web and Email Banners** from page 3

 Post **Giveaway Social Media Image** from page 3 and **Week 9 Giveaway Blurb** from page 6
- 25

|

THUR

Merry Christmas
- 26

|

FRI

 **Holiday Travel Email** sends

 Send corresponding **HTML Email**
- 28

|

SUN

Last Day of Campaign & Giveaway



Contact your Client Marketing Specialist (CMS) if you have any questions about this toolkit and how to get the most out of the assets.

If you don't know who your CMS is, call our customer service number and they can find out for you at 1-877-408-2603.

