

THE LUXURY TRAVEL CLUB FROM TRAVEL WEEKLY MEDIA PACK 2021

aspire



PRINT

Inspire and educate the best luxury agents in the business

DIGITAL

Engage and incentivise to capture data from a targeted audience

EVENTS

Grow your business profile with face-to-face meetings or sponsorship



ASPIRE MAGAZINE

INSPIRE AND EDUCATE THE BEST LUXURY AGENTS IN THE BUSINESS

The trade's only standalone title dedicated to serving the luxury travel sector. Aspire is stylish and informative, educating the best agents in the country on developments in high-end travel. Published four times a year in March, June, September and December; Aspire is distributed to a targeted and specialist audience of just over 6,500 luxury travel sellers, all vetted and verified for their credentials.

Aspire has been at the heart of the luxury travel community for 10 years.



To educate luxury agents with the news they need to know from the high-end sector, and to provide in-depth destination features, based on first-hand experiences, by an award-winning team of travel journalists



COMMERCIAL OPPORTUNITIES

BELLYBAND: Stand out and get maximum exposure with a bellyband wrapped around the issue, opening to a double page spread advertisement

BOUND-IN INSERTS: Showcase your brand on a thicker paper stock to stand out from the rest of the magazine

ADVERTORIALS: Tailor-made content to suit a client's specific needs

DISPLAY: Full pages and double page spreads

SUPPLEMENTS: Create a bespoke publication in partnership with Aspire. This can be sent solely to the Aspire database (6,500) or also to that of *Travel Weekly* (15,000) to capture both audiences

BESPOKE: The Aspire team regularly works with suppliers to create bespoke creative content based as part of exclusive campaigns and partnerships.



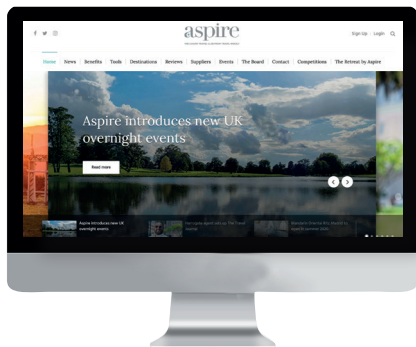
Please contact mary.rega@travelweekly.co.uk or hollie@travelweekly.co.uk



ASPIRE DIGITAL

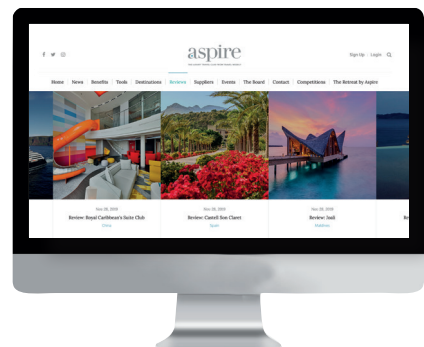
ENGAGE AND INCENTIVISE TO CAPTURE DATA FROM A TARGETED AUDIENCE

*The Aspire website provides luxury agents with the latest news from
the sector, as well as in-depth destination pieces and interviews*



Aspire's digital platform brings you closer to our agent members, giving your brand multiple touchpoints with the membership.

The Aspire website and our weekly e-newsletters bring our readers everything they need to know about travel for the affluent



34%

The average open rate of Aspire newsletters

75%

The proportion of Aspire members who visit the website every month

COMMERCIAL OPPORTUNITIES

Banners, homepage takeovers, MPUs and expandable MPUs are available on the Aspire Travel Club website. Solus emails can also be sent to the Aspire club members, allowing brands to push key messages to a targeted database; or brands can sponsor our agent newsletters, which have a 34% open rate



Please contact mary.rega@travelweekly.co.uk or hollie@travelweekly.co.uk



EVENTS

YOUR GATEWAY TO MEETING THE UK'S BEST HIGH-END AGENTS

Raise your brand awareness and meet agents dedicated to high-end travel at a series of events across the UK, as well as an exclusive VIP overseas trip



LEADERS OF LUXURY

The flagship event for the brand, Leaders of Luxury is an all-day conference focusing on the key trends in the high-end travel sector. The audience is selected to ensure the top 250 influential people in luxury travel attend. Past speakers have included Abercrombie & Kent founder Geoffrey Kent, explorer Levison Wood, TV presenter Anita Rani and many more. Sponsorship of this event puts your brand in front of the sector's key decision-makers. **When:** July



New for 2021, Aspire will host four overnight Escapes in the UK. With 15 handpicked agents and 10 suppliers at each, these intimate events will feature one-on-one business meetings and offer networking in a less formal setting. Aspire Escapes provide the perfect platform for building strong partnerships with top luxury agents.

When: May, June, September and December



ASPIRE AWARDS

Recognising the best luxury agents and suppliers in luxury travel. Sponsoring these awards highlights your commitment to high-end agents and the luxury sector to an audience of more than 300 people.

When: November



THE RETREAT aspire

THE RETREAT

Aspire's overseas VIP networking trip with the best luxury agents. We invite 25 top agents to spend four days networking with 15 suppliers to build lasting relationships. Delegates enjoy special experiences alongside one-on-one business meetings, providing the perfect platform to establish strong partnerships.

When: October

COMMERCIAL OPPORTUNITIES



Please email mary.rega@travelweekly.co.uk or hollie@travelweekly.co.uk



WHY ASPIRE?

THE BEST LUXURY AGENTS IN THE COUNTRY, ALL IN ONE PLACE

*Aspire's more than 2,200 agent members account for
in excess of £1.5 billion of travel spend a year*

2,243

Number of
Aspire Travel
Club members

10 years

Aspire has been
serving the luxury
travel sector for
a decade

>£1.5bn

Value of travel
booked by club
members a year

6,500+

Distribution
of *Aspire*
magazine

92%

Are homeworkers
and independent
agents

75%

Aspire club
members who visit
aspiretravelclub.
co.uk every month

We work with
the best travel
businesses in the
world including:



AMAN
RESORTS

AMAWATERWAYS



BANYAN TREE
HOTELS & RESORTS



BELMOND

CARRIER

Celebrity **X** Cruises

CRYSTAL CRUISES
The difference is Crystal clear.

FOUR SEASONS
HOTELS AND RESORTS

NATIONAL GEOGRAPHIC
EXPEDITIONS



100% PURE
NEW ZEALAND

OCEANIA CRUISES
Your World. Your Way.

One&Only

PONANT
TRAVEL CRUISES & EXPEDITIONS



SEABOURN

SHANGRI-LA
HOTELS AND RESORTS

SILVERSEA

TCS WORLD TRAVEL



WALDORF ASTORIA

COMMERCIAL OPPORTUNITIES



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