

THE LUXURY TRAVEL CLUB FROM TRAVEL WEEKLY MEDIA PACK 2024

# aspire



## PRINT

Aspire increases print presence to support luxury agents

## DIGITAL

Engage and incentivise to capture data from a targeted audience

## EVENTS

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



## 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*

2,306

Number of Aspire Travel Club members

50

Aspire will publish its 50th edition in March 2023

>£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](http://aspiretravelclub.co.uk) every month

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



Abercrombie & Kent



BELMOND

ELEGANT RESORTS



OCEANIA CRUISES®  
Your World. Your Way.



SHANGRI-LA  
HOTELS AND RESORTS



AMAN  
RESORTS

CARRIER



FOUR SEASONS  
HOTELS AND RESORTS

One&Only

SILVERSEA



AMA WATERWAYS

Celebrity X Cruises



LUSSO  
SPECIALISTS IN LUXURY TRAVEL



PONANT  
LUXURY CRUISES & EXPEDITIONS



THE RITZ-CARLTON



ATLANTIS  
THE ROYAL  
DUBAI



Explora  
JOURNEYS



100% PURE  
NEW ZEALAND



SEABOURN



WALDORF ASTORIA

## COMMERCIAL OPPORTUNITIES



Please contact [hollie@travelweekly.co.uk](mailto:hollie@travelweekly.co.uk) or [toni.austin@travelweekly.co.uk](mailto:toni.austin@travelweekly.co.uk)

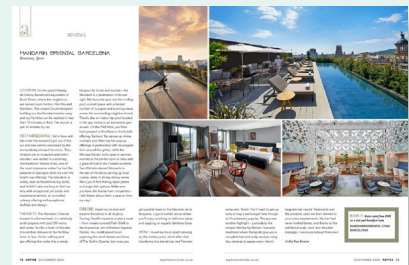


# INSPIRE AND EDUCATE THE BEST LUXURY AGENTS IN THE BUSINESS

*The trade's leading 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. In 2024, Aspire grows its print presence and becomes a bi-monthly title, publishing in January, March, May, July, September and November. Aspire is distributed to a targeted and specialist audience of just over 6,750 luxury travel sellers, all vetted and verified for their credentials. Aspire has been at the heart of the luxury travel community for 14 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 (6,750) or also to that of *Travel Weekly* (12,000) 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



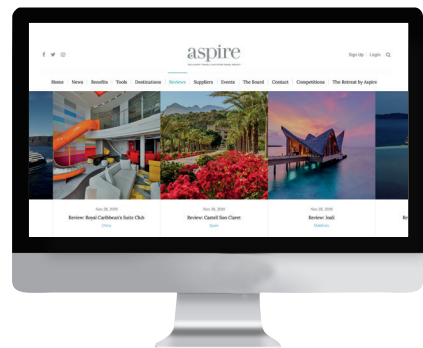
Please contact [hollie@travelweekly.co.uk](mailto:hollie@travelweekly.co.uk) or [toni.austin@travelweekly.co.uk](mailto:toni.austin@travelweekly.co.uk)



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 [hollie@travelweekly.co.uk](mailto:hollie@travelweekly.co.uk) or [toni.austin@travelweekly.co.uk](mailto:toni.austin@travelweekly.co.uk)





## EVENTS

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

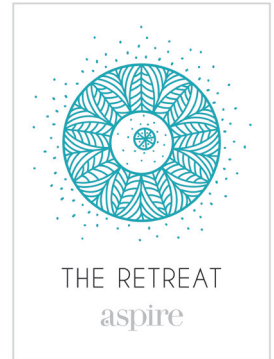
*Raise your brand awareness and meet agents dedicated to high-end travel at a series of events across the UK, as well as two exclusive VIP overseas trips*



### 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:** June, 2024 at Bafta, London



### THE RETREAT aspire

#### THE RETREAT

Aspire will host two of its VIP overseas trips in 2024. At each event we will invite 25 top agents to spend four days networking with 15 suppliers. Delegates enjoy special experiences alongside one-on-one business meetings, providing the perfect platform to establish strong partnerships.

**When:** September and November. Destinations to be announced



Aspire will host five overnight Escapes in the UK. With 15 handpicked agents and 15 suppliers at each, these intimate events will feature one-on-one business meetings and offer networking in a less formal setting.

Aspire Escapes are also available as a whitelabel event in partnership with tourist boards.

**When:** March, April, September, October & November



### 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 400 people.

**When:** October, 9  
at Kimpton Clocktower Hotel, Manchester

## COMMERCIAL OPPORTUNITIES



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