

2026 THOR MARKETING OPPORTUNITIES

PROPERTY LEVEL

Audience Profile

Paid Marketing Opportunities

Complimentary Marketing Opportunities

THOR Marketing Opportunities –
Hotel Chains



AGENCY MEMBERS

THOR has over 5,000+ member travel agencies worldwide with access to the THR Consortia Rate Code and THX Promotional Rate Codes, that book via all major global distributions systems (GDS). We work with travel agencies in the corporate and leisure travel space that service clients in diverse industries, such as entertainment, fashion, finance, news media, pharmaceuticals, oil and gas. Our 48-year legacy is very well known in the travel agency community, so make THOR your primary distribution channel.

GLOBAL FOOTPRINT

THOR Agencies YTD including large networks, TMCs and Independent agencies



MARKETING STATISTICS

99.8%

Average delivery rate for ALL THOR publications



Publication Open Rate

36%

Supplier Notes

34%

THOR Advantage

Publication Click Rate

13%

Supplier Notes

10%

THOR Advantage

4,400

Supplier Notes Distribution

6,500

THOR Advantage Circulation

3,150

Website Monthly Views

THOR ADVANTAGE

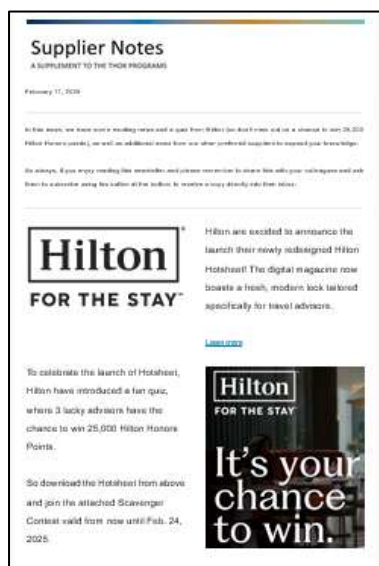
THOR Advantage is a quarterly email/digital magazine sent to member travel advisors. THOR Advantage has won many awards including the Travel Weekly Magellan Award, the HSMAI Adrian Award, and the Graphic Design USA – American Inhouse Design Award, among others, for its outstanding editorial, format and design. THOR Advantage provides travel editorial for each month's theme, highlights special supplier promotions, offers activities and contests, plus is archived online – giving suppliers maximum exposure for their money.

AD RATES

AD TYPE – DIGITAL	PRICE PER AD
Front Cover	\$1,900 \$1,520
Back Cover	\$900 \$720
Full Page	\$1,200 \$960
Half Page	\$800 \$640
Full Page Interactive	\$1,350 \$1,080
2-Page Spread – Interactive	\$2,000 \$1,600
Sponsor Email Ad	\$1,100 \$880



SUPPLIER NOTES



Supplier Notes is a weekly broadcast email sent to member travel advisors. Travel advisors receive up to two issues per week – every Tuesday, and a possible exclusive on Wednesday. Supplier Notes is the most popular way to promote distressed inventory or short-term incentives.

AD RATES

AD TYPE	PRICE PER AD
Square Ad	\$550 \$440
Standard Ad	\$1,000 \$800
Preferred Standard Ad (Provides top placement)	\$1,100 \$880
Exclusive Ad (Your own full page special edition sent out on Wednesday)	\$3,400 \$2,720



THOR WEBSITE

Website advertising on www.THORtravelservices.com provides suppliers with a full month of ad views. THOR's award-winning website provides member travel advisors with a host of resources including the THOR Hotel Navigator – our online hotel search engine, supplier education, news, deals and more.

AD RATES

AD TYPE	PRICE PER AD
Leaderboard Banner Ad <i>(Details including loyalty program and brand comparison information)</i>	\$1,250 \$1,000
Travel Agent Deal <i>(One line offer with your name and locations, linking to a landing page of your choice)</i>	\$300 \$240
Vertical Sponsor Ad <i>(Details including loyalty program and brand comparison information)</i>	\$1,250 \$1,000



COMPLIMENTARY MARKETING

PREMIER MEMBERSHIP LEVEL

TRAVEL AGENT DEAL

One travel agent deal per participating hotel year. Your offer will appear on the www.thortravelservices.com/agencies/travel-agent-deals page and should comprise of a one line offer with your name and location linking to a landing page or .PDF (Max 2MB) of your choice. Your offer must include one of the following:

- Enhanced Commission
- Free Amenity
- FAM
- Discounted Rate
- Rewards
- Travel Agent Certification or Education

Submission form is available for completion at: <https://www.thortravelservices.com/deal-form>
Only participating hotels can submit these forms once program acceptance has been verified.

PRESS RELEASE

THOR will post complimentary announcements throughout the year via our internal monthly communication to all THOR Agency Partners.

Press Release				
CONTENT REQUIREMENTS	WIDTH	HEIGHT	RESOLUTION	FILE TYPE
Logo (on white background)	294 px	224 px	72 dpi	GIF, JPG
Text				.docx
Header:	10 - 15 Words Max			
Paragraph:	50 Words Max			
Quote:	50 Words Max (including Supplier Name, Job Title & Company Name)			
Text must be submitted in a word document with above content requirements.				
Press Release to be sited on the following THOR sites:				
LinkedIn and announced in our Supplier Notes Newsletter and News from THOR communications.				

Send to info@THORtravelservices.com

HOTEL NAVIGATOR

Inclusion in our online hotel directory, accessible to all registered THOR Travel Agency Partners via our THOR website. Hotel Navigator allows the agent to check for preferred hotels in a location before making their reservations in their respective GDS's.

Site comprises of hotel name, address, city, state, country, GDS information (including property codes), GDS Chain Code and included amenities (i.e. Wireless, Breakfast, Parking, Room Upgrade) and mapping function.

PREMIER PLUS MEMBERSHIP LEVEL

TRAVEL AGENT DEAL

Three travel agent deals per participating hotel year. Your offer will appear on the www.thortravelerservices.com/agencies/travel-agent-deals page and should comprise of a one line offer with your name and location linking to a landing page or .PDF (Max 2MB) of your choice. Your offer must include one of the following:

- Enhanced Commission
- Free Amenity
- FAM
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PREMIER PLUS MEMBERSHIP LEVEL CONTINUED

SUPPLIER NOTES – SQUARE ADVERT

One square advertisement in an issue of our weekly THOR Supplier Notes newsletter.

SUPPLIER NOTES - CHAIN / BRAND WIDE MARKETING					
AD SIZE	Photographs	WIDTH	HEIGHT	RESOLUTION	FILE TYPE
Square Ad	1	294 px	224 px	72 dpi	GIF, JPG
<p>Square Ad: For Premier Membership hotels participating in the THOR Consortia Hotel Program.</p> <p>A thumbnail photograph (size as above), with an additional A4 Portrait layout .pdf document with additional information including the THR rate code to be attached.</p> <p>Please provide a web address for all ad types. If no web address is provided, THOR will direct traffic to the web address we choose on your behalf.</p> <p>Ad MUST include a reference to book the THR rate code, also the THX rate code where applicable.</p> <p>File types accepted: GIF, JPG, PDF.</p> <p>File must be RGB color type.</p>					

Should you wish to purchase chain wide or brand wide marketing, please download our brochure, and contact us at: marketing@thortravelservices.com , to discuss further options.

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