



2025 PREMIER HOTEL PROGRAM

Global Marketing Menu

Whatever your marketing objectives or business needs are, we have the program!

Through our extensive menu of unique and differentiated marketing programs you have access to the broadest range of customer segments and distribution channels. Whether you are looking to increase brand awareness, fill distressed inventory, or launch a new hotel or special offer, our powerful range of marketing options can directly target the right audience to meet your business objectives.

For more information or assistance, please reach out to your ABC•CCRA account representative or email us at hotels@ABCGlobalServices.com.

*Preferred*SM
HOTELS & RESORTS

EXCLUSIVE 10% OFF
for Preferred Hotels properties



ABC | ccraTM
global services | TRAVEL COMMERCE NETWORK

Effective January 2025. Subject to Change.

ABC•CCRA Travel Advisor Audience Profile

Target the right customer with your brand's message! The legend below provides a profile of our travel advisor customer segments, and the corresponding icons are displayed on each of the marketing program menu items indicating the audience distribution.



Corporate / GDS-Automated Travel Advisors

Audience is 15,000+ GDS advisors, agency operations & account managers, and CTD specialists.



Leisure Travel Advisors (GDS & Non-GDS)

Audience is composed of 40,000+ leisure specialists accessing content via a combination of GDS & non-GDS channels, including "brand.com," supplier's central reservations center, OTA and hotel direct outreach.



TRUE Member Agencies and Travel Advisors

Audience of 2,000+ independent travel advisors who hold TRUE accreditation. This audience books directly with suppliers using their TRUE code. Suppliers marketing to the group must accept TRUE accreditation for production tracking and commission processing.



Website Visitors

ABCGlobalServices.com and CCRA.com receive over 15,000 visitors to our websites each month.



Social Media & Blog Followers

ABC•CCRA's audience of over 34,000+ social media followers comprised primarily of leisure travel advisors.



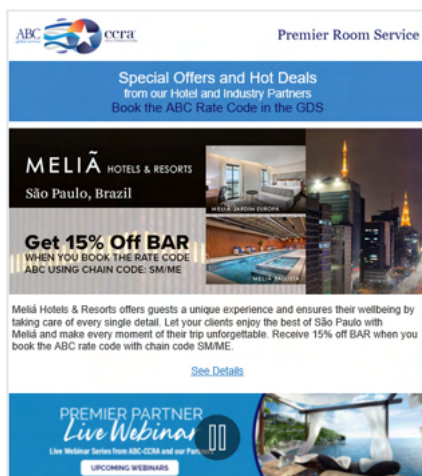
Virtuoso Travel Advisors

8,500+ agency owner/managers and travel advisors of Virtuoso's member agencies.



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Premier Room Service



A cost-effective opportunity to reach over 15,000 travel advisors and corporate travel managers to advertise your special offers, products, updates, or promotions.

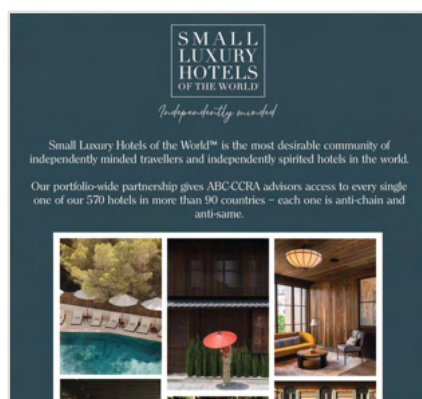
Spotlight Placement - ~~\$2,450~~ **\$2,205**

Top ad placement including large graphic with featured text and link to landing page.

Standard Placement - ~~\$1,950~~ **\$1,755**

Lower ad placement including small graphic with text and link to landing page.

[See Example](#)



Custom Email Blast

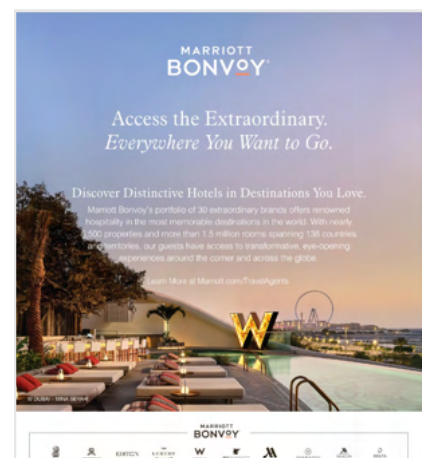


PRS Custom Email

Dedicated email blast exclusively featuring your message, sent to our GDS advisor audience; includes link to a dedicated landing page.

~~\$5,000~~ **\$4,500**

[See Example](#)



Custom Email Blast



Check-In Email

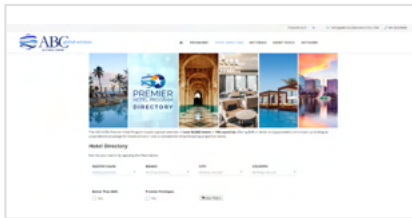
Dedicated email blast exclusively featuring your message, sent to our non-GDS agent primarily leisure audience; includes link to a dedicated landing page.

~~\$4,000~~ **\$3,600**

[See Example](#)



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Online Hotel Directory

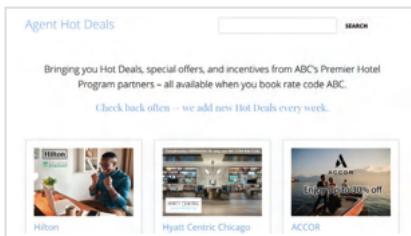


Our online proprietary hotel directory of over 57,500 hotels allows agents to search for hotels by location, hotel name/chain/brand and category as well as filter by participating properties in our Better Than BAR and Premier Privileges programs. Several enhancement and advertising opportunities are available to highlight your property's listing and stand out in the search display.

Geo-Targeted Featured Directory Listing - ~~\$995 per quarter~~ **\$900 per quarter**
 Directory Banner Ad - ~~\$795 per month~~ **\$720 per month**
 Skyscraper Ad - ~~\$1,295 per month~~ **\$1,170 per month**

[See Example](#)

Website Advertising



Hot Deals



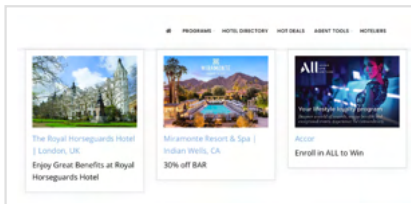
Special offers and promotions for travelers featured in the Hot Deals section of the ABC website.

Participating hotels offer on ABC rate code ~~\$595~~ **\$540**
 (posted for validity of offer up to 3 months).

Participating hotels offer not on ABC rate code ~~\$1,295~~ **\$1,170**
 (posted for validity of offer up to 3 months).

Featured Hot Deals ~~\$3,120~~ **\$2,810**

[See Example](#)



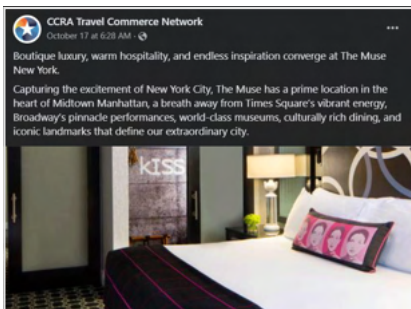
Agent Hot Deals (Complimentary)



Special industry rates, additional commission offers and/or advisor incentive programs. Complimentary for ABC•CCRA preferred supplier partners.

[See Example](#)

Social Media & Blog



Social Media Spotlight



Single post on ABC and CCRA social media outlets (Facebook, X, LinkedIn, Instagram) - ~~\$550 per post~~ **\$495 per post**

[See Example](#)



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CCRA Blog



Blog hosted on CCRA website featuring industry news, updates, and promotions from our partners.

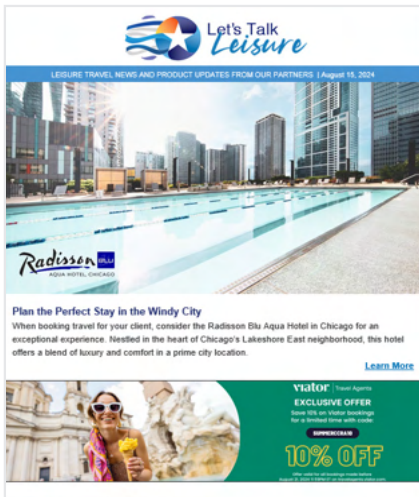
Blog Spotlight - ~~\$900~~ per post **\$675 per post**

Includes your brand message and images.

Blog Banner Ad - ~~\$550~~ per week **\$495 per week**

[See Example](#)

Newsletters & Magazines



Let's Talk Leisure



Leisure focused e-newsletter distributed bi-weekly to over 50,000 travel advisors.

Supplier Spotlight - ~~\$2,900~~ **\$2,610**

150 word description/article provided by supplier, including logo and 5 images, plus link to landing page (optional)

Featured Placement - ~~\$2,225~~ **\$2,005**

75 word description including logo and 2 images, plus link to landing page (optional)

Display Ad - ~~\$1,500~~ **\$1,350**

580x200 with link to landing page (optional)

[See Example](#)

Additional Marketing Distribution Opportunities



Premiere Openings



Unique 4-month program to promote your newly opened, recently re-branded, or fully renovated hotel property, includes a combination of custom and multi-partner emails, as well as Premier Newsletter and website placements during the campaign.

~~\$4,275~~ **\$3,850**

[See Example](#)

[See Program Details](#)



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Custom Email Blast

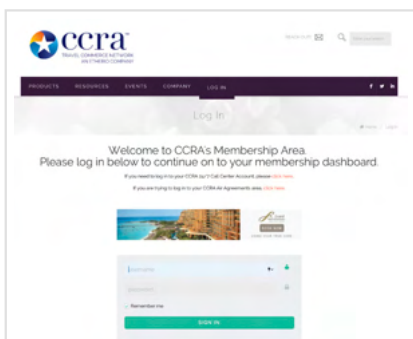


TRUE Member Only Email

Custom email featuring your brand message sent exclusively to TRUE member agencies and travel advisors.

~~\$750~~ **\$675**

[See Example](#)



TRUE Member Only Website



Supplier Directory Banner Ad - ~~\$395~~ per week **\$360 per week**

Member Dashboard Banner Ad - ~~\$495~~ per week **\$450 per week**

Member Login Banner Ad - ~~\$395~~ per week **\$360 per week**

[See Example](#)



Connection Newsletter



Monthly digital newsletter exclusively for our TRUE members with program news and updates from TRUE supplier partners. Suppliers must accept the TRUE code.

Display Ad - ~~\$495~~ **\$450**

Advertorial - ~~\$2,000~~ **\$1,800**

[See Example](#)



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Virtuoso Exclusive Marketing

Virtuoso marketing opportunities are only available to properties and/or brands participating in the Premier Privileges program.



Virtuoso Preferred Webinar

Professionally moderated 30-minute live webinar, followed by a live Q&A session.

Property-Specific Webinars: ~~\$2,000 per webinar~~ **\$1,800 per webinar**
Maximum of four (4) properties may present together.

Brand-Level Webinars: ~~\$5,000 per webinar~~ **\$4,500 per webinar**
All content and photos may highlight participating properties only.

[See Example](#) 



Virtuoso Preferred Custom Email Blast

Dedicated email blast, exclusively featuring your message sent to over 8,500 Virtuoso travel advisors. Optional link to landing page included.

~~\$2,800~~ **\$2,520**

[See Example](#) 



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2025

PREMIER HOTEL PROGRAM

2025 Marketing Programs Space Agreement

Please select from the marketing programs below and complete this form to reserve your space. Please indicate the date(s) for your placements.



EXCLUSIVE 10% OFF
for Preferred Hotels properties

Email Marketing

Premier Room Service Email Blast Feature Dates

- ☐ Spotlight Placement **\$2,205 per blast** ~~\$2,450 per blast~~ _____
- ☐ Standard Placement **\$1,755 per blast** ~~\$1,950 per blast~~ _____

Custom Email Blast

- ☐ Custom Email – PRS **\$4,500** ~~\$5,000~~ _____
- ☐ Custom Email – Check-In **\$3,600** ~~\$4,000~~ _____
- ☐ Custom Email - TRUE Member Only **\$675** ~~\$750~~ _____

Agent Education, Reference Resources & Training

Online Hotel Directory \$900/quarter

- ☐ Geo-Targeted Featured Directory Listing ~~\$995/quarter~~ _____
- ☐ Directory Banner Ad **\$720/month** ~~\$795/month~~ _____
- ☐ Skyscraper Banner Ad **\$1,170/month** ~~\$1,295/month~~ _____

Virtuoso Exclusive Marketing

Virtuoso Preferred Webinar

- ☐ Brand Level Webinar **\$4,500** ~~\$5,000~~ _____
- ☐ Property Level Webinar **\$1,800** ~~\$2,000~~ _____
- ☐ Virtuoso Custom Email Blast **\$2,520** ~~\$2,800~~ _____

Website Advertising

- ☐ Featured Hot Deals **\$2,810/month**
~~\$3,120/month~~ _____
- ☐ Hot Deals on ABC/AOM Rate Codes **\$540/month**
~~\$595/month~~ _____
- ☐ Hot Deals not on ABC/AOM Rate Codes **\$1,170/month**
~~\$1,295/month~~ _____

TRUE Member Only Website (CCRA.com)

- ☐ Supplier Directory Banner Ad **\$360/week**
~~\$395/week~~ _____
- ☐ Banner Ad on Member Dashboards **\$450/week**
~~\$495/week~~ _____
- ☐ Banner Ad on TRUE Member Login **\$360/week**
~~\$395/week~~ _____

Social Media & Blog

- ☐ Social Media Spotlight **\$495/post** ~~\$550/post~~ _____
- ☐ Blog Banner Ad **\$495/week** ~~\$550/week~~ _____
- ☐ Blog Spotlight Post **\$675/post** ~~\$750/post~~ _____

Newsletters & Magazines

Let's Talk Leisure

- ☐ Supplier Spotlight **\$2,610** ~~\$2,900~~ _____
- ☐ Featured Placement **\$2,005** ~~\$2,225~~ _____
- ☐ Display Ad **\$1,350** ~~\$1,500~~ _____

Connection Newsletter

- ☐ Display Ad **\$450** ~~\$495~~ _____
- ☐ Advertorial **\$1,800** ~~\$2,000~~ _____

Additional Marketing Distribution Opportunities

- ☐ Premiere Openings **\$3,850** ~~\$4,275~~ _____





2025 Marketing Programs Space Agreement

TERMS AND CONDITIONS

I hereby state that as an authorized representative for said organization, the hotel represents that it is fully authorized to extend to ABC Global Services (and all subscribing agencies) the rates and items supplied by the hotel on this Agreement. In consideration of acceptance of said features and publication in any printed and/or electronic Premier Global Hotel Program marketing collateral, hotel will indemnify and save harmless ABC Global Services against all loss, liability damage and expense of any nature arising out of the copying, printing, and/or publishing of its information and resulting from any claims or suits for libel, violation of rights of privacy, publicity, unfair competition, intentional or negligent affliction or emotional distress, and/or copyright and/or trademark infringement. Hotel agrees not to hold ABC Global Services liable for errors in: hotel name, map locations, telephone and/or facsimile numbers, rates or other pertinent information and recognizes that ABC Global Services reserves the right to limit the amount of information published at the publisher's discretion.

The hotel agrees that in the event of change in ownership, affiliation or management, this Agreement and the features ascribed to hereof may not be altered during the life of this Agreement. Obligations hereunder shall be binding upon successors and assigns of the hotel. The hotel agrees that ABC Global Services may cancel hotel's participation in any ABC Global Services if, it determines in its sole discretion, and without notice, that terms and conditions of this Agreement are not honored and that ABC Global Services has the right to publicize this information. It is the responsibility of any hotel that reserves marketing space to confirm their dates and submit required materials by the due date. If materials are not received by due date, space will be forfeited and rebooked on a space available basis only.

Jurisdiction and Venue. The Parties acknowledge that a substantial portion of negotiations and execution of this Agreement occurred or shall occur in Palm Beach County, Florida, and that, therefore, without limiting the jurisdiction or venue of any other federal or state courts. This Agreement and all transactions contemplated by this Agreement shall be governed by, and construed and enforced in accordance with, the internal laws of the State of Florida without regard to principles or conflicts of laws.

Enforcement Costs. If any legal action or other proceeding is brought for the enforcement of this Agreement, or because of an alleged dispute, breach, default or misrepresentation in connection with any provisions of this Agreement, the successful or prevailing Party shall be entitled to recover reasonable attorney's fees, court costs and all expenses from the non-prevailing Party even if not taxable as court costs (including, without limitation, all such fees, costs and expenses incident to appeals), incurred in that action or proceeding, in addition to any other relief to which such Party may be entitled.

The hotel agrees to pay marketing fees to ABC Global Services within 30 days upon receipt of invoice. All pricing is subject to change.

NAME (PRINT) _____ COMPANY _____
EMAIL _____ ADDRESS _____
TITLE _____ CITY _____ STATE _____
AUTHORIZED SIGNATURE (REQUIRED) _____ POSTAL CODE _____ COUNTRY _____
DATE _____

Forward completed agreements to: hotels@ABCGlobalServices.com

