

2026 Spring Travel Marketing Toolkit

Best Time to Use: January 12 - April 30



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With spring 2026 on the horizon, travel is all about creating memorable experiences and getting the most value from every trip. We're excited to offer your members exclusive discounts to help them enjoy more of what truly matters. From hotel stays and theme parks to car rentals and flights, these savings make it easier to plan a getaway.



PRO TIP:

Need tips on how to utilize the toolkit materials?
Check out this video tutorial:
[How to Use Marketing Toolkits](#)



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MARKETING COPY

Mini

Spring Travel, Endless Savings – Save Up to 50% on Your Getaway!

Short

Spring Travel. Endless Savings. Save on hotels, car rentals, flights, cruises, & theme parks.

Medium

Spring Travel. Endless Savings. Get exclusive deals on hotels, car rentals, flights, cruises, theme parks and more.

Long

Hello Spring, Hello Travel Deals. Members enjoy exclusive discounts of up to 50% on hotels, flights, theme parks, car rentals, cruises and more.



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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 spring travel savings. Two different creative options have been provided. Both options can be used as is and have room to add your logo. We encourage you to pair these images with the suggested copy on page 4.

1015x1350

1080x566

1080x1080

1080x1350

1080x1920

1200x630

[Download Images](#)



Note: The raw, unedited, text-free images used in this toolkit have been provided for you to use at your discretion when creating your own spring travel promotions.

[DOWNLOAD HERE >](#)

Themed Spring Travel Images

We've provided various creative options for different spring travel experiences your members may be interested in for beach vacays, family fun, staycations, theme park visits, and big city getaways.

[Download Themed Images](#)



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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.

Option 1

Early birds save big! Hotels, flights, cruises, and more are all discounted this spring. Don't wait! Visit [add your discount program travel homepage URL here] to book!

Option 2

Spring is here! Save on hotels, cruises, flights, car rentals, and attractions. Visit [add your discount program travel homepage URL here] to book!

Option 3

Plan your spring getaway! Save up to 50% on hotels + deals on cruises, flights, theme parks, and car rentals. Go to [add your discount program travel homepage URL here] to book and save.

Option 4

Make memories! Hotels, theme parks, cruises, and live events are all discounted this spring. Visit [add your discount program travel homepage URL here] to start planning and saving!

Option 5

Adventure is calling! Hotels, cruises, car rentals, and flights are ready for your spring escape. Go to [add your discount program travel homepage URL here] to search, book, and save.

Option 6

Stress-free travel: Hotels, cruises, flights and car rentals with free cancellation, book-now-pay-later options, and 24/7 support. Get started at [add your discount program travel homepage URL here].

Option 7

From hotels to cruises, flights, cars and theme parks, plan your spring getaway now and save big. Go to [add your discount program travel homepage URL here] to get started.

Option 8

Quick spring escape? Hotels, flights, cruises and car rentals make planning easy and affordable. Lock in your great rates at [add your discount program travel homepage URL here].

Option 9

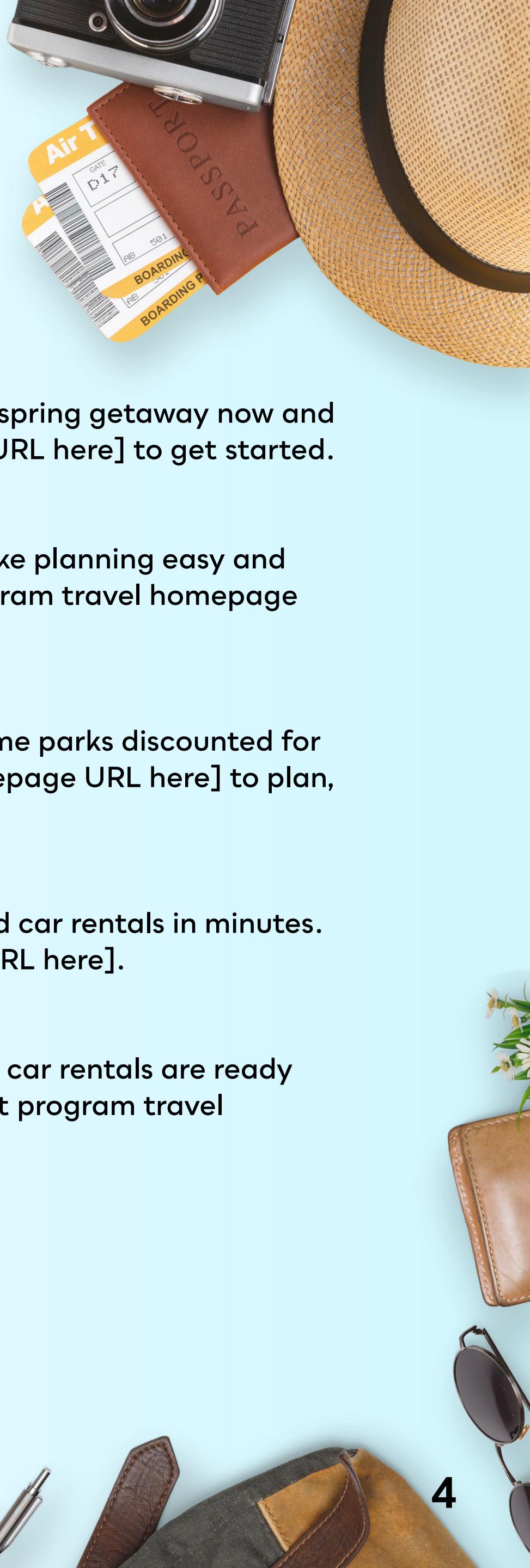
Make spring unforgettable! Hotels, cruises, car rentals and theme parks discounted for your adventure. Go to [add your discount program travel homepage URL here] to plan, book, and save.

Option 10

Spontaneous trip this spring? Save on hotels, cruises, flights and car rentals in minutes. Get started at [add your discount program travel homepage URL here].

Option 11

Last-minute spring escape? Deals on hotels, cruises, flights and car rentals are ready when you are! Book last-minute and save at [add your discount program travel homepage URL here].



WEB & EMAIL BANNERS

The 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. Both options can be used as is and have room to add your logo.

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

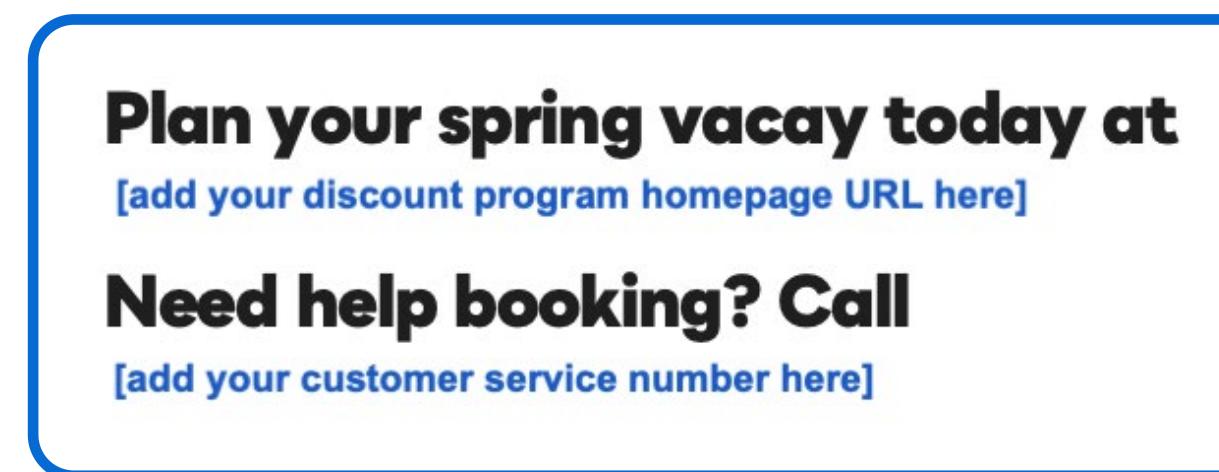
[Download Banners](#)

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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.



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](#)



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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 HTML](#)



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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**.

