

Following the global impact of you-know-what, the travel industry has undergone tremendous shifts and countless reinventions. **2022 will usher in the 34<sup>th</sup> edition of Travel Weekly's Travel Industry Survey which will be undertaken jointly for the first time by Phocuswright and Travel Weekly to provide a fresh look at the marketplace.**

## TRAVEL WEEKLY

Travel Weekly is the voice of the travel industry and the day-to-day lifeline for professionals who advise consumers on travel.

### Analysis & Predictions:

**Goal:** Use the power and intellect of the Phocuswright research and analytics team and the editorial and thought leadership positioning of Travel Weekly to bring this research to life for the entire travel industry.

• **We learned from the previous edition of this study that some of the changes precipitated by the COVID-19 pandemic on the travel industry included changes in product mix, marketing methods, a strengthening of service fees and a significant shift in home vs. office locations. This year's research will see if those trends were temporary or signaled a more permanent shift.**

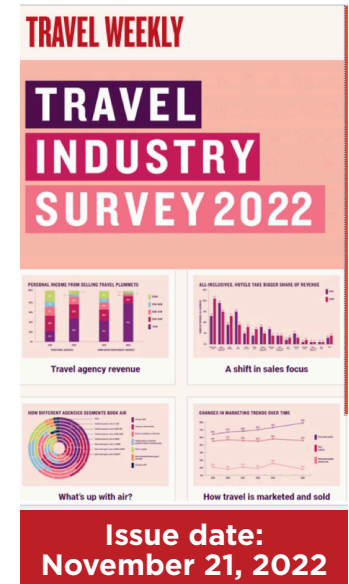
• **As we move into 2022, it is with some wind in our sails. Travel advisors reported significant growth of 18% in the first half of 2021 compared to the first half of 2020 and anticipated slightly higher growth in the second half. What will those numbers look like for the full year?**

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## Phocuswright

Powering great decisions.

Phocuswright is the global travel research authority on how travelers, suppliers and intermediaries connect. Together, we will unlock powerful insights that can steer the strategy for your business and reveal opportunities.



### Sponsor Benefits

#### Travel Industry Survey 2022: A Nationwide Survey Among Travel Advisors

	Gold limit of 10	Platinum limit of 3
Sponsor call to provide key points of interest		•
Early access to findings, analysis and recommendations delivered adaphth slide deck	•	•
Data tabulations in Excel	•	•
Two custom survey questions including a custom readout deck and a live presentation of the study		•
PDF copy of summary report* that can be shared internally	•	•
Branding as sponsor on report	•	•
Branding on Travel Weekly webinar presentation of findings to full audience and sponsor acknowledgement on promotions leading up to webinar	•	•
Panel participation for one executive during Travel Weekly webinar presentation of findings to full audience		•
Logo on cover of Travel Weekly issue publishing results of study (Nov. 21, 2022)		•
Spread ad in Travel Weekly issue publishing results of study		•
Full page ad in Travel Weekly issue publishing results of study	•	
Sponsor acknowledgement upon presentation of any findings at Cruise World in November 2022	•	•
A custom link to the survey for partners to send their audience	•	•
One conference ticket to attend ThePhocuswrighConference, U.S. in Nov. 2022		•
<b>Sponsor investment</b>	<b>\$15,000</b>	<b>\$50,000</b>
Total Program Value	\$43,199	\$111,669