

THOUGHT LEADERSHIP

Partner with Travel Weekly on a Thought Leadership piece and position your company as a leader and expert among travel professionals and suppliers.

Travel Weekly's award-winning team will be with you every step of the way to navigate your custom content piece. We'll help you identify the issues that are most important to your current customers and target audience to develop a topic that aligns with your brand and will draw in readers.

Once your topic is selected, your work is done. Our Custom Content team will research, analyze, and produce a Thought Leadership article sponsored by your company. After your approval, your exclusive content will be posted on TravelWeekly.com's home page and dedicated Thought Leadership page, accompanied by comprehensive marketing to our database of travel professionals.

Your company is highlighted as the sponsor in the piece and in all marketing materials, adding to your arsenal of custom content.

THOUGHT LEADERSHIP DELIVERABLES*

- Thought Leadership article
- Ownership of all banner ads on Thought Leadership article page for 30 days
- Banner ad promoting article on TravelWeekly.com for first 30 days
- 2x email promotion to database of approximately 100,000 advisors
- Content will be housed on TravelWeekly.com for one year
- Organic posts on Facebook and LinkedIn at launch

*Digital version deliverables only

PRICING:

\$15,745 annual
Print + Digital

\$12,450 annual
Print Only or Digital Only

ONLINE ARTICLE

The screenshot shows the article page on TravelWeekly.com. At the top, it says 'TRAVEL WEEKLY THE TRAVEL INDUSTRY'S TRUSTED VOICE' and 'Become a Qatar Specialist Today.' The article title is 'What Will Tourism's Rebirth Look Like?' with a sub-headline 'How we can forge a better, more sustainable future'. The article text discusses the impact of the pandemic on the tourism industry and the need for sustainability. It features a quote from Steve Lindblad, founder of Lindblad Expeditions, and includes a 'THOUGHT LEADERSHIP' badge. At the bottom, there is a 'READ MORE OF THIS STORY' button and logos for Lindblad Expeditions and Travel Weekly.

What Will Tourism's Rebirth Look Like?

How we can forge a better, more sustainable future



The idea of conservation and sustainability in the tourism industry has been around a long time of course. But the pause of the pandemic has allowed the industry to take a collective step back and assess the world around it. For one thing, we've learned that nothing can be taken for granted, and that the absence of tourism has had a deep, profound impact on individuals and communities, large and small. One long-term proponent of conservation has his own ideas on the subject.

"As things get back to 'normal' we have the opportunity to become a better, more thoughtful industry," says Steve Lindblad, founder of Lindblad Expeditions. "We need to find creative ways to engage and address these issues."

Learn how you can help influence the future of tourism. [READ MORE](#)

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SPONSORED BY **Lindblad Expeditions** PRODUCED BY **TRAVEL WEEKLY TRAVELAGE WEST**

EMAIL

BANNER

The banner features the article title 'WHAT WILL TOURISM'S REBIRTH LOOK LIKE?' in white text on a dark background. Below the title is a smaller version of the cruise ship image. At the bottom right, it says 'SPONSORED BY Lindblad Expeditions'.

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