

Utah Office of Tourism has teamed up with Travelzoo, a global deals publisher with 28 million members worldwide, to promote our state and help drive more visitors to our hotels and attractions. We will have a Partner Promotions page on their website (www.travelzoo.com) and will be promoted on their media network from September 15 - December 15.

All partners have the opportunity to submit an offer for consideration to be included on this dedicated page. Offers must be received by **August 31**.

Please note that not every offer will be approved and incomplete offer submissions will not be reviewed. Space on the page is limited, but we encourage you to complete the [Google Form](#). If you have any questions on the submission form or need help crafting an offer, please reach out to our Travelzoo contact: Randi Redmon <redmon@travelzoo.com>.

What's required to participate?

In order to participate, you'll need to fill out the provided Google Form with your offer information. The offer you put together should have clear savings that remain bookable until your deal expires.

Complete the [Google Form](#)

Does my offer need to be live for the entire duration of the campaign (Sept. 15 - Dec. 15)?

No, your offer can expire before the end of the campaign window, or you can launch later than the start date. However, please note that space is limited, so we're not able to guarantee a late submission will be included.

What makes a Travelzoo deal?

- Travelzoo recommends that your offer provides savings of at least 30% (this can come from a combination of added value and discounted pricing)
- Travelzoo must be able to demonstrate savings – this is being positioned as a deal.
- Travelzoo strongly suggests offering fully refundable and cancellable bookings with long travel windows (into 2021, if possible); flexibility has yielded stronger results in the current climate.
- There are no strict rules on savings – Travelzoo encourages creative deals and are happy to work with you to come up with compelling offers
- Travel/redemption windows make a difference; the wider the availability at the lead price, the more compelling the offer.

ADVICE FOR HOTELS

- Deals will be researched and compared against BAR rates, AP Rates and OTAs. Travelzoo deals may not be undercut by any of these.
- Travelzoo encourages you to offer at least 30% off, but remember that savings can come from a discounted room-only rate, value adds, packages or other promotions.

What creative and/or assets do I need to promote this offer?

1. Images for an offer page. Please provide at least 10 photos for consideration; these images may be used to create a gallery. Hotels should have coverage of public space, guest rooms and exterior. Photos should be high resolution and horizontal/landscape orientation. Travelzoo needs at least 1 mb file size & 1500 pixels wide. Please submit your images through a file sharing website in order to guarantee delivery. WeTransfer is best, but Dropbox works too (just make sure it's open access.)

2. **Booking page URL:** Members will book reservations on your website directly. The booking URL should send users to a page where the promotion code is already in place and the deal information is easily accessible. If you do not have an online-booking experience, phone-only reservations are also acceptable. No matter the booking method, be sure that you have a process in place to track bookings that originate with Travelzoo and this campaign. If you're not sure how best to do this, Travelzoo can give you some tips on what has worked well for past partners.
3. All creative will be written by the Travelzoo team, but if there is any messaging that you'd like us to include, please feel free to send this along with your submission or in conversations with the Travelzoo team.

How many offers can I have on Travelzoo?

Each participant can have only one offer on the Travelzoo page. However, you are welcome to offer upsells/cross-sells within your own landing page.

Do I need a Travelzoo account to participate?

No.

Do I need to have marketing dollars to participate?

No, Utah Office of Tourism will be allocating budget to market this effort while the campaign is live. In return, the UOT is requesting your help in further promoting the message of how visitors can support local businesses by adding a link to our support local resource. As an example, you could say " To learn more about how to support local businesses on your trip, visit visitutah.com/support-local/

Who will be tracking the bookings?

All transactions, offers, redemptions and refunds need to be tracked on the individual participant's end. All transactions will take place on the participant's own website. Please keep track of the bookings either via a promo code or dedicated URL as Travelzoo will be asking for these numbers in order to report back to the Utah Office of Tourism.

Can I see some examples?

- Our landing page on Travelzoo will be in the same format as this one for [Miami](#)
- Example of a [hotel deal](#)
- Example of a [restaurant deal](#)
- Example of a [spa deal](#)
- Examples of activities deals:
 - [yoga](#) at a winery
 - [hot air balloon](#) ride
 - [wine class](#)
 - [white water rafting](#)
 - [train in Yosemite](#)
 - [standup paddle boarding](#)