

# 2026 THOR MARKETING OPPORTUNITIES

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## INTRODUCTION

Thor, Inc. is an international travel services company that has been providing preferred services and products to the world's leading travel providers since 1977. THOR's supplier partners benefit from a variety of programs and services including the THOR Hotel Program, THOR Car Program and THOR Services Program. THOR Supplier partners also have access to award-winning publications and specialized travel partner events. THOR currently services corporate, leisure and independent travel agencies located around the world.

Our award-winning publications and marketing opportunities provide travel advisors with specialized travel information from the company and its partners:

- **THOR Advantage** – Quarterly magazine distributed digitally to over 6,500 travel advisors.
- **Supplier Notes** – Weekly Emails distributed to over 4,400 travel advisors.
- **Destinations** - Periodic Emails distributed to 4,400 travel advisors 6 times per year.
- **THOR's website** – offers member travel advisors access to supplier resources and an online hotel directory, the *THOR Hotel Navigator*.
- **Video On-Demand** – Provide your video or presentation to over 4,600 travel advisors.
- **Webinars On-Demand** – Live webinar or presentation, then have travel advisors take a quiz to see how much they learned.

We also provide our supplier partners with highly visible annual sponsorship opportunities throughout the year:

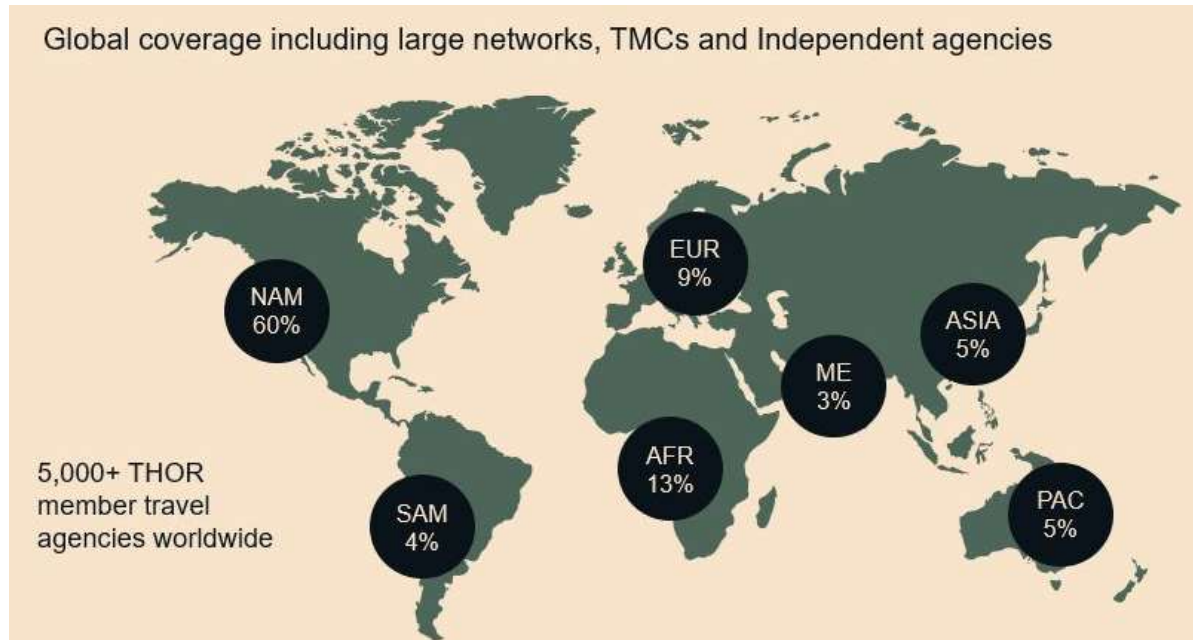
- **Supplier Program Guide – TAO – *Travel Advisors Only***, distributed digitally to over 4,600 details membership benefits, partner loyalty programs, industry rates, GDS Support, educational opportunities and so much more.

THOR's publications and sponsorships help our supplier partners stay competitive in a dynamic travel environment by providing timely and targeted marketing solutions. Advertise today and get your message out at THOR's travel agency community for increased exposure and branding!



### AGENCY MEMBERS

THOR has over 5,000 member travel agencies worldwide with access to the **THR** Consortia and **THX** Promotional Rate Codes that book via all major global distribution systems (GDS). We work with travel agencies in the corporate and leisure travel space that service clients in diverse industries such as entertainment, fashion, finance, news media, pharmaceuticals, oil and gas. Our 48-year legacy is very well known in the travel agency community, so make THOR your primary distribution channel.



### KEY TRAVEL AGENCY MEMBER PARTNERSHIPS

THOR specializes in small to mid-sized single travel agencies, large network consortia / cooperative groups, top private and regional agencies as well as Corporate Travel Departments (CTDs). Here are a few of our top agency members:

### TOP AGENCY MEMBERS

**CLUB WYNDHAM TRAVEL** – A global presence in 110 countries at more than 220 vacation ownership resorts and 4,300+ affiliated exchange properties distinguishes Wyndham Destinations as the world's largest vacation ownership, exchange and rental company. Each year the team of 25,000 associates delivers great vacations to millions of families as they make memories of a lifetime.

**OPTIONS TRAVEL** – A full-service travel management & technology company, Options Travel is an all in one solution for managing corporate travel needs. From travel policy consulting to live agents who are trained to put the client's needs first. Options Travel has dedicated business travel agents and corporate travel solutions specialists who work with our clients to get their staff where they need to be when they need to be there, unruffled and ready to work.

**MARITIME TRAVEL INC.** – Established in 1949 became the largest travel agency in Canada. Today, our retail operations consist of over 100 locations from coast to coast with 13 locations branded LeGrow's Travel in Newfoundland and Labrador, several branded Voyages Maritime in Quebec and Northern New Brunswick and the remainder branded Maritime Travel right across the country. Combined, our retail operations generate annual sales of over \$350 million and employ over 500 people.

**FRONTIER LODGING SOLUTIONS** – Frontier lodging solutions originated from a recognition that corporate and workforce accommodations coordination and management required a unique approach and execution. At the peak of their successful career in travel management, the company was working with over 600 corporate clients by the time they sold UNIGLOBE Travel in 2018. Frontier Lodging Solutions specializes in Workforce Accommodation, Projects & Crew and Corporate Travel Management.

**VENUE OPTIONS** – Founded in 1998 and based in Sheffield, United Kingdom, Venue Options are an award-winning industry leader, specializing in the provision of dedicated and personal accommodation, meetings and event management solutions.

## **CORPORATE TRAVEL DEPARTMENTS**

**MARY KAY INC.** – Mary Kay is one of the top direct sellers of beauty products in the US. Today, 3.5 million independent beauty consultants demonstrate Mary Kay products in more than 35 countries around the world, generating over \$4 billion in sales. Headquartered in Addison, TX, Mary Kay Inc. has 5,000 employees.

**SAS** – A leader in business analytics software and services, and the largest independent vendor in the business intelligence market. The 10 in-house travel agents plan for over 13,000 employees.

**CWC (COSTCO WHOLESALE CORPORATION)** – Costco Wholesale is a multi-billion dollar global retailer with warehouse club operations in eight countries. Costco provides a wide selection of merchandise, plus the convenience of specialty departments and exclusive member services. Costco Travel is staffed by Costco employees who are trained travel professionals booking exclusively for Costco members.

**CROWLEY TRAVEL SERVICES** – Crowley Maritime Corporation is a U.S. owned and operated marine solutions, transportation and logistics company, providing services in domestic and international markets. Founded in 1892, the company generates more than \$2 billion in annual revenues and has approximately 5,300 employees.

## AWARDS



Hospitality Sales & Marketing Association International Adrian Award  
([adrianawards.com](http://adrianawards.com)) Publication: THOR Advantage

The Hospitality Sales & Marketing Association International (HSMIA) recognized THOR Advantage for public relations excellence in the annual Adrian Awards Competition, the largest and most prestigious global travel marketing competition. THOR Advantage leads in a competition of nearly 1,300 entries from around the world, judged by top executives from all sectors of the travel industry.

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Graphic Design USA, American Inhouse Design Award ([gdusa.com/contests/](http://gdusa.com/contests/))  
Publication: THOR Advantage, Website: [THORtravelservices.com](http://THORtravelservices.com)

For years, THOR, Inc. has received an American Inhouse Design Award from Graphic Design USA in the website, newsletter and publication categories. The American Inhouse Design Awards is the original and premier showcase for outstanding work by in house designers, with only the top 15% of over 5,000 submissions being recognized for their work. It is a unique opportunity for Inhouse design, marketing and communications departments to be recognized for their talent, for the special challenges they face and for the contributions to their business and institutions.

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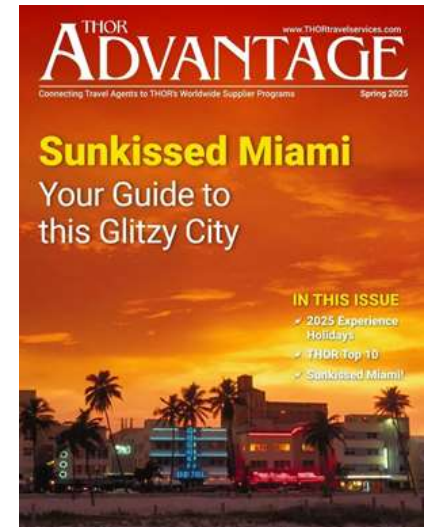


Travel Weekly Magellan Awards ([travelweeklyawards.com/winners/](http://travelweeklyawards.com/winners/))  
Publication: THOR Advantage

THOR, Inc. has received both Gold and Silver Magellan Awards from Travel Weekly in the Online Travel Services / Print Advertising category. The Magellan Awards is the premier award for the travel industry. From design to marketing to services, the Travel Weekly Magellan Awards honors the best in travel and salutes the outstanding travel professionals behind it all.

## THOR ADVANTAGE

THOR Advantage is a quarterly email/digital magazine sent to member travel advisors. THOR Advantage has won many awards including the Travel Weekly Magellan Award, the HSMAI Adrian Award, and the Graphic Design USA – American Inhouse Design Award, among others, for its outstanding editorial, format and design. THOR Advantage provides travel editorial for each month's theme, highlights special supplier promotions, offers activities and contests, plus is archived online – giving suppliers maximum exposure for their money.



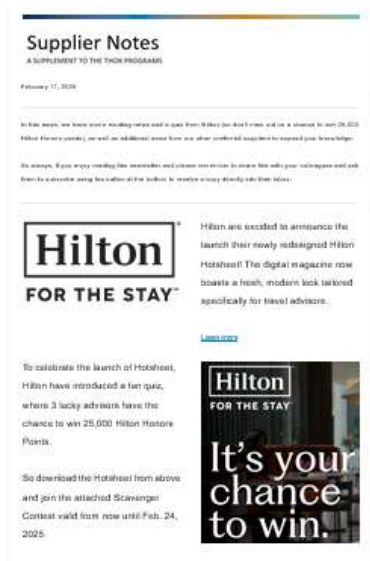
AD TYPE – DIGITAL	PRICE PER AD
Front Cover	\$1,900
Back Cover	\$900
Full Page	\$1,200
Half Page	\$800
Full Page Interactive	\$1,350
2-Page Spread – Interactive	\$2,000
Sponsor Email Ad	\$1,100



## TAO – TRAVEL ADVISORS ONLY SUPPLIER PROGRAM GUIDE

Do you have a travel advisor or consumer loyalty program? Would you like a way to increase participation? TAO is your way to create awareness around your travel agency programs including industry rates and FAM's. This annual digital publication will inform THOR Member travel advisors how to enroll in your loyalty program, how to earn points and gifts through contests, and what programs are available just for travel advisors.

AD TYPE – DIGITAL	PRICE PER AD
Back Cover	\$1,900
Full Page	\$1,200
Half Page	\$800
Full Page Interactive	\$1,350
2-Page Spread – Interactive	\$2,000
Sponsor Email Ad	\$1,100



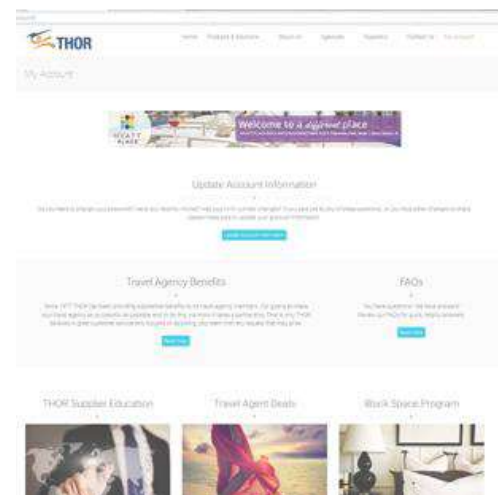
## SUPPLIER NOTES

Supplier Notes is a weekly broadcast email sent to member travel advisors. Travel advisors receive up to two issues per week – every Tuesday, and a possible exclusive on Wednesday. Supplier Notes is the most popular way to promote distressed inventory or short-term incentives.

AD TYPE	PRICE PER AD
Square Ad	\$550
Standard Ad	\$1,000
Preferred Standard Ad (Provides top placement)	\$1,100
Exclusive Ad (Your own full page special edition sent out on Wednesday)	\$3,400

## THOR WEBSITE

Website advertising on [www.THORtravelservices.com](http://www.THORtravelservices.com) provides suppliers with a full month of ad views. THOR's award-winning website provides member travel advisors with a host of resources including the THOR Hotel Navigator – our online hotel search engine, supplier education, news, deals and more.



AD TYPE	PRICE PER AD
Leaderboard Banner Ad (Details including loyalty program and brand comparison information)	\$1,250
Travel Agent Deal (One line offer with your name and locations, linking to a landing page of your choice)	\$300
Vertical Sponsor Ad (Details including loyalty program and brand comparison information)	\$1,250





## DESTINATIONS

Destinations is a broadcast email sent to member travel agents featuring YOUR chosen curated destination with articles, information and links about the city or region.

AD TYPE	PRICE PER ISSUE
Custom Issue	\$2,000
(Your custom issue includes unlimited Square and Standard Ads)	

## BRANDED VIDEO

THOR Supplier education section on the website provides you with an opportunity to promote your brand content to our THOR member travel advisors. Provide us with a video or simply post a link of your pre-recorded video or presentation.



AD TYPE	PRICE PER VIDEO
Promotional Video	\$3,000
(Includes 1 promotional email, giveaway(s) provided by supplier, recorded by supplier, posted and archived on THOR's website for 1 year)	



## WEBINAR ON DEMAND

THOR educational webinars provide you with a unique opportunity to present your information to our THOR member travel advisors. We have the ability to post a link of your pre-recorded video or presentation. Optionally, pair this with a quiz to further engage viewers.

AD TYPE	PRICE PER VIDEO
Webinar on Demand	\$3,400
(Includes up to 3 promotional emails, giveaway(s) provided by supplier, recorded by supplier, posted and archived on THOR's website for 1 year)	



# SUBMISSION INSTRUCTIONS

Email: [marketing@THORtravelservices.com](mailto:marketing@THORtravelservices.com)

Up to 10MB can be accepted per email.

Files ending in .zip must be renamed to .zi\_ or they will bounce back.

Any PDF documents must be at Maximum 2MB in size (or will fail to load).

## CONTENT DEADLINES

PUBLICATION	CONTENT DEADLINE
<b>THOR Advantage Magazine</b>	1 <sup>st</sup> of the month prior to publication
Quarterly Publication Months:	March, June, September, December
<b>SUPPLIER NOTES</b>	Distributed Weekly on Tuesday's
Preferred Ads, Standard Ads, Square Ads: (PDF max file size 2MB)	1 week prior to publication date
<b>EXCLUSIVE COMMUNICATIONS</b>	Distributed weekly on Wednesday's
Exclusive Ads, Custom Issues: (PDF max file size 2MB)	1 week prior to publication date
<b>TAO – TRAVEL ADVISORS ONLY</b>	Content required by End of March
Publication Month:	April
<b>THOR Website Ads</b>	Content required by 20 <sup>th</sup> of prior month
Publication / go live:	1 <sup>st</sup> of Every Month
<b>TRAVEL AGENT DEALS</b>	Updated as required
Complete form: (PDF max file size 2MB)	<a href="http://www.THORtravelservices.com/deal-form">www.THORtravelservices.com/deal-form</a>