



AN OPPORTUNITY TO BE PART OF
**TWO OF THE MOST EXCITING
TRAVEL TRADE AWARDS IN ASIA**



**INSPIRING
WOMEN IN
TRAVEL (ASIA)
AWARDS 2024**

27 APRIL 2024
INTERCONTINENTAL BANGKOK

— BRAND —
TD **Travel Trade**
AWARDS

11 OCTOBER 2024
INTERCONTINENTAL BANGKOK



INSPIRING WOMEN IN TRAVEL (ASIA) AWARDS 2024

27 APRIL

INSPIRING WOMEN IN TRAVEL AWARDS (ASIA) 2024 celebrates inspiring women in different sectors of travel who have made a significant impact in the workplace or community. The event recognises companies that are safe workplaces for women and foster a respectful, equal-opportunity environment.

IWTA is critical to promoting diversity and gender equality. It is a platform for women to share their incredible journeys, and inspire other women to pursue careers in the travel industry.

Featuring 14 Awards, including: Rising Star in Travel, Female Management Award, Executive Women Champion, Male Champion of Change, Women of Synergy, Start-up Trailblazer, Positive Disruptor, Tourism Innovator, Sustainable Development Advocate, Community Champion, Excellence in Mentoring, Inspirational Entrepreneur, IWTA Hall of Fame and the Most Inspiring Woman in Travel (Asia) 2024.

14 AWARDS

8 INDUSTRY
SECTORS

INTERCONTINENTAL
BANGKOK

400 ATTENDEES

TRAVEL & HOSPITALITY INDUSTRY ASIA

www.tdiwtaawards.com



— BRAND —
TD Travel Trade
AWARDS

BRAND TD TRAVEL TRADE AWARDS (ASIA) 2024

11 OCTOBER

The inaugural **BRAND TD TRAVEL TRADE AWARDS (ASIA)** will be launched in Bangkok, Thailand in 2024, a celebration of outstanding achievements within the travel and tourism industry across Asia.

Featuring 48 Awards, the **BRAND TD TRAVEL TRADE AWARDS (ASIA)** 2024 honors the crème de la crème, covering: Travel Agents, Aviation, Hospitality, Cruise, Travel Tech, Travel-Related Companies, and CSR Initiative. Moreover, it puts a spotlight on the People, recognising the dedicated individuals who fuel the industry's vitality.

48 AWARDS

8 INDUSTRY
SECTORS

INTERCONTINENTAL
BANGKOK

500 ATTENDEES

EXECUTIVES FROM TRAVEL & HOSPITALITY
INDUSTRY ASIA

These prestigious Awards are a shining beacon, illuminating the brilliance of the travel trade industry and are a testament to innovation, saluting the tireless efforts of those who are shaping the industry's future.

www.tdiwtaawards.com



PACKAGES

There are a number of commercial sponsorship and partnership opportunities available for brands and businesses wanting to integrate with either one or both of these high-profile Awards events.

EVENT 1: INSPIRING WOMEN IN TRAVEL AWARDS (ASIA) 27 APRIL 2024

EVENT 2: BRAND TD TRAVEL TRADE AWARDS (ASIA) 11 OCTOBER 2024

TIER 1 - TITLE SPONSOR & PRESENTING SPONSOR

One (1) Title Sponsor with naming rights to the event
One (1) Presenting Sponsor

TIER 2 - OFFICIAL SPONSORS & VENUE HOST PARTNER

Up to six (6) Co-sponsors from non-competing categories
One (1) Host Partner for each event providing venue – provision of venue and services essential to the event

TIER 3 - INDUSTRY SECTOR PACKAGES (TD AWARDS ONLY)

One sponsor per industry sector

TIER 4 - INDIVIDUAL AWARD PACKAGES

One sponsor per individual award

ADDITIONAL OPPORTUNITIES

OFFICIAL SUPPLIERS & MEDIA PARTNERS

Up to 10 Official Suppliers of goods and services essential to the event
Up to 10 Media Partners for advertising and guaranteed editorial essential to the event

HOSPITALITY PACKAGES

Packages for businesses to attend and entertain through the purchase of Gala Dinner tables

ADVERTISING PACKAGES

Packages for businesses to advertise before, during and after the Awards

THIRSTY THURSDAY PACKAGES

Packages for businesses to attend and entertain at Thirsty Thursday events

INSPIRING WOMEN IN TRAVEL (ASIA) AWARDS 2024

SATURDAY 27 APRIL AT THE INTERCONTINENTAL BANGKOK

Brand TD and **Inspiring Women in Travel (Asia)** work together to recognise and celebrate the achievements of women in the travel industry all year round.

INSPIRING WOMEN IN TRAVEL AWARDS (ASIA) 2024 is an important part of this recognition, designed to honor women who have demonstrated outstanding leadership and innovation in the travel industry, including travel management, hospitality, airlines, luxury travel, cruise, airports, travel agents, tourism boards, destination management and travel technology.

RISING STAR IN TRAVEL

Travel Agent, DMC or Tour Operator

Hotel or Hospitality

Cruise, Car, Rail or Airline

Technology provider

Tourism Board or NTO

MANAGEMENT CHAMPION AWARD

Travel Agent, DMC or Tour Operator

Hotel or Hospitality

Cruise, Car, Rail or Airline

Technology provider

Tourism Board or NTO

EXECUTIVE WOMEN CHAMPION

Travel Agent, DMC or Tour Operator

Hotel or Hospitality

Cruise, Car, Rail or Airline

Technology provider

Tourism Board or NTO

WOMAN OF SYNERGY

START-UP TRAILBLAZER

POSITIVE DISRUPTOR

FORWARD THINKING INNOVATOR

SUSTAINABLE DEVELOPMENT ADVOCATE

COMMUNITY CHAMPION & HUMANITARIAN AWARD

EXCELLENCE IN MENTORING

INSPIRATIONAL ENTREPRENEUR

MALE CHAMPION OF CHANGE

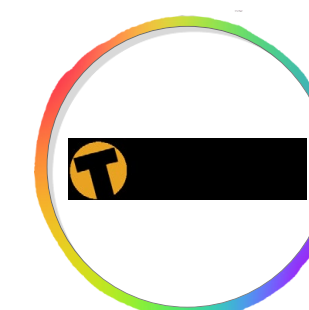
IWTA HALL OF FAME

MOST INSPIRING WOMAN IN TRAVEL (ASIA) 2024

TIMELINE

SEPTEMBER 2023 - MARCH 2024	SUBMISSION OF NOMINEES
FEBRUARY - MARCH 2024	DOCUMENTATION
MARCH 2024	SCREENING & QUALIFYING
MARCH - APRIL 2024	INTERVIEWS
APRIL 2024	DELIBERATION & JUDGING
APRIL 2024	AWARDS

SPONSORS 2023



www.tdiwtaawards.com

BRAND TD TRAVEL TRADE AWARDS ASIA 2024

FRIDAY 11 OCTOBER

GALA DINNER

Attendees will enjoy an evening of drinks and a sumptuous meal featuring lively entertainment and amazing prizes.

AWARDS & SECTORS

48 Awards in 8 industry sectors, covering travel agents and tour operators, hotels, airlines, cruise, travel tech, travel related, CSR, and people.

HOSPITALITY	TRAVEL AGENTS / TOUR OPERATORS	PEOPLE AWARDS	TRAVEL TECH	AVIATION
Most Outstanding	Most Outstanding	Most Outstanding	Most Outstanding	Most Outstanding
Hotel & Resort Operator of the Year	Online Travel Agency of the Year	Outstanding Achievement Award of the Year	Hotel Tech Provider of the Year	Airline LCC of the Year
Economy Hotel of the Year	Hybrid Online Travel Agency of the Year	Unsung Hero Award of the Year	Travel Agent Tech Provider of the Year	Airline full service of the Year
Midscale Hotel of the Year	Business Events Travel Agency of the Year	Sustainable Future Award of the Year	Airline Tech Provider of the Year	Asia Airport of the Year
Luxury Hotel of the Year	Local Travel Management Company of the Year	Employer of the Year Award of the Year	Guests Technology Provider of the Year	Air Charter of the Year
Business Hotel of the Year	Global Travel Management Company of the Year	TD Hall of Fame Award of the Year	(4 Awards)	(4 Awards)
Hotel Interior Design of the Year	Leisure Travel Agency – Multi Location of the Year	(5 Awards)		
Boutique Hotel of the Year	Tour Operator of the Year	TRAVEL RELATED	CSR	CRUISE
New Hotel of the Year	Destination Management Company of the Year			
Hotel Restaurant of the Year	Touring & Adventure Operator of the Year			
Beach Resort of the Year	(9 Awards)			
Family Resort of the Year				
Honeymoon Resort of the Year				
Meetings & Conferencing Property of the Year				
(13 Awards)				
		Most Outstanding	Most Outstanding	Most Outstanding
		PR & Representation Company of the Year	Sustainable Travel Company of the Year	Ocean Cruise Line of the Year
		Tourist Board of the Year	Environmental Initiative of the Year	River Cruise Line of the Year
		Nature Destination of the Year	Community Initiative of the Year	Expedition Cruise Line of the Year
		Theme Park of the Year	(3 Awards)	(3 Awards)
		Adventure Park of the Year		
		Tourist Attraction of the Year		
		Water Park of the Year		
		(7 Awards)		

JUDGING

— BRAND —

Travel Tracker

JUDGING

A distinguished panel of seasoned professionals drawn from the international travel community will form the judging committees. With their unparalleled expertise and discerning eye, they will meticulously evaluate the nominees across 48 distinct awards, ultimately determining the winners.

THIRSTY THURSDAY

THE LEGENDARY TRAVEL INDUSTRY NETWORKING EVENT

THIRSTY THURSDAY

Thirsty Thursday is a travel and hospitality industry only networking event that offers attendees an opportunity to meet in a relaxed hosted atmosphere for 2-3 hours, with drinks and finger food and giveaways.

Organised by Brand TD, Thirsty Thursday events attract between 80-300 key travel and hospitality players at some of Asia's most exciting venues in cities ranging from Bangkok, Pattaya, Phuket, Singapore, Dubai, Hanoi, Ho Chi Minh, Phu Quoc, Hong Kong – an ideal platform for sponsors to showcase their products to the travel trade.

Brand TD's vetted membership of over 10,000+ senior executives registered for Thirsty Thursday events ensures attendees spend their time receiving the maximum benefit.

Attendees

- Travel Agents
- Destination Management Companies (DMC)
- Travel Management Companies (TMC) / Business Travel Sector
- Corporate Travel Buyers
- MICE (meetings, incentives, conferences, exhibitions)
- Ticketing Consolidators
- Tour Wholesalers
- Hoteliers and other industry suppliers

Sponsorship Available To

- Airlines and Airports
- Car Rentals
- Cruise Operators
- Travel Tech
- Hotels
- Industry Body Associations
- Restaurants and Bars
- Theme Parks and Destinations
- Tourism Boards
- Tour Operators
- Travel Insurance

www.traveldailymedia.com/thirsty-thursday

ORGANISER: BRAND TD *(formerly Travel Daily Media)*

Brand TD is committed to delivering exceptional events that bring business communities together to share knowledge, build relationships, create positive change, and leave a lasting impact on the world of travel.

The team is dedicated to producing experiential, high-quality events, aiming to shape travel professionals into major contributors in the industry.

COMMUNITY COMPRISES

60% BUYERS

- Travel Agents
- Destination Management Companies (DMC)
- Travel Management Companies (TMC) / Business Travel Sector
- Corporate Travel Buyers
- MICE (meetings, incentives, conferences, exhibitions)
- Ticketing Consolidators
- Tour Wholesalers
- Hoteliers and other industry suppliers

40% SELLERS

- Airlines and Airports
- Car Rentals
- Cruise Operators
- Travel Tech
- Hotels
- Industry Body Associations
- Restaurants and Bars
- Theme Parks and Destinations
- Tourism Boards
- Tour Operators
- Travel Insurance





WHY GET INVOLVED?

Brand TD TRAVEL TRADE AWARDS ASIA 2024 and **INSPIRING WOMEN IN TRAVEL (ASIA) AWARDS 2024** have a comprehensive Commercial Sponsorship and Partnership Program that enable companies and individuals to participate in Brand TD's exciting events.

Sponsorship packages are designed to provide an exceptional combination of networking and corporate branding opportunities, including:



New client acquisition



Worldwide publicity through a global marketing campaign



Travel and tourism industry networking - the opportunity to connect, collaborate and build relationships with diverse groups in the travel industry



Promoting sponsors as industry leaders - you will be a part of a supportive and empowering community that is committed to breaking down gender barriers in the industry



Enhancing corporate image and brand exposure adding value to a brand's marketing campaign



Generating direct access to target markets

The events are a perfect opportunity to boost your company's profile among the movers and shakers in the travel and tourism industries.

Aligning a brand with such exceptional and exclusive global events sends a clear message to all stakeholders.



WHY GET INVOLVED?

BRAND EXPOSURE

EVENT BRANDING

Logo on all collaterals: including media backdrops, photo walls, program, menu cards, table tent cards, cocktail table cards, tickets, event signage and any other general event branding at the Awards.

PROMOTION & PR RIGHTS

All Sponsors and Partners will have rights to associate with **BRAND TD TRAVEL TRADE AWARDS (ASIA) 2024** and / or **INSPIRING WOMEN IN TRAVEL AWARDS (ASIA) 2024** for PR and advertising activity.

PR & CONTENT

Inclusion in any editorial campaign promoting the Awards that will be distributed to Brand TD's wide readership and social media following.

There will also be news coverage by the events' local and international media partners.

ADVERTISING & PROMOTIONAL CAMPAIGN

Inclusion in online advertising and promotional campaigns.

OFFICIAL PROGRAMMES, BOOKLETS, BROCHURES

Sponsors & Partners will be included in all Programs, Booklets and Brochures, where relevant – to be published online.

PROMOTIONAL CAMPAIGN

BRAND TD TRAVEL TRADE AWARDS (ASIA) 2024 and / or **INSPIRING WOMEN IN TRAVEL AWARDS (ASIA) 2024** is supported by a comprehensive marketing campaign covering:

Above The Line: Website Banners, Newsletter Banners, Event EDMs

Below The Line: Social Media – Facebook, Twitter, LinkedIn

WHY GET INVOLVED?

DIGITAL & SOCIAL RIGHTS

Inclusion in any official social and digital media opportunities.

3 DISTRIBUTION CHANNELS

BRAND TD WEBSITE	SOCIAL	BRAND TD NEWSLETTER
1.8M ANNUAL UNIQUE USERS	BRAND TD FACEBOOK 104,343 FOLLOWERS	131,500+ SUBSCRIBERS
4.72M ANNUAL PAGE VIEWS	BRAND TD LINKEDIN 66,501 FOLLOWERS @TRAVELDAILYHQ - 19,639 @GARYMARSHALL - 30,181 @CHRISTOPHERHEAD - 6,600 @MARTINCARPENTER - 10,081	ACROSS 8 PUBLICATIONS
Top 20 Countries Reached... China, US, India, UK, Singapore, Thailand, Philippines, Malaysia, Canada, Germany, Hong Kong, UAE, Indonesia, France, Japan, Netherlands, Pakistan, Spain, Vietnam		ASIA - DAILY 82K INDIA & MIDDLE EAST - DAILY 29K UK- DAILY 16K USA - WEEKLY 18K CRUISE - WEEKLY 82K CHINA - WEEKLY 17K BUSINESS EVENTS & MICE CORP - WEEKLY 61K WEEKLY ROUND UP - 122K

As at September 2023

DATA

Access to attendee data and promotion to organiser databases.

EDMS

Inclusion in event e-mails.



EXPERIENTIAL RIGHTS

A major opportunity for Sponsors, Partners & Suppliers to promote their products and services through experiential marketing at the events.



HOSPITALITY & TICKETING

BRAND TD TRAVEL TRADE AWARDS (ASIA) 2024 and / or **INSPIRING WOMEN IN TRAVEL AWARDS (ASIA) 2024** offer a fantastic opportunity to network as well as entertain customers, clients and executives.

The Brand TD events Awards are an excellent way to do and promote your business.



MERCHANDISING RIGHTS

We offer our Sponsors, Partners & Suppliers the opportunity to produce joint branded merchandise. This could be used as giveaways through media and presence marketing promotions.

TITLE RIGHTS	TIER 1	TIER 2	TIER 3	TIER 4
	TITLE SPONSOR AND PRESENTING SPONSOR	OFFICIAL SPONSORS / VENNUE HOST SPONSOR	INDUSTRY SECTOR PACKAGES	INDIVIDUAL AWARDS PACKAGES
CATEGORY EXCLUSIVITY & TITLE RIGHTS				
Right to title for advertising & PR use [TITLE SPONSOR NAME] Brand TD TRAVEL TRADE AWARDS ASIA 2024 presented by [PRESENTING SPONSOR NAME] and/or [TITLE SPONSOR NAME] INSPIRING WOMEN IN TRAVEL AWARDS (ASIA) 2024 presented by [PRESENTING SPONSOR NAME]	Yes			
Right to title for advertising & PR use “[OFFICIAL SPONSOR NAME / HOST PARTNER NAME] OFFICIAL SPONSOR [TITLE SPONSOR NAME] Brand TD TRAVEL TRADE AWARDS ASIA 2024 presented by [PRESENTING SPONSOR NAME]” and/or “[OFFICIAL SPONSOR NAME / HOST PARTNER NAME] OFFICIAL SPONSOR TITLE SPONSOR NAME] INSPIRING WOMEN IN TRAVEL AWARDS (ASIA) 2024 presented by [PRESENTING SPONSOR NAME]”		Yes		
Right to title for advertising & PR use “[INDUSTRY AWARD SPONSOR PARTNER NAME] OFFICIAL AWARD SPONSOR [TITLE SPONSOR NAME] Brand TD TRAVEL TRADE AWARDS ASIA 2024 presented by [PRESENTING SPONSOR NAME]” and/or “[INDUSTRY AWARD SPONSOR PARTNER NAME] OFFICIAL AWARD SPONSOR [TITLE SPONSOR NAME] INSPIRING WOMEN IN TRAVEL AWARDS (ASIA) 2024 presented by [PRESENTING SPONSOR NAME]”			Yes	Yes
Award Category Exclusivity	Yes	Yes	Yes	Yes
BRANDING & INTELLECTUAL PROPERTY RIGHTS				
LOGOS & IMAGES				
Right to use BRAND TD TRAVEL TRADE AWARDS ASIA 2024 and / or INSPIRING WOMEN IN TRAVEL AWARDS (ASIA) 2024 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes	Yes
Right to use BRAND TD TRAVEL TRADE AWARDS ASIA 2024 and / or INSPIRING WOMEN IN TRAVEL AWARDS (ASIA) 2024 image bank – moving and photographic images – in all internal and external marketing	Yes	Yes	Yes	Yes
BRANDING - EVENT				
Logo on all collaterals: including of media backdrops, photo walls, program, menu cards, table tent cards, cocktail table cards, tickets, event signage and any other general event branding at the Awards	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Speaking opportunity / presentation during Awards event – 5 mins	Yes			
Special partner display – see Experiential	Yes	Yes	Yes	Yes
Company’s representative to present an award on stage	1 x Main Award	x1	x1	x1
Opportunity to play a 30 sec TVC ahead of presenting categories	Yes	Yes	Yes	
Corporate logo on all screens	Yes	Yes	Yes	Yes
Representative to be featured in Press Releases	Yes			

TITLE RIGHTS	TIER 1	TIER 2	TIER 3	TIER 4
	TITLE SPONSOR AND PRESENTING SPONSOR	OFFICIAL SPONSORS / VENNUE HOST SPONSOR	INDUSTRY SECTOR PACKAGES	INDIVIDUAL AWARDS PACKAGES
BRANDING & MARKETING – THIRSTY THURSDAY EVENTS				
Logo and branding featured as partner for each Thirsty Thursday event, covering website / newsletters / custom EDMs & social media	Yes Prominent		Yes	
Opportunity to setup a booth or display at the venue and provide give-away prizes	Yes			
Introductions from Brand TD Executives where possible	Yes		Yes	
5-minute presentation display during the speeches	Yes			
Access to imagery created from the event for marketing purposes	Yes		Yes	
Access to the full database (REGISTER and ATTENDEE) for marketing purposes post event	Yes			
MEDIA & PR RIGHTS				
Right to use BRAND TD TRAVEL TRADE AWARDS ASIA 2024 and / or INSPIRING WOMEN IN TRAVEL AWARDS (ASIA) 2024 association in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes	Yes
Logo inclusion in any online or social media advertisements or PR activity to promote INSPIRING WOMEN IN TRAVEL AWARDS (ASIA) 2024 produced by the organisers	Yes Prominent	Yes Prominent	Yes Prominent	Yes Prominent
PROMOTIONAL RIGHTS				
Inclusion in promotional campaign – advertising in online media and all social media channels - level dependent on tier	Yes	Yes	Yes	Yes
Advertising in the official online program produced	Page	1/2 Page	1/4 Page	1/4 Page
DIGITAL & SOCIAL RIGHTS				
Branding on BRAND TD TRAVEL TRADE AWARDS ASIA 2024 and / or INSPIRING WOMEN IN TRAVEL AWARDS (ASIA) 2024 emails, website, and all site communications including e newsletters	Yes Prominent	Yes Prominent	Yes Prominent	Yes Prominent
Part of digital engagement program including access to any live video blogging, interviews, FB posts	Yes	Yes	Yes	
Access to the participant database after the event	Yes			
EXPERIENTIAL RIGHTS				
Set up of a 5ft x 6ft activation booth / pre-function main lobby	Yes			
Option to provide gifts to attendees - promotional material or product sample into Goodie Bag	Yes	Yes	Yes	Yes
HOSPITALITY, NETWORKING & TICKETING RIGHTS				
Table of 10 at Awards Gala Dinner	X1			
Seats at Awards Gala Dinner		X5	X2	



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