



Wellness Travel  
UNIVERSITY

Sponsorship Deck





# Wellness Travel

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## WELLNESS TRAVEL UNIVERSITY

Developed, created and designed  
by leading wellness brand, *Organic Spa* Media,  
Wellness Travel University is the  
**MOST FULLY COMPREHENSIVE**  
e-learning wellness travel solution  
available to the travel trade community.



# Wellness Travel

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### WHO ARE WE?

Since 2007, Organic Spa Media, Ltd has provided expert advice and knowledge in the global wellness travel space, sharing in-depth insight to the sophisticated wellness traveler. Our mission remains to inspire, motivate, and educate today's wellness consumers, offering them the opportunity to experience the best of wellness resorts and destinations worldwide. Tapping into 15 years of expertise and wisdom, we have launched the **Wellness Travel University** to provide leadership and education to the travel trade community, helping them to expand their expertise to offer the best guidance when selling wellness travel vacations, experience packages and unique wellness destinations to this expanding market segment.

### WHY NOW?

The Global Wellness Tourism market represents a \$639 billion global market economy, with the North American market representing 36% of the total global output. With wellness being at the top of the list for the luxury and affluent traveler, heightened by the extreme shift in consumer awareness on personal health and well-being resulting from the recent pandemic, this sector is poised to grow faster, and more rapidly, than any other global travel sector. As one of the most respected and revered brands in the wellness space, Organic Spa Media is uniquely positioned to offer the travel trade community access to the most informative and highly curated education content on Wellness Travel.

# WELLNESS TRAVEL UNIVERSITY MISSION

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Wellness Travel University is an e-learning, lead-generating platform built to empower and skill travel agents and advisors on ways to be more prolific in selling the exploding wellness travel sector. On top of our in-depth courses, the platform will also include a complete wellness travel/tourism glossary, access to exclusive wellness travel content and wellness travel guides, e-books focusing on wellness travel destinations, virtual wellness experiences and more.

## WELLNESS TRAVEL UNIVERSITY HAS A TWOFOLD MISSION

1

To educate and empower any and all travel advisors who are interested in offering wellness travel solutions to their clients.

2

To offer global wellness consumers access to educated, trained and fully certified travel agents and advisors to help them curate custom, highly personalized wellness travel vacations and experiences.



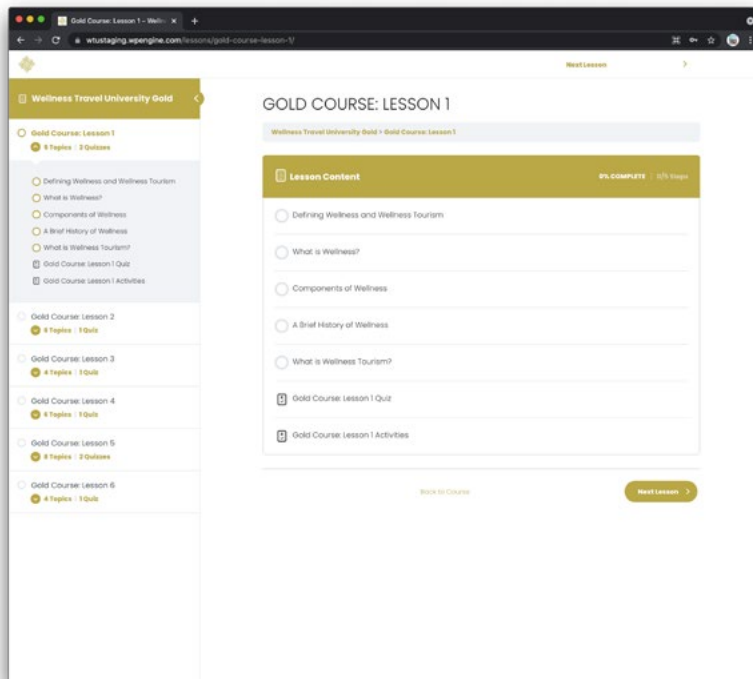
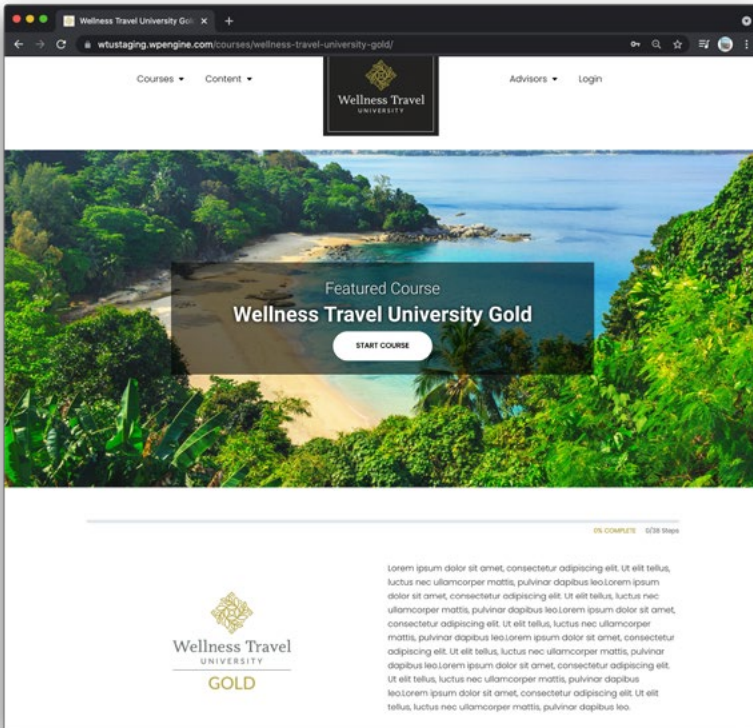
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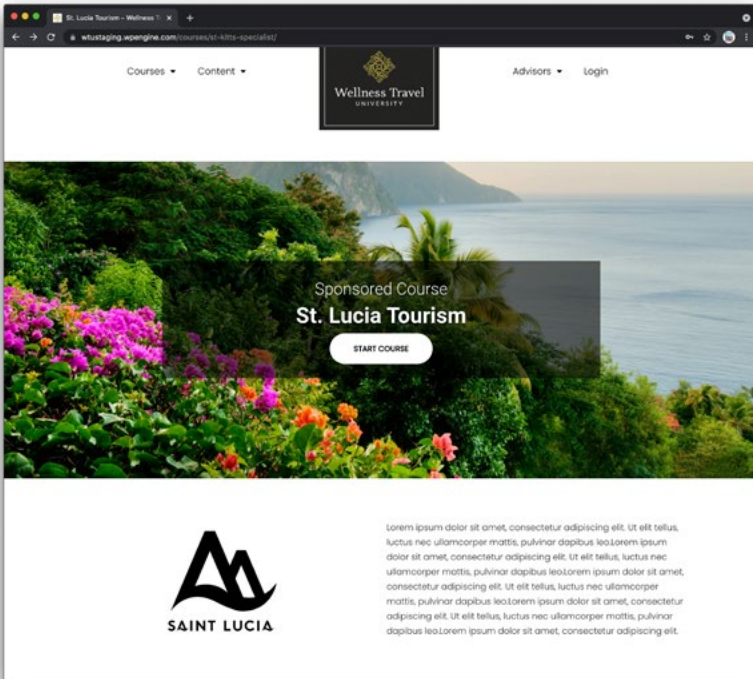
# GOLD COURSE

The **Wellness Travel University Gold** course is a comprehensive, custom six-module course designed to provide agents with the complete A to Z on wellness tourism and travel and not only give them a full overview of the market and the opportunity, but also empower **THEM** with tools to professionally service their client base.

Once the agents are certified with the **Gold Course**, they will have access to the Branded Specialty courses offered by our sponsors.



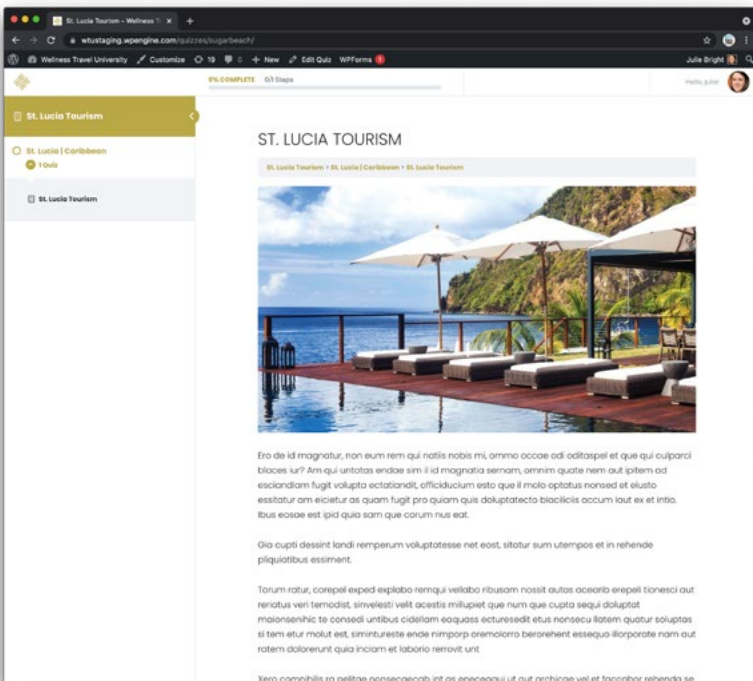




## BRANDED SPECIALTY COURSE

The certified **GOLD** agents will have **exclusive** access to **Branded Specialty** courses, where content will be provided by leading stakeholders from the global wellness travel sector and agents will have a chance to learn about the sponsor's wellness travel experiences, products and offerings.

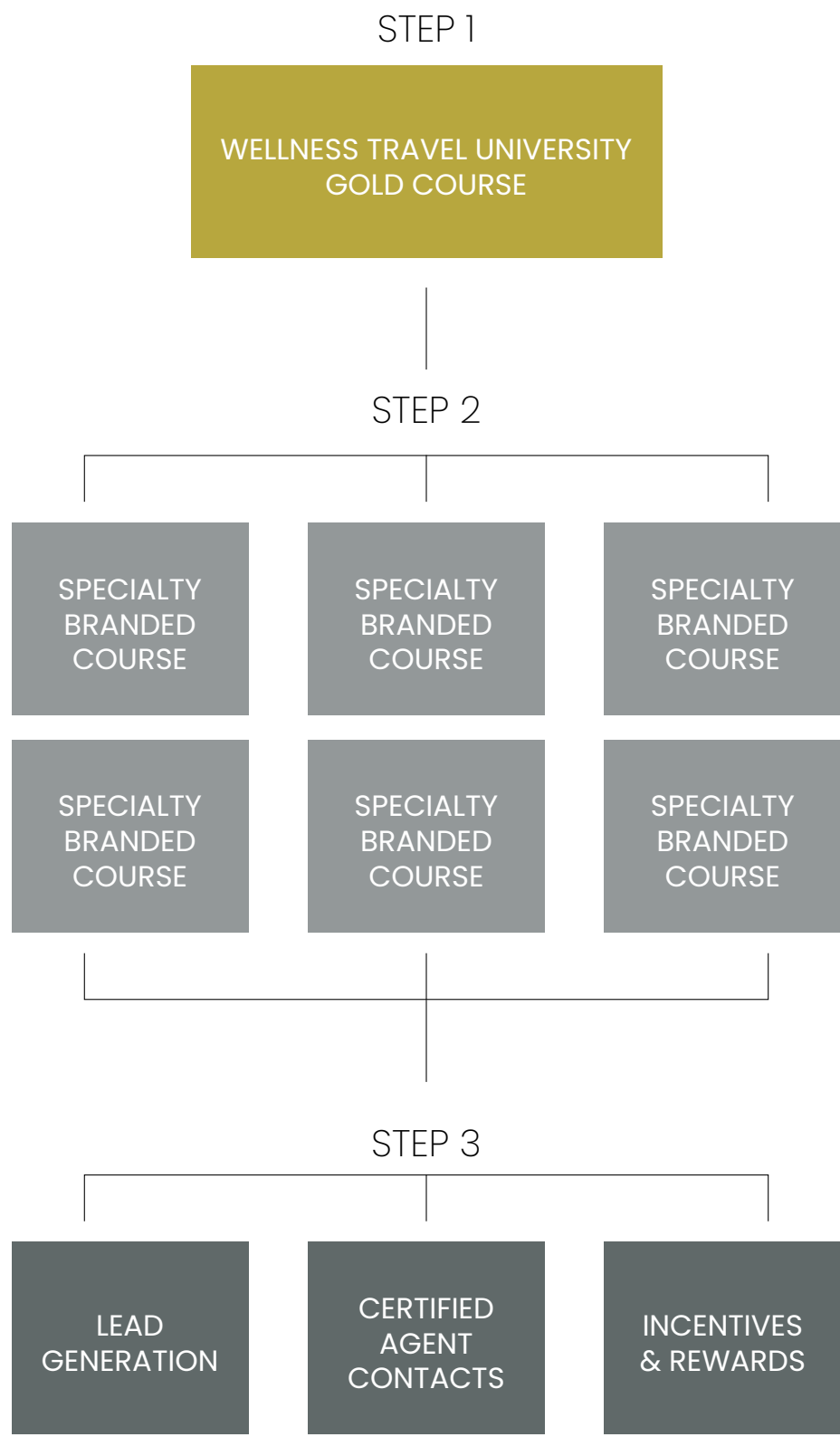
Branded Specialty course certifications are given to all agents who pass the course, and these leads (full contact information) are sent to the sponsors, automatically and in real time.



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# COURSE MAP

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# AUDIENCE

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## Driving Travel Agents & Advisors

- E-marketing, social media and PR promotions to the travel agents and advisor community database of 100,000+ travel agents in North America.
- In partnership with leading travel industry stakeholder, like NorthStar Travel Group, we will be running collaborative promotions their databases as well as targeted agents who have specified wellness, luxury, fitness, spa, adventure as an expertise in their portfolios.



## Driving Consumers (Phase 2)

As our core base expands, we will be opening up the platform to consumers. Through extensive promotion via all of Organic Spa Media's channels, (print, digital, events, social, e-marketing) and a robust PR campaign to consumer media channels nationwide, Wellness Travel University is positioned as **THE** leading online resource to the most qualified and informed wellness travel agent/advisors community.

All Wellness Travel University **Gold certified** agents will be available on the Wellness Travel University database and easy for consumers to search via their zip codes. Consumers will also have full access to the wellness travel content, e-books, wellness travel guides, virtual wellness experiences and more.





# SPONSORSHIP INFORMATION

## Branded Specialty Course Sponsor

### ► Overview

Wellness travel and tourism brands will have the opportunity to educate, promote and engage Wellness Travel University's travel agent audience via programmed video and text course presentations.

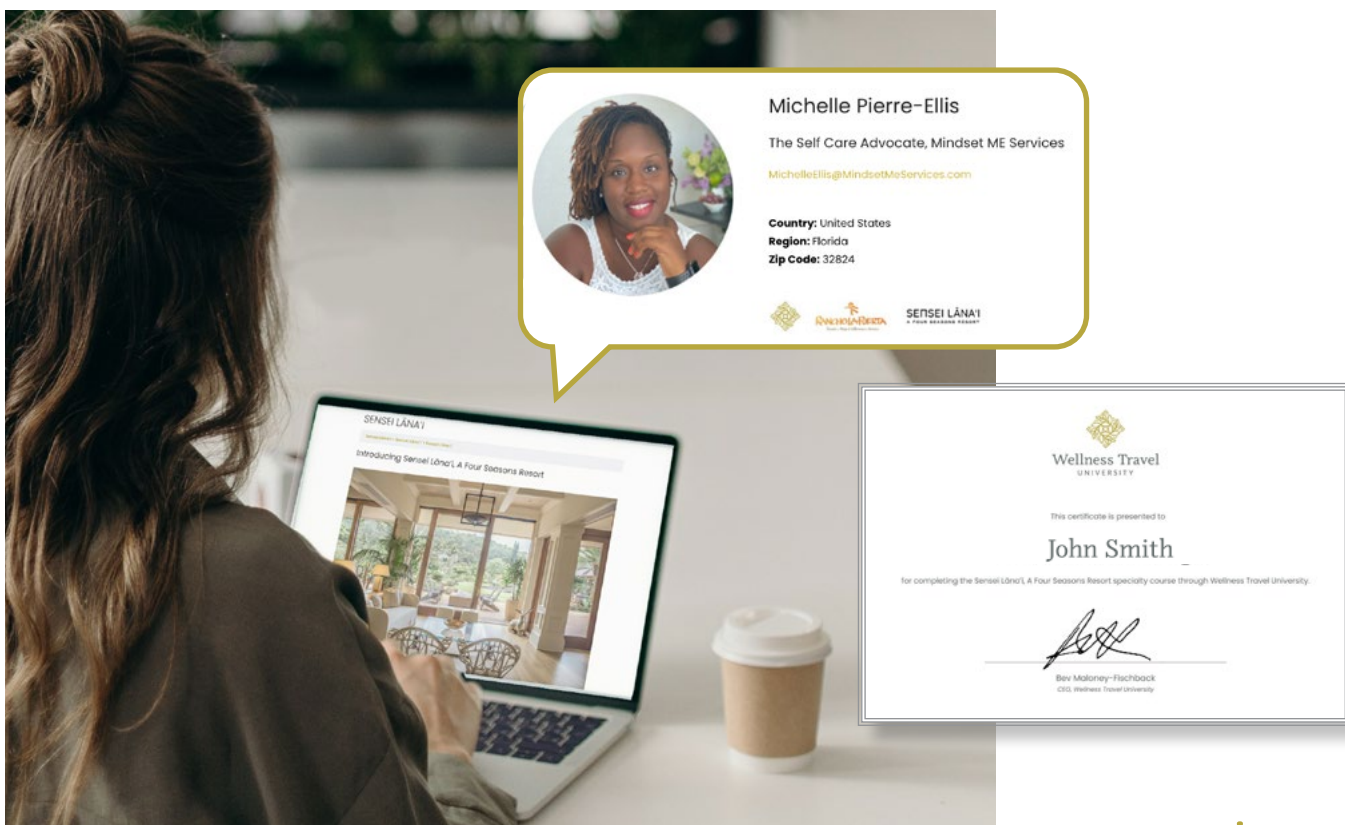
Agents will learn about your destination or product in a **Branded Specialty Course** that will be edited, designed and curated with the help of Wellness Travel University's team, which will lead the agents through a 10-15 slide learning series on the sponsor's wellness travel offerings and experiences.

### ► Leads

Once completed, the agents will receive a Wellness Travel University Brand Specialist Certification and the lead will be sent directly, in real time, to the brand sponsors.

### ► Certification

All agents will have been pre-certified with Wellness Travel University's GOLD level certification prior to gaining access to the Branded Specialty Course forum, further guaranteeing a higher level of **sophistication, education and insight** on how to sell the global wellness travel sector.



# SPONSORSHIP BENEFITS

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## Benefits Included:

- Custom Course Design:  
10-15 slide presentation for course program
- LEAD GENERATION:  
Sponsors will receive contact information via email, in real time, of all agents who have completed their branded sponsor course.  
A report will also be sent monthly
- 2x content revision opportunity per annum
- Monthly promotional e-blasts to full Wellness Travel University database promoting specialty course
- 2x profile in WTU Monthly Newsletter
- 4x Monthly Newsletter  
Banner Ads
- 2x Homepage Pop-up Ads
- 4x WTU "Wellness Wednesday" virtual sponsorships  
(can be used for webinar, virtual event or video content)
- Homepage Logo banner ad – scrolling


**RATE**  
**\$30,000** PER ANNUM  
(\$2,500 per month)



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# SPONSORSHIP BENEFITS

## E-BLASTS/NEWSLETTERS/BANNER ADS



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Shift your path towards greater wellbeing  
at Sensei Lānaʻi, a Four Seasons Resort







"Sensei is situated on 24 acres of verdant land that's evocative of a rainforest, with an elevation so high that at certain points during the day, the trees touch the clouds, giving way to a feeling that you're living in the sky!"  
- Alexis Berger, Well + Good

- A mindful reset, an adventurous retreat or a restorative escape – your clients will experience it all on the secluded Hawaiian island of Lānaʻi.
- Set among expansive valleys and broad plateaus in the traditionally spiritual uplands of Kōʻele, Sensei Lānaʻi, a Four Seasons Resort, provides an inspiring setting where guests may reconnect with nature and work towards their wellbeing goals with supportive guidance.
- From immersive 5-night programs to introductory 2-night packages, Sensei Lānaʻi, a Four Seasons Resort offers the luxury of choice for your wellness-minded clients.

[Start Course](#)


If you have any questions, do not hesitate to contact us at [info@wellnesstraveluniversity.com](mailto:info@wellnesstraveluniversity.com)

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**Wellness News  
AROUND THE GLOBE**

August 18, 2022

August is a quiet month at [Wellness Travel University](#), but that's not the case for [Rancho La Puerta](#). The Mexican resort is going full steam ahead on its plans for The Residences, which will allow the well-needed to own property at the world-famous retreat.

For the rest of us, a visit may just have to do.

In that regard, Rancho just unveiled a new regenerative farming program for guests. [Journey Organic at the Wellness and Beyond](#) sets guests literally get their hands dirty, harvesting crops at the Rancho's organic farm and gaining new knowledge on indigenous and sustainable farming techniques. Guests also can cultivate gardening skills and learn about canning and pickling and saucing. The program, held on select days each month, costs \$50 per person.




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Vida Saludable

For more on Rancho La Puerta, and a handful of other top Mexican wellness resorts, check out this article from the latest issue of Organic Spa Magazine.


[READ MORE](#)

[READ MORE](#)




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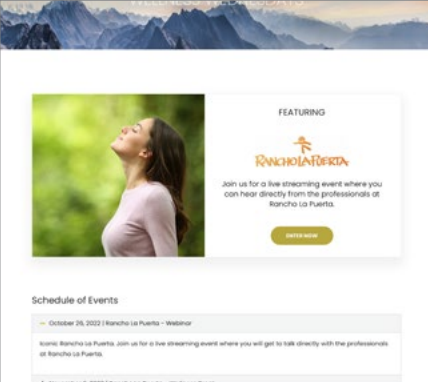
DISCOVER THE #1 WORLD'S BEST WELLNESS DESTINATION RESORT AND SPA



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## WEBSITE /ONLINE EVENT PRESENCE



**FEATURING**

**RANCHO LA PUERTA**

Join us for a live streaming event where you can hear directly from the professionals at Rancho La Puerta.

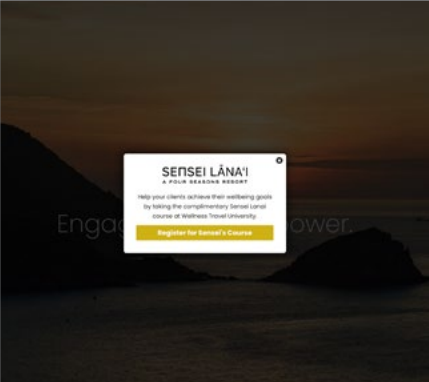
[Watch Now](#)

**Schedule of Events**

October 26, 2022 | Rancho La Puerta - Webinar

Join us for a live streaming event where you will get to talk directly with the professionals at Rancho La Puerta.


November 5, 2022 | Rancho La Puerta - Wellness Break









**SENSEI LĀNAʻI**  
A Four Seasons Resort

Help your clients achieve their wellbeing goals by taking the complimentary Sensei Lānaʻi course at Wellness Travel University.

[Register for Sensei's Course](#)



Engage. Learn. Empower.



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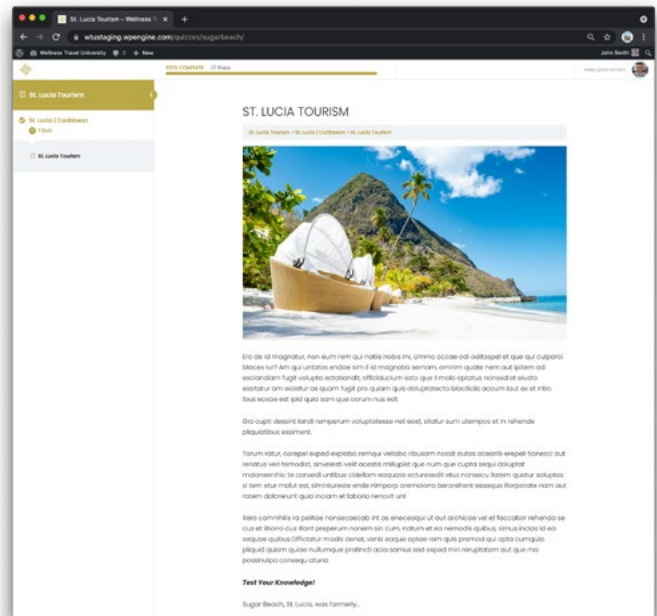
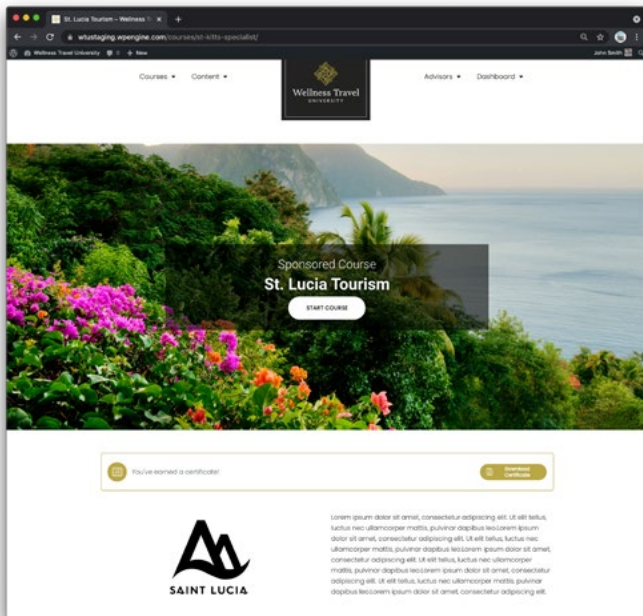
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**organic spa**  
resort

# BRANDED SPECIALTY COURSE SPECS & REQUIREMENTS

## Branded Specialty Course

- **Includes**
  - Company logo and photo placement on specialty course page
  - In-depth course featuring sponsor's content
- **Requirements**
  - High-res company logo in PNG or EPS format with transparent background
  - High-res images in JPG format to use throughout course
  - Videos in MP4 format or link to youtube/vimeo to embed video into course
  - URL to company website



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# Wellness Travel UNIVERSITY

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