



Wellness Travel

UNIVERSITY

Sponsorship Deck



Wellness Travel

UNIVERSITY

WELLNESS TRAVEL UNIVERSITY

Developed and created 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

UNIVERSITY

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 16 years of expertise and wisdom, we 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

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, educational webinars, 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.

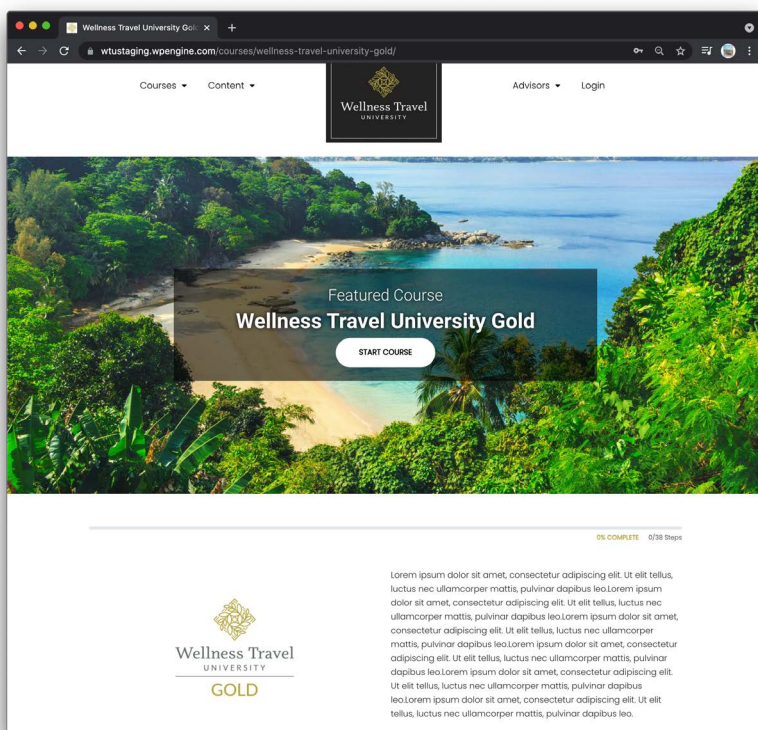
2

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.



Wellness Travel
UNIVERSITY

organic spa
MAGAZINE

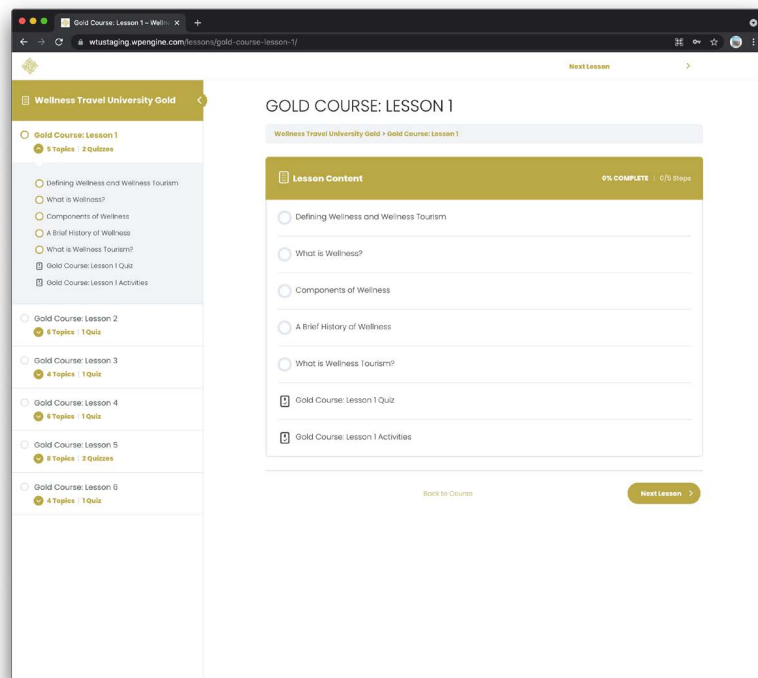


We educate advisors for you!

1. 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. And be automatically added to our advisory profile page on our website for easy access and search-ability.



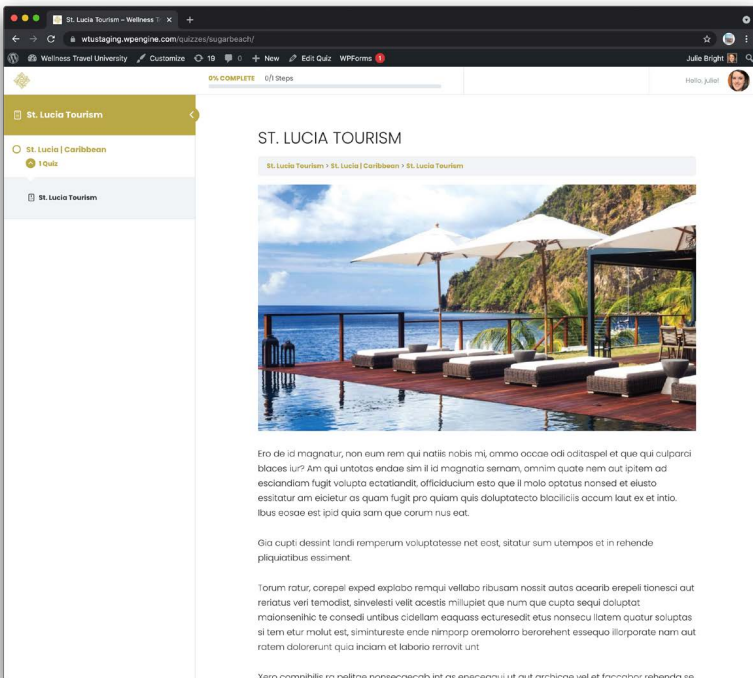
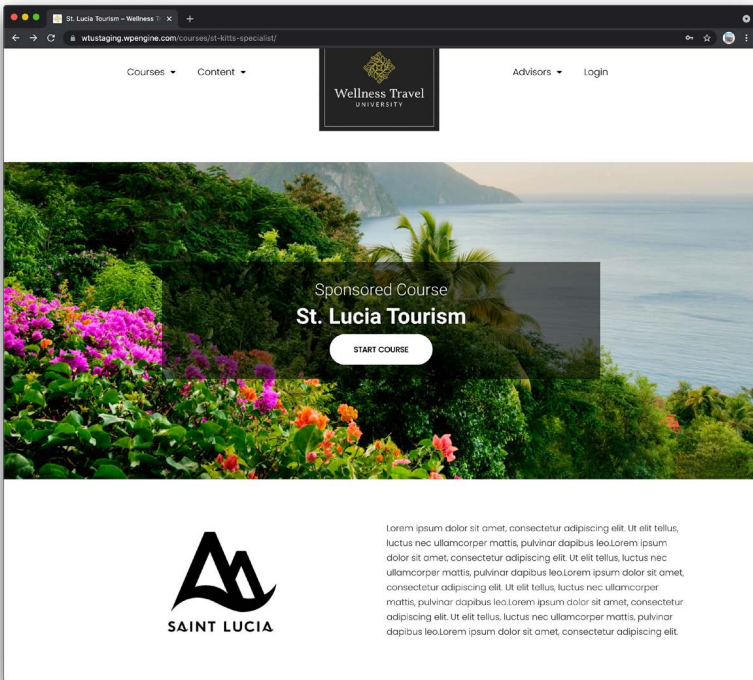
You educate certified advisors about you!

2. BRANDED SPECIALTY COURSE

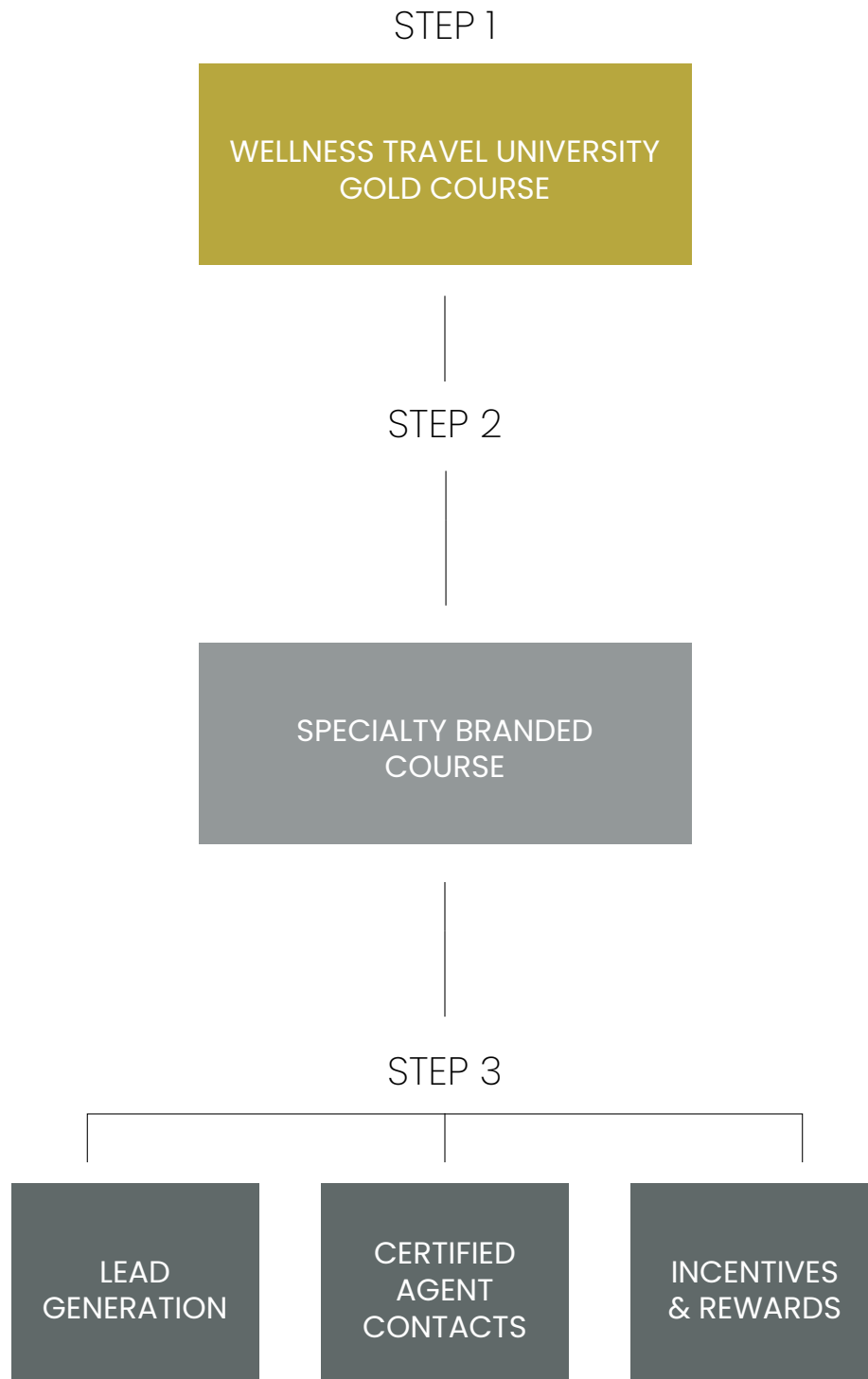
The certified **GOLD** agents will have **exclusive** access to **Branded Specialty** courses, where content will be provided by leading stakeholders from the global wellness travel sector and agents will have a chance to learn about the sponsor's wellness travel experiences, products and offerings.

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.

- Lead Generation
- Education
- Brand Awareness
- WTU Community Benefits



COURSE MAP



AUDIENCE



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 via our partnerships with industry leaders like Northstar Travel Group, ASTA and Questex.



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.

► Lead Generation in REAL TIME

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. A monthly report, with full agent contact list, is also sent to brands.

► Gold-Certified

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.

Michelle Pierre-Ellis
The Self Care Advocate, Mindset ME Services
MichelleEllis@MindsetMeServices.com
Country: United States
Region: Florida
Zip Code: 32824

SENSEI LĀNĀI
Introducing SENSEI LĀNĀI, A Four Seasons Resort

Wellness Travel UNIVERSITY
This certificate is presented to
John Smith
for completing the SENSEI LĀNĀI, A Four Seasons Resort specialty course through Wellness Travel University.
Bev Maloney-Fischback
CEO, Wellness Travel University

organic spa
MASSAGE

SPONSORSHIP BENEFITS

1. PREMIUM PACKAGE

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

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 courses. A monthly report, with full agent contact list, is also sent to brands
- 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
- Brand has the opportunity to provide an itinerary in the Gold Course

2. STANDARD PACKAGE

| RATE \$15,000 PER ANNUM (\$1,250 per month)

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 courses. A monthly report, with full agent contact list, is also sent to brands
- Homepage Logo banner ad – scrolling
- 2x Monthly Newsletter Banner Ads
- 1x Homepage Pop-Up Ads
- Monthly promotional e-blasts to full Wellness Travel University database promoting specialty course
- 2x WTU "Wellness Wednesday" virtual sponsorships (can be used for webinar, virtual event or video content)

3. WEBINAR SPONSORSHIP

| RATE \$3,000 PER WEBINAR

Benefits Included:

- Wellness Wednesday is a new series where we invite our WTU advisor database to join us for a 1-hour webinar to hear from leading wellness travel professionals and brands
- There is a 4-week lead up e-Blast campaign to drive traffic to registration
- These webinars come in the form of educational, question/answer sessions or wellness activation breaks (i.e. yoga or meditation streamed live)

4. ITINERARY BRAND FEATURE

| RATE \$3,000 PER ITINERARY

Benefits Included:

- Resort/Destination itinerary featured in WTU course content, a valuable resource for the travel advisor community:

Assets Required:

- Detailed 1-3 Day Itinerary
- 2+ High-Res Images
- Estimated/Suggested Retail Price of Average Wellness Package
- Company Logo



Wellness Travel
UNIVERSITY


organic spa
MANAGER

SPONSORSHIP BENEFITS

E-BLASTS/NEWSLETTERS/BANNER ADS

Wellness Travel UNIVERSITY

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 Kōlele, 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

organic spa | **NORTHSTAR**

Wellness Travel University | 19537 Lake Road, Ste. 203, Rocky River, OH 44116

marketing@wellnesstraveluniversity.com
Vanessa.Brooks@wellnesstraveluniversity.com
Send to marketing@wellnesstraveluniversity.com

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-housed 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. **Beyond Organic** is the **Greenest and Kindest** lets guests literally get their hands dirty, harvesting crops at the Ranch'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 \$60 per person.




organic spa
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

HEAD MORE

SPONSORED BY




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

Wellness Travel UNIVERSITY

[f](https://www.facebook.com/wellnesstraveluniversity) [i](https://www.instagram.com/wellnesstraveluniversity) [in](https://www.linkedin.com/company/wellnesstraveluniversity)

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.

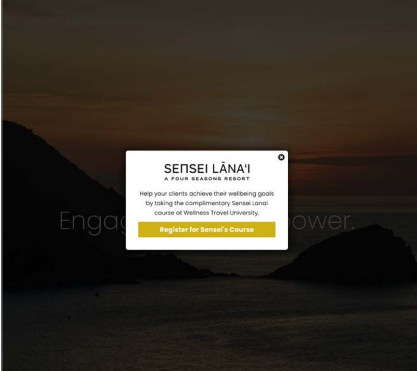
ENTER NOW

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 6, 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.



ART & LIVING | **the body holiday** | **BLUE LAGOON** | **ensana** | **ACCOR** | **ANANDA**

BRANDED SPECIALTY COURSE SPECS & REQUIREMENTS

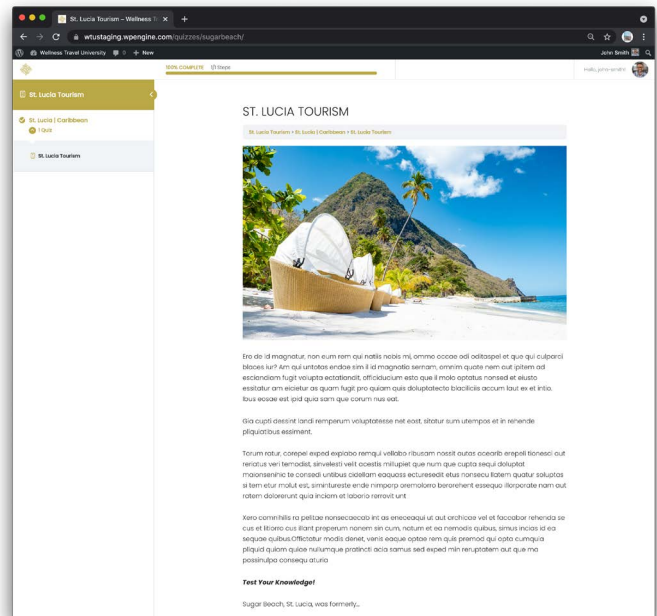
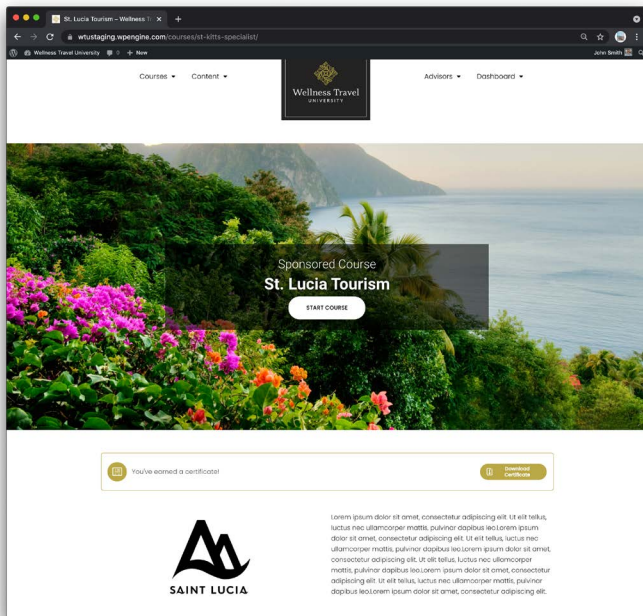
Branded Specialty Course

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





Wellness Travel UNIVERSITY

CEO

Bev Maloney–Fischbeck
Founder & CEO
bev@wellnessmediacompany.com

SALES

Sandie McCoubrey
International Brand Manager
Europe | Africa | Asia
sandie@wellnessmediacompany.com

Josef Beranek
International Brand Manager
Canada
jمبرanek@sympatico.ca

Mamta Pillai
International Brand Manager
Middle East
mamta@sasmedia.net

Catherine Sajonia
International Brand Manager
Middle East
catherine@sasmedia.net

Nadine Kahaleh
International Brand Manager
Middle East
nadine@sasmedia.net

Susan Tauster
Natural Brand Manager
United States
susan@wellnessmediacompany.com

Justin Nakaahiki
Natural Brand Manager
Hawaii
justinnakaahiki@dmhawaii.com

ADMINISTRATIVE/SUPPORT

Noelle Armitage
Administrative Director
440.331.5750 x102
noelle@wellnessmediacompany.com

Keri Stewart
Digital Content & Marketing Coordinator
440.331.5750 x108
keri@wellnessmediacompany.com

CONTENT/COURSE CREATION

Laura Powell
Lead Content Director
laura@wellnessmediacompany.com



Wellness Travel
UNIVERSITY