

A photograph of a natural rock arch illuminated from below, set against a dark night sky filled with stars and the Milky Way galaxy. The arch is made of layered, reddish-brown rock. The sky is a deep blue, and the Milky Way is visible as a bright, hazy band of light stretching across the frame.

KARRYON

LIFE
UTAH
ELEVATED®

Together In Travel.

Together In Travel.

Founded in 2014, Karryon is Australia's leading travel trade 'hybrid' digital publication and community brand.

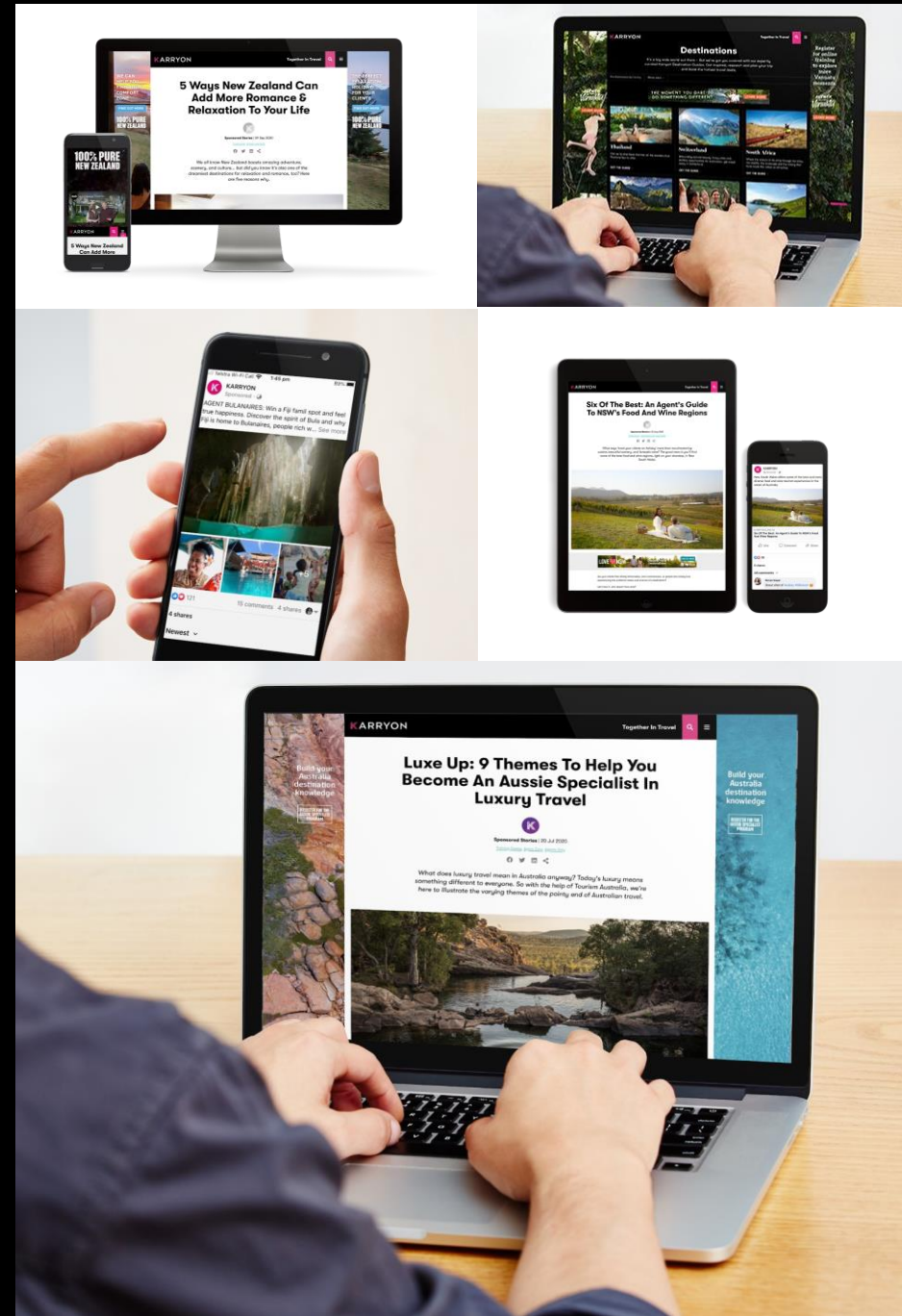
Renowned for being influential, innovative, and social, we take a creative and entertaining approach to telling and selling travel.

Our mission throughout the pandemic has been to inform, educate and connect the industry while supporting through our [Together In Travel](#) initiative.

We are committed to amplifying the arrival revival of travel for a post-pandemic world.

Thank you for giving us the opportunity to partner with you and we look forward to working together.

KARRYON



Leading Channels of Influence.

Karryon.com.au hosts the #1 travel trade site and social media channels in Australia*

karryon.com.au >



#1 Travel Trade site In Aus
(Amazon Alexa Rank June 2020)



75,000+ Unique visits
per month on average



350,000 Page views
per month on average



67% reading on smartphone



Average 2.2 pages per visit

Social Media >



#1 Travel Trade Facebook Page In Australia



35,000 Facebook fans reaching
1 million travel lovers per month



6,500 Together In Travel Facebook Group members



17,000 Instagram followers
inc @worldofleedham



10,000 LinkedIn followers

E-Newsletter >



FREE eDM delivered 6 days a week



12k subscribers
([Sign up here](#))



22% open rate (Highest in industry)

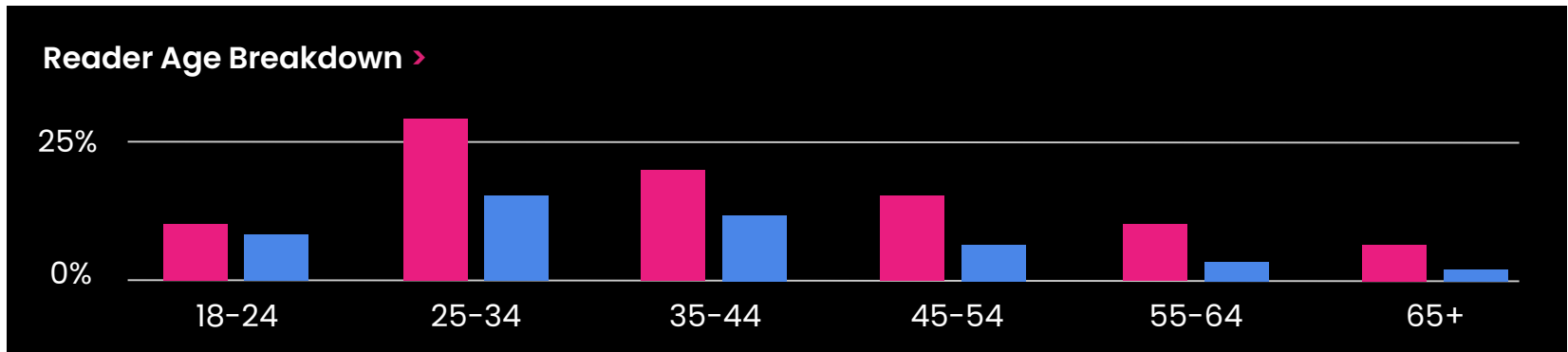
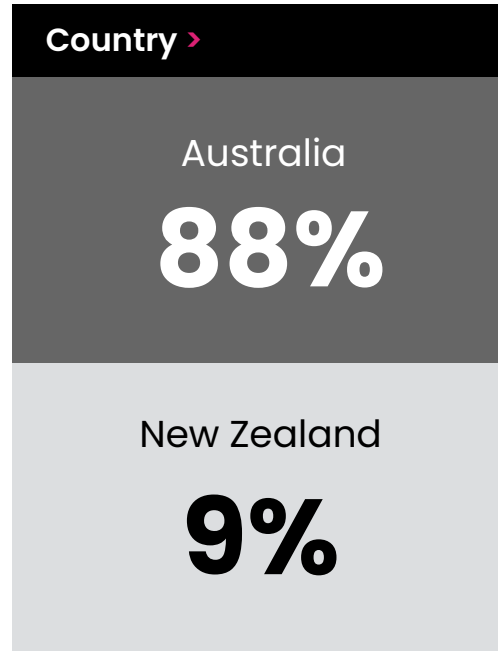
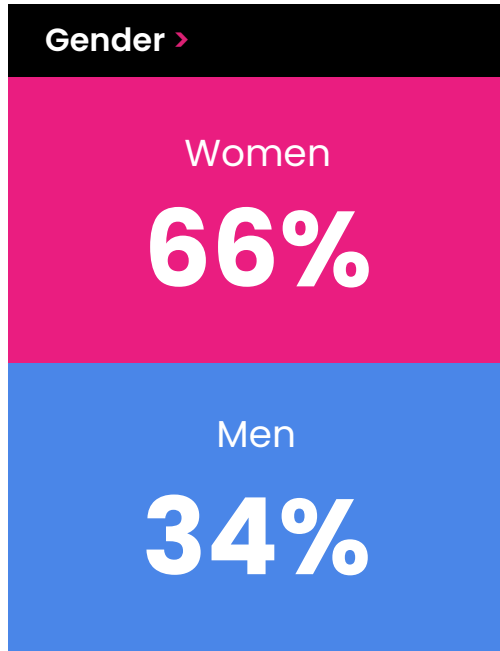


28% click through rate
(Highest in industry)

*Amazon Alexa Global Website Ranking. Facebook/Instagram/LinkedIn/Twitter

Who's reading Karryon?

Our readers are engaged travel lovers with the lion's share coming from the travel trade.



What makes Karryon the #1 choice for our partners?

1. We have the highest reach and engagement in the industry and beyond

Karryon is 100% digital and consumed and shared 24/7 on mobile, desktop and tablet by the trade and travellers. Our market leading channels ensure your campaigns and content are amplified for optimum engagement and results.

2. We report on every dollar you invest

We're 100% accountable and will work closely with you to create and report on the best outcome for each campaign.

3. Consider us your strategic partner

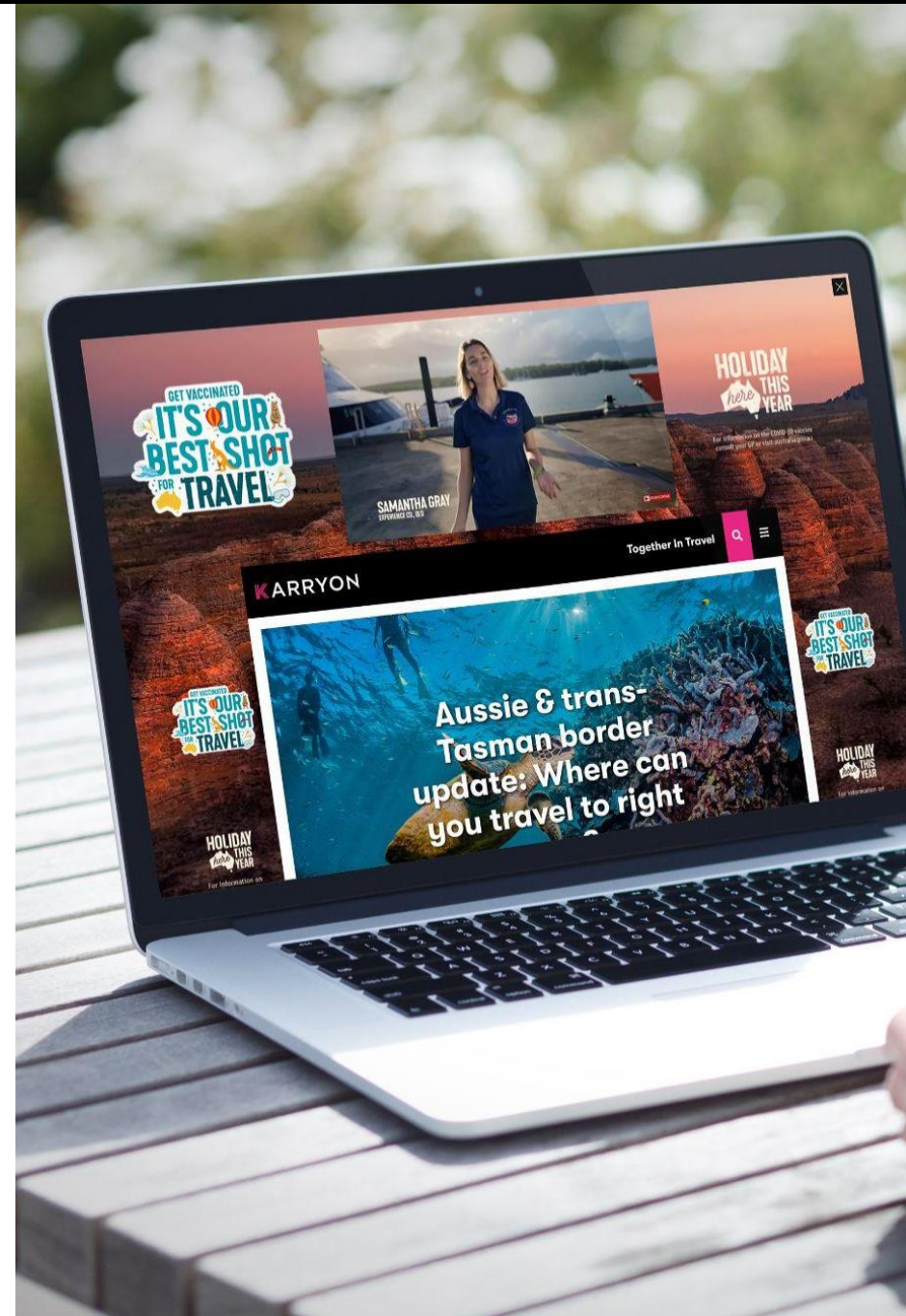
All of our partners receive preferential editorial support, market intelligence and senior digital marketing services if required.

4. Karryon is 100% free for readers

Always has been free and will continue to be.

5. Trusted and loved by industry

From our [Together In Travel](#), to [Save The Travel Industry](#) and [Travel To Change The World](#) initiatives, Karryon is all about community and levelling up the travel industry for collective benefit and sustainability.



Time to kickstart the Arrival Revival

Let's get Utah Elevated!

KARRYON

Together In Travel.



What's the challenge?

The pandemic was an opportunity to rethink tourism for the future as the measures we put in place will help shape the industry of tomorrow. What can we do now to assist the travel and tourism planners, architects and builders?

- *Australia faces the same challenges as the rest of the world as we open up again.*
- *The one advantage of coming back to market behind other destinations has been monitoring the key issues and addressing them as best as we can to mitigate the impact and speedily prepare for the recovery.*
- *While flexible policies are of high priority, it is important to look at all of the challenges and address them openly and with a willingness to re-think and adapt.*
- *Literally the rest of the world is now your competition – how and where do you sit in regard to travel agent and consumer confidence, knowledge and desirability?*



What we do know.

- *The Australian retail travel landscape has remained largely unchanged, thanks to the resilience of our industry, coupled with a \$128 million Travel Support Program and smaller State based SME business assistance.*
- *During this time many advisors took part time jobs, some office closed with advisors working from home to keep the lights on. We are now seeing stores opening back up again, and beginning the recruitment drive.*
- *We have seen a large migration of advisors across to the home based agent networks.*
- *All indicators point to Australia's propensity to travel returning swiftly and robustly, now borders are open the main thing is boosting consumer confidence.*
- *Australia already sits at a high percentage of travellers using a travel agent for at least part of their overseas travel (70% according to the Australian Federation of Travel Agents).*
- *At Karryon we believe that numbers will not only return post pandemic, it is likely that it will be even higher. People will likely feel more comfortable utilising the expertise of a travel advisor to navigate through any new rules, policies and procedures, with every airport, airline, destination, tour operator etc. being different.*

“The Australian retail travel landscape is already seeing a strong recovery.”

“We are resilient and adventurous travellers and wanderlust is part of our national identity.”

“Do advisors know your restrictions/cancellation policies/new products etc?”

“We believe that more people will utilise the expertise of a travel advisor to navigate the new world of travel.”

KARRYON

“Travelling the world just got a whole lot more complex and unknown – we need information!”

“My inbox has literally exploded with joy – bucket lists are now to do lists” – Recent Travel agent quote.

“The bounceback is going to be huge. Are you ready?”

Utah Office of Tourism Marketing Campaign.

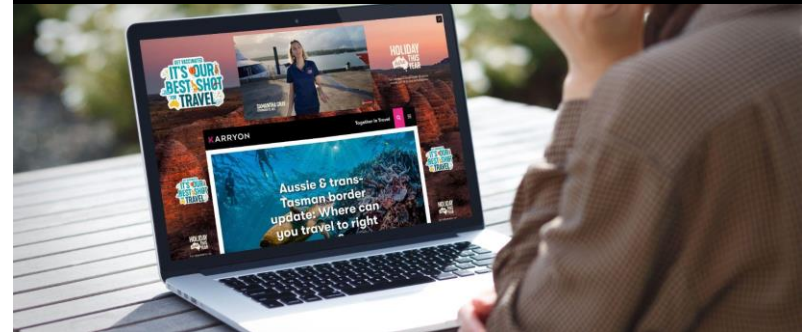
How will we deliver cross-channel coverage and optimum results for your return to market?

Insights >



- *Karryon campaign activity has increased by 70% with International clients in the last quarter.*
- *Traffic and engagement has risen 250% in the last two months with more advisors sharing out content to inform and inspire their clients.*
- *Travel agents are highly sought after in the post pandemic travel booking phase with increased rules and regulations plus the need for consumer confidence.*
- *Limited opportunities to spend during lockdowns means Australians have squirreled away a stockpile of savings, so we'll likely see large increase of travel-related spending now the borders are open and confidence begins to rise.*
- *Travel agents need retraining and re-energising to sell the new post-pandemic world.*

Ideas and Strategy >



- *Connecting with our trade audience, Karryon will dynamically showcase your destination to the market, build on the brand story and shine a spotlight on all things that sell your destination, across all our market-leading digital channels.*
- *We'll authentically engage with the trade to educate, influence and inspire and give them the tools to actively promote and sell your destination with a branded destination landing page that showcases the why and the how for sales conversion.*
- *We'll surprise and wow our audience with high impact and dynamic visual, video and editorial content underpinned by education and awareness for both trade and consumer.*
- *All of the content we create will be evergreen and be viewed time and time again to maximise your reach and investment.*

Evergreen SEO rich Sponsored Editorials.

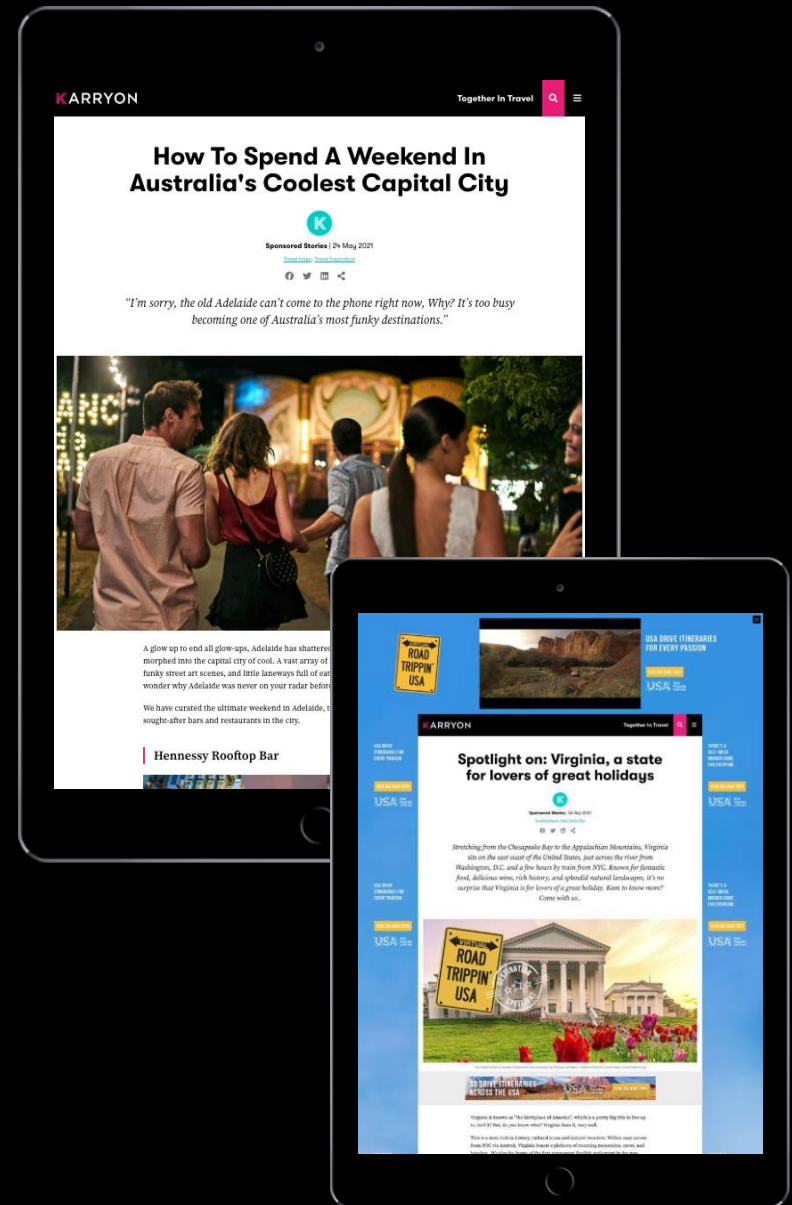
Get dynamic, high impact across Karryon's different categories and editorial to get the attention of the people who matter.

Includes

- 1 bespoke editorial written by the Karryon team together with partner to ensure messaging is conveyed on the most engaging way.
- High-res images and option of embedded YouTube video(s).
- Branded sign-off 'Brought to you by...' with your logo and call to action linking to your website.
- Editorial featured in eDM for 3 days minimum.
- One Sponsored, targeted Facebook post as well as posts on Twitter and LinkedIn.
- Your editorial (validity permitting) will remain live and searchable for 12 months to attract extra traffic.
- Minimum page views: 1,000

Partner Investment

- \$2,400 per editorial
- Add an extra \$2000 for a dynamic branded takeover option



Feature Product Advertorials.

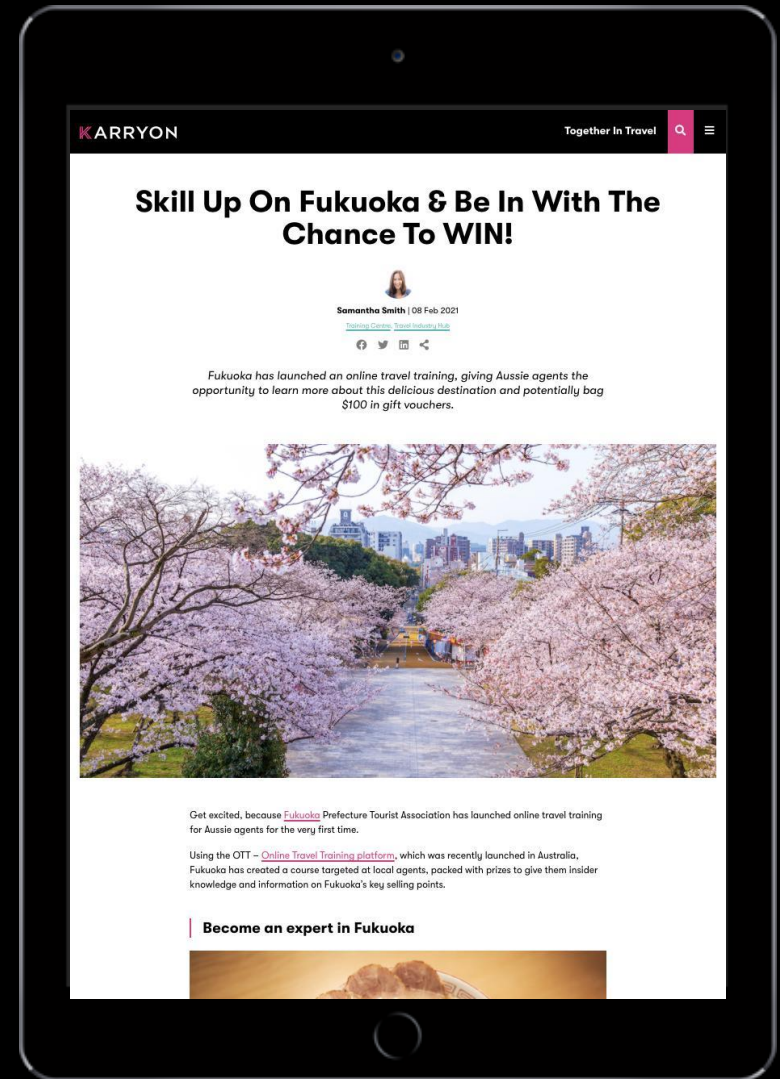
Get dynamic, high impact across Karryon's different categories and editorial and get the attention of the people who matter.

Includes

- 1 digital advertorial as supplied by you to a maximum of 600 words.
- 4 supplied high-res images and the option of adding one embedded YouTube video.
- Branded sign-off 'Brought to you by....' with your logo and call to action linking to your website/CTA.
- Editorial featured in eDM for 3 days.
- Your editorial (validity permitting) will remain live and searchable for 12 months, attracting extra traffic.
- Results report on request
- Minimum page views: 250

Partner Investment

- \$750 per advertorial package



Dynamic Display Takeovers.

Get dynamic, high impact across Karryon.com.au categories and editorial and get the attention of the people who matter most to you.

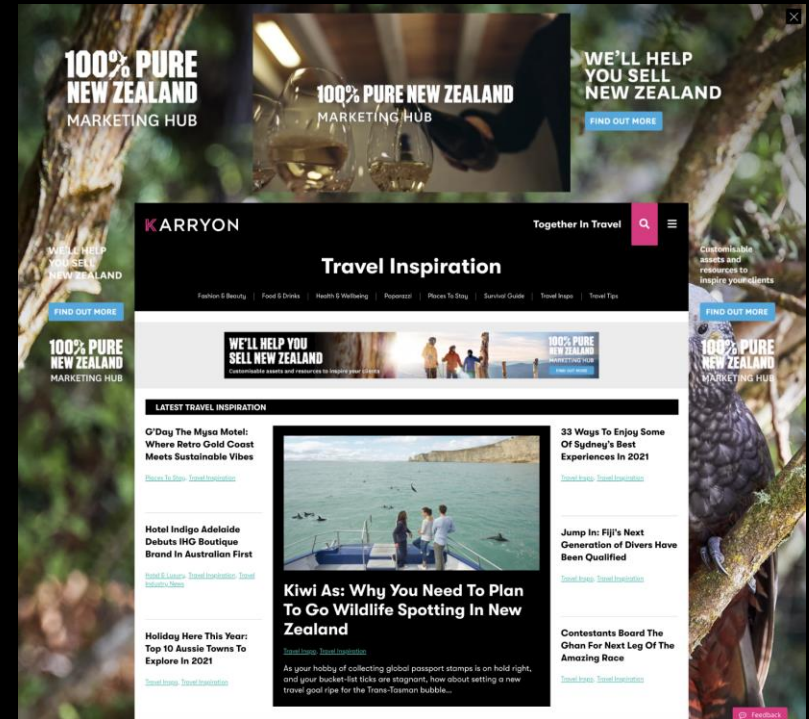
Includes

- Mobile optimised high impact digital banner spots across your chosen category for an entire week
- Dynamic website assets including: YouTube video, 2x Mrecs (static or animated) plus 2 x leaderboards (static or animated) and skins
- Click through to your chosen URL(s)
- A percentage of our 80-100,000 weekly page views

Partner Investment

- [Home](#) page and [Travel Industry News](#) section \$8,000 per week (54% traffic)
- [Travel Industry Hub](#) & [Travel Better](#) sections \$4,000 per week (28% traffic)
- [Travel Inspiration](#) section \$2,000 per week (18% traffic)

Want us to design the creative for your campaign? Ask us!



Sponsored Facebook & Instagram photo posts.

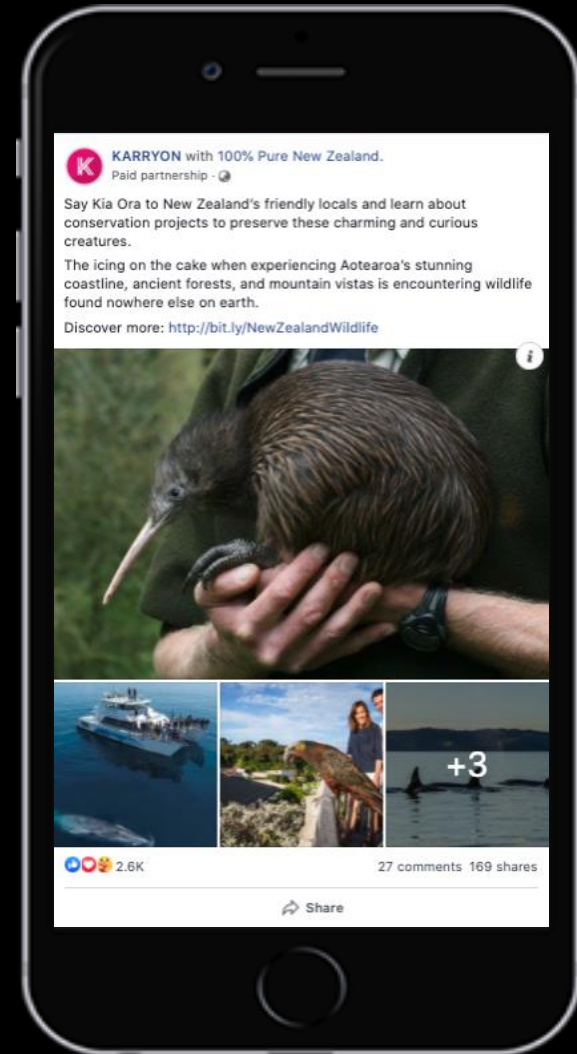
Get dynamic, high impact across Karryon's different categories and editorial and get the attention of the people who matter.

Includes

- Sponsored social media post on Facebook and Instagram
- Gallery of up to 8 hi-res shots
- Short description of gallery featuring clickable tags to your brand and business
- 1 x landing page link of your choice as call to action
- Average reach: 25,000-30,000

Partner Investment

- \$2,000 + GST per sponsored social post



Daily eDM Display Features.

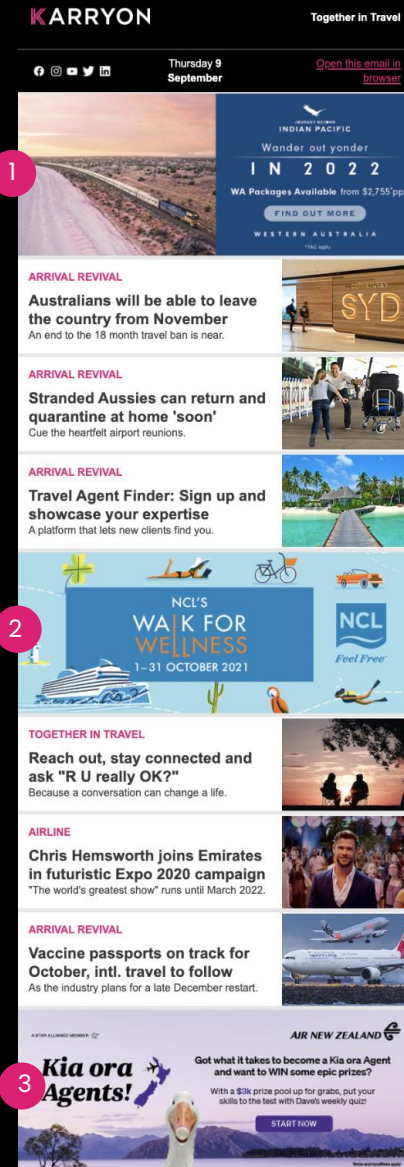
Showcase your campaign in our dynamic, daily and free eDM. Seven years on since we started out, it's still the daily industry go to.

Includes

- 6 days: Mon-Sat of digital banner spots
- Click through to your chosen URL

Partner Investment

1. 1st banner: \$1,800 per week (\$300 per day)
2. 2nd banner: \$1,600 per week (\$300 per day)
3. 3rd, 4th, 5th banner: \$1,400 per week (\$300 per day)



'Let's get Utah Elevated' Marketing Campaign Package 1.

You get: A fully branded dynamic takeover, bespoke partner advertorial with SEO rich landing page and a week of newsletter display ads.

Activity	Cost (USD)
Dynamic Display Takeover - Get dynamic with a high impact takeover across Karryon.com.au categories and get the attention of the people who matter most to you. Features on the Travel & Industry Hub and Travel better.	\$4,000
Partner Advertorial - Give us some big news to share with the audience to fit with your epic and dynamic takeover.	\$750
eDM display ads - MREC x 1 week of activity	\$1,800
	Campaign Value \$6,550
	Discount: preferred partner discount -\$1,050
	Total Campaign Investment USD \$5,500



'Let's get Utah Elevated' Marketing Campaign Package 2.

You get: A bespoke sponsored editorial with SEO rich landing page, with a week of newsletter display ads and an ecosystem backlinking to your page. Plus sponsored Facebook and instagram support.

Activity	Cost (USD)
Sponsored Editorial including one sponsored social post	\$2,400
eDM display ads - MREC x 2 week of activity	\$2,800
Campaign Value	\$5,800
Discount: preferred partner discount	-\$1,800
Total Campaign Investment USD	\$4,000



'Let's get Utah Elevated' Marketing Campaign Package 3.

You get: A bespoke sponsored editorial with SEO rich landing page, with a week of newsletter display ads and an ecosystem backlinking to your page.

Activity	Cost (USD)
Sponsored Editorial including one sponsored social post	\$2,400
eDM display ads - MREC x 1 week of activity	\$1,400
Campaign Value	\$3,800
Discount: preferred partner discount	\$800
Total Campaign Investment USD	\$3,000



'Let's get Utah Elevated' Marketing Campaign Package 4.

You get: A partner advertorial with SEO rich landing page and a week of newsletter display ads.

Activity	Cost (USD)
Partner Advertorial - Give us some big news to share with the audience to engage and delight.	\$750
eDM display ads - MREC x 1 week of activity	\$1,400
Campaign Value	\$2,150
Discount: preferred partner discount	\$650
Total Campaign Investment USD	\$1,500



Channels of influence

KARRYON

Together In Travel.

Destination landing page hub.

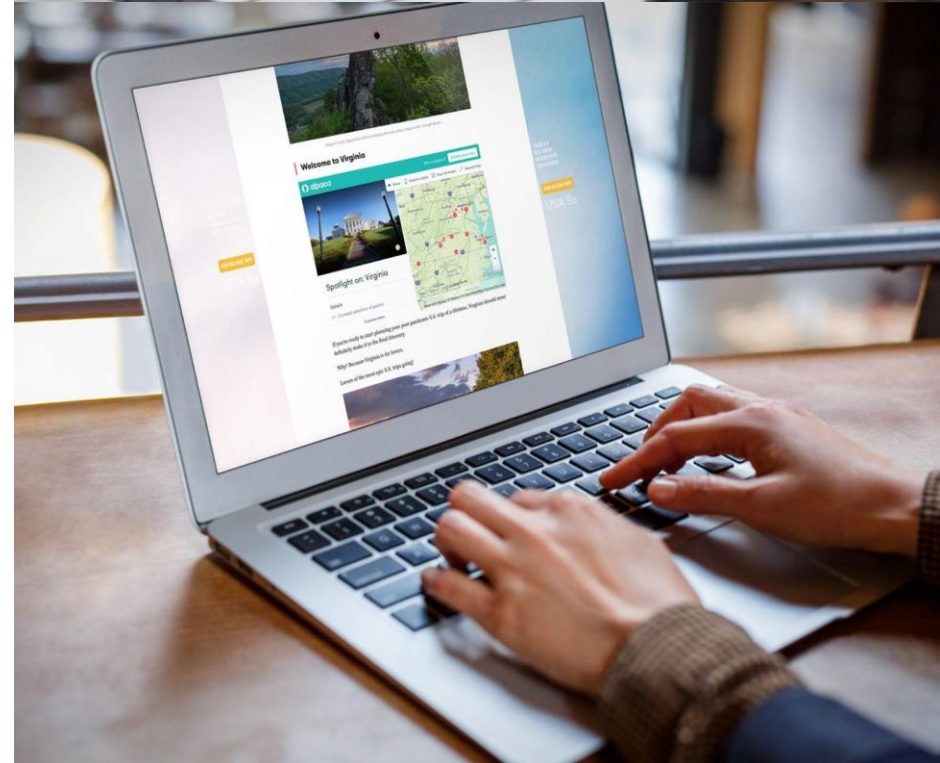
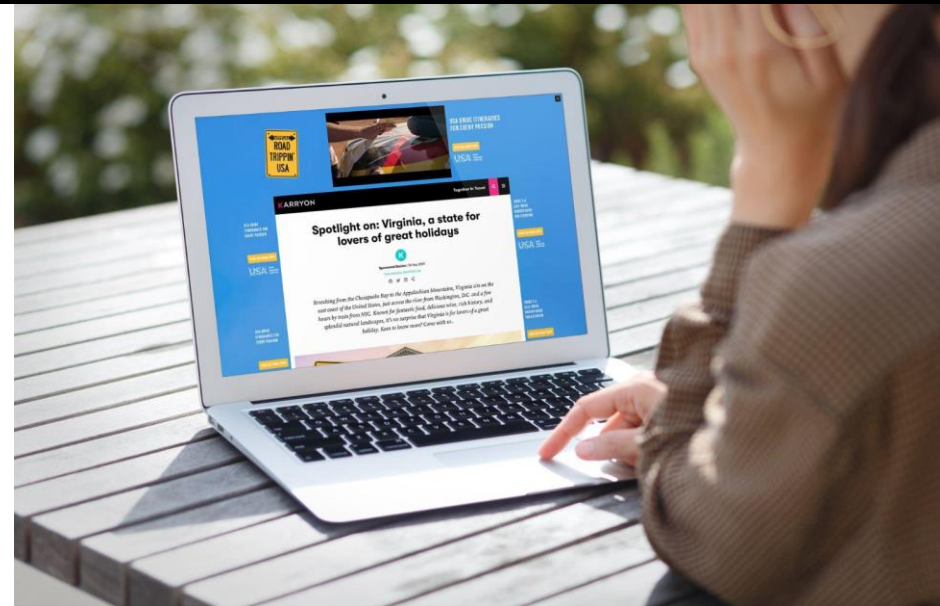
Educate, connect and inspire the industry by bringing all of your destination elements together in virtual format with our high impact, engaging landing page.

Includes

- An on-brand Virtual destination landing page, housed on karryon.com.au with your logo(s) and call to action
- Copy written by us showcasing your destination
- Exclusive dynamic branded takeover display artwork (inc, video and CTA), designed by us (if needed)
- Image gallery of your destination
- Dynamic Alpaca map plotted with key highlights
- Up to 3 videos/ assets embedded and able to use for competition entry format
- One sponsored Facebook and Instagram post plus organic posts on twitter and LinkedIn
- Featured in eDM for one week
- See an example [here](#)

Partner Investment

- \$8,000 per landing page



Solus eDMs.

Get dynamic, high impact across Karryon's different categories and editorial and get the attention of the people who matter.

Includes

- 1 exclusive eDM broadcast at 7am on a weekday to our Karryon travel trade database of 12,000 travel professionals
- Click through to your chosen URL
- Average opens: 2,700 total; 1,600 unique
- Average clicks: 150

Partner Investment

- \$3,400 per broadcast

—AGENT ACADEMY—

#AGENTACADEMY ECLIPSE SCENIC® evergreen

New e-Learning Platform OUT NOW

Be 1 of the first 7 consultants to complete our launch courses before 28 February and receive a \$1000* Scenic Rewards voucher. The next 50 consultants will receive a \$100* Scenic Rewards voucher.

ONE-STOP PLATFORM

24/7

E-LEARNING PLATFORM FLEXIBILITY LEARN & EARN

[CLICK HERE TO START COURSES NOW](#)

*Terms and conditions apply, refer to www.scenic.com.au/agentacademy

Educate & Engage our with our much-loved comps.

You supply the prize. We create and promote digital competitions and incentives – from photo and video to quick quizzes and long-form entries, for any device.

Our entry level comp includes:

- *An on-brand landing page, designed by us and featured on karryon.com.au with your logo(s), call to action and videos where applicable*
- *Embedded online entry form for quick, easy entry*
- *Competition editorial written by the Karryon team with your logo(s) and call to action*
- *Editorial feature in eDM for competition duration*
- *One sponsored Facebook and Instagram post plus organic posts on twitter and LinkedIn*
- *Winner editorial announcement in eDM with Facebook and LinkedIn posts*
- *Weekly monitoring and reporting of performance and entries*

Partner Investment

- *Written entry competition: \$6,000*
- *Video and Photo comps: \$POA*

Note: Does not include database from competition

Enter to win a
CARIBBEAN CRUISE
and the chance to
BECOME A VIKING VOYAGER!
(Value \$11,990)

VIKING

DOES YOUR TRIBE THINK YOU'RE OBSESSED WITH CRUISING?

Is your BFF praying you'll find a new interest before your next birthday? Do you love sharing fun travel content on your social channels? Then Viking Cruises wants YOU to become an official Viking Voyager cruise reviewer.

Viking Cruises is giving one lucky Travel Advisor the chance to jump onboard one of their stunning ships and experience the Viking difference for yourself. Sailing for 10 nights in a Deluxe Veranda stateroom, exploring the colourful Caribbean on a roundtrip voyage from San Juan, you will experience some of the Caribbeans most enticing islands and cultures whilst enjoying the award-winning, state-of-the-art Viking ship elegance.

Fill out your details and let us know why you'd love to set sail with Viking and why you would be the perfect candidate to be the official Viking Voyager. The agent who submits the most creative written entry, WINS!

Itinerary is Viking's West Indies Explorer. Cruise departing from San Juan, Puerto Rico, 22 October 2019. Flights and any incidental costs will be at winner's own expense. Winner is required to write a review of the cruise and a post-trip article which will run on karryon.com.au as well as take, upload and share daily photos on social media.

Case Studies

KARRYON

Together In Travel.



“Abu Dhabi Specialist.”

Objectives

- Educate agents on the variety of experiences available in Abu Dhabi
- Incentivise agents to skill up on creating itineraries for different travel styles
- Keep Etihad top of mind for agents during key booking periods and promote 2 night free offering
- Drive bookings to Abu Dhabi with Qatar and registrations for the mega famil

Deliverables

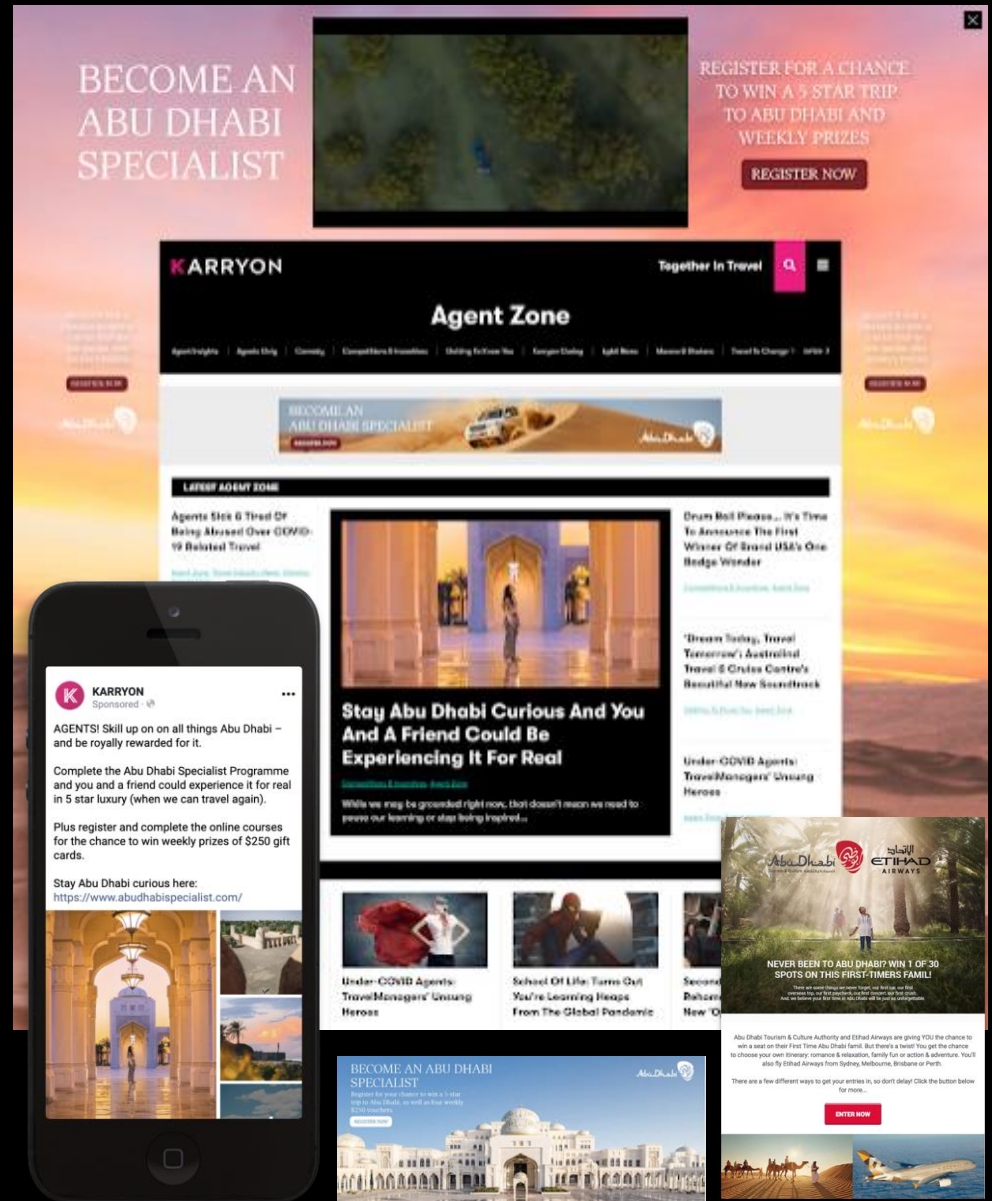
- Editorial content
- Social content
- eDM Display Double MRECs and Solus eDMs
- Website Display Takeovers

Results

- Over 3,000 page views for each editorial
- Supporting social posts reached over 30,000 each which generated over 3,000 engagements
- eDM Display above average click through
- Click through rate on website takeovers three times greater than industry average

Examples

- [Click here](#) to see more





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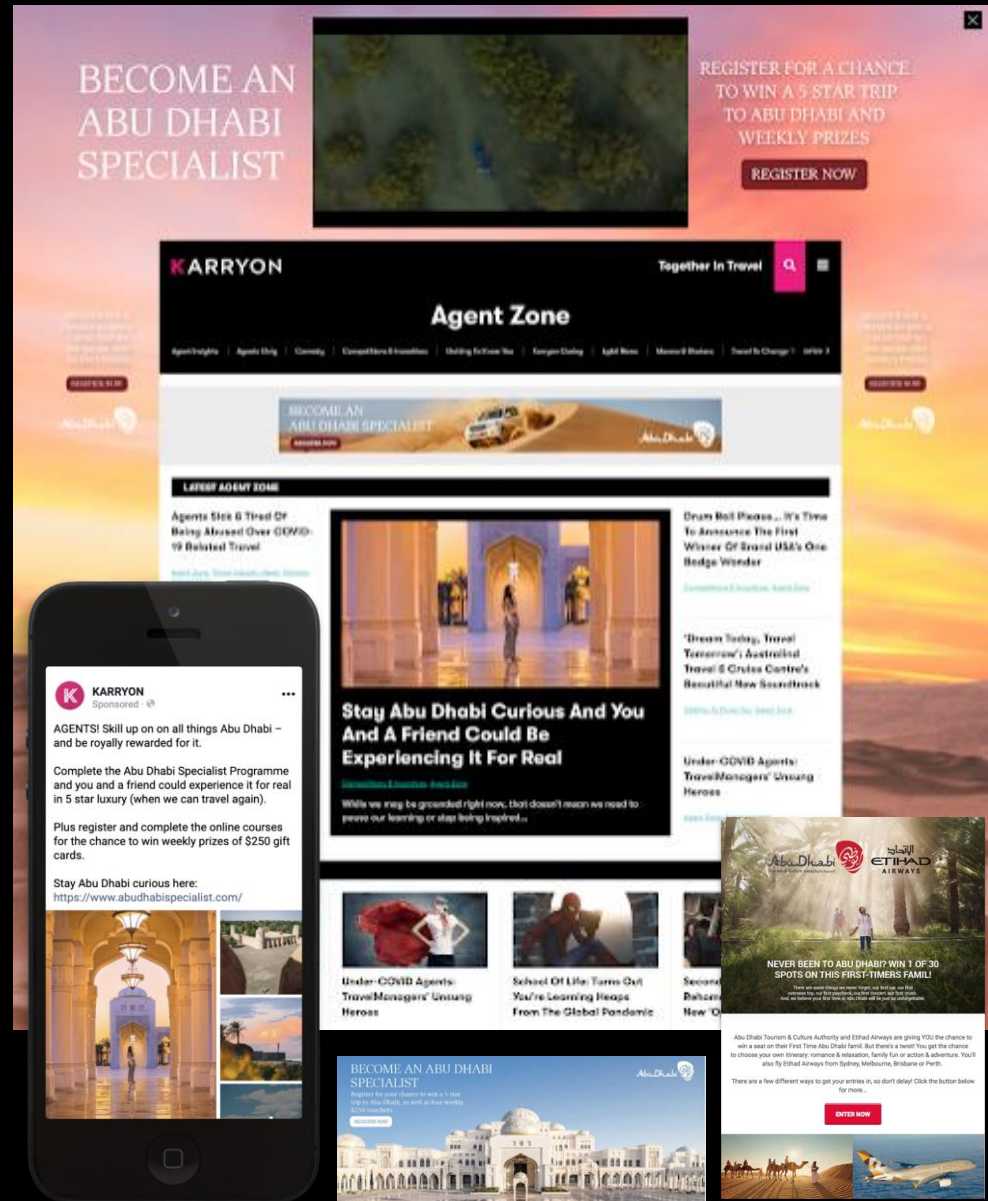
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Examples

- [Click here](#) to see more



“Always On” 6-12 Monthly Campaign

Objectives

- Provide Etihad with a consistent presence throughout the year - annually

Deliverables

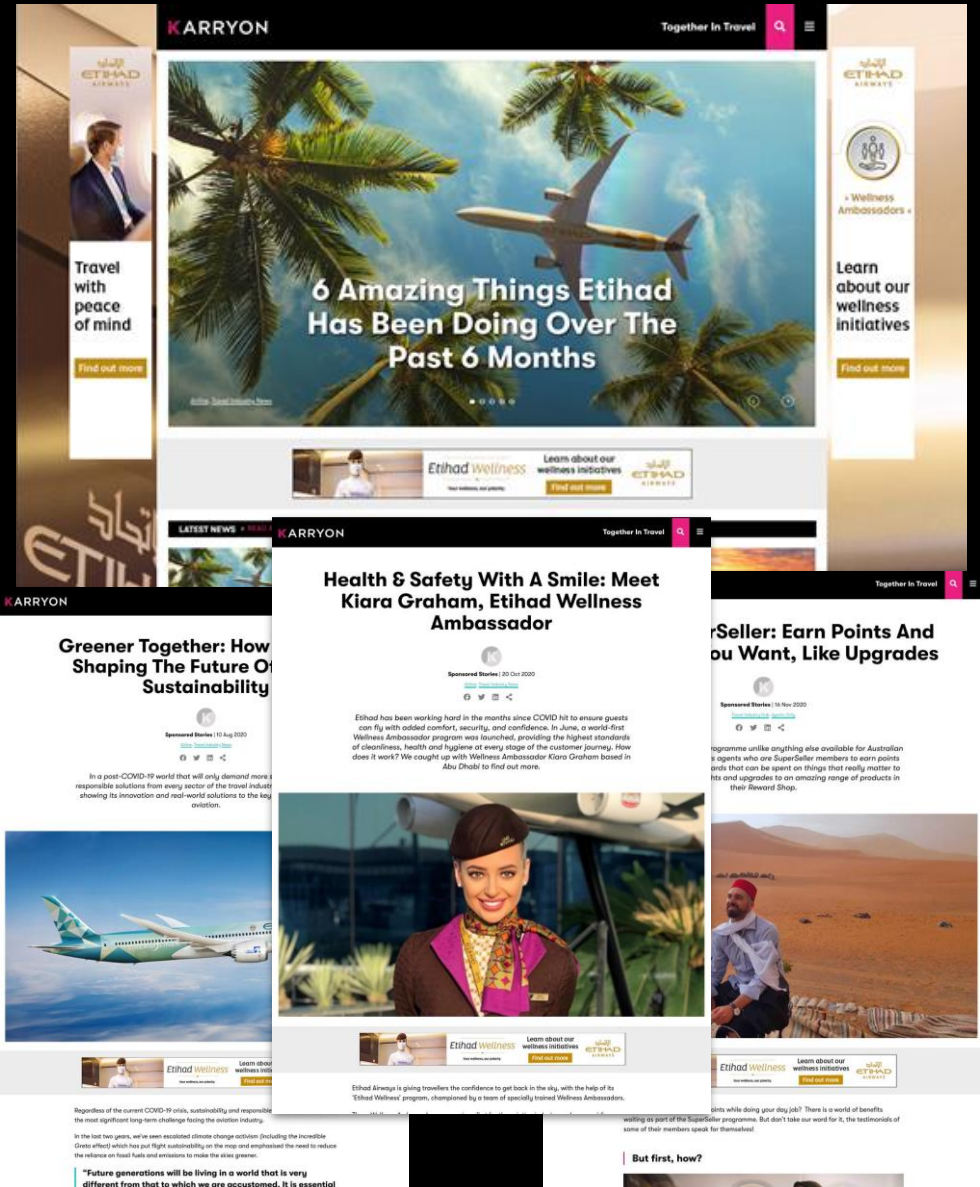
- Editorials covering offering, network, perks of travelling via Abu Dhabi, promote special fares
- Social content to reach agent audience across social media and provide them with content they can share with their client base to promote Etihad
- Dynamic website takeovers with video to run alongside editorials surrounded by Etihad messaging including video.

Results

- Over 6,000 page views for each editorial
- Supporting social posts reached over 40,000 people which generated over 5,000 engagements
- eDM Display above average click through
- Click through rate on website takeovers ten/twenty times greater than industry average

Examples

- [Click here](#) to see more





“Unforgettable Moments”

Objectives

- Refresh and remind travel agents and consumers why they love Japan so much.
- Put Japan back on the map through the creation of itineraries, listicles, guides, long form destination content and the safety messaging
- Educate agents on how to book, how to sell, where to go, deals incorporating partner content, off-the-beaten path ideas and Olympics 2021 in July

Deliverables

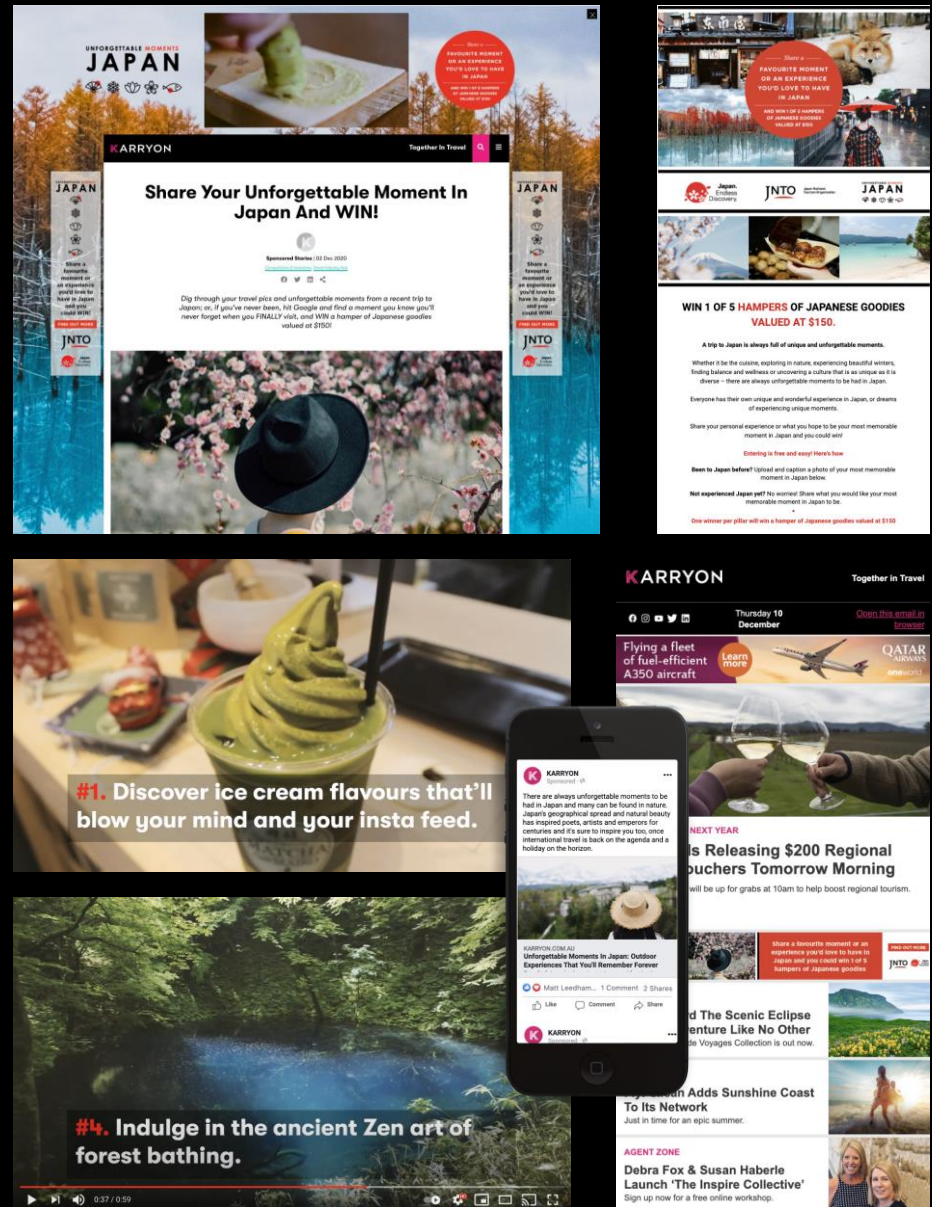
- Creative idea and campaign lock up logo
- Agent competition including design of landing page
- Editorial stories on Karryon & social channels
- Image gallery social posts
- Video creation of destination pillars edits and social posts
- Dynamic website takeover build

Results

- Over 200 entries into the competition with two months still to run
- Over 3,300 page views of the competition launch article
- Food editorial with over 5,700 page views, a reach of 31,000 across social and nearly 2,000 engagements
- Other pillars still to roll out between Dec-Jan

Examples

- [Click here](#) to see more



“Qantas Learning Hub” Launch and ongoing campaign

Objectives

- Promote the Learning Hub launch and member benefits with ongoing engagement

Deliverables

- Editorials
- Social content
- Website Takeovers
- eDM Display advertising
- Competitions

Results

- Over 2,500 page views for editorials
- Supporting social posts reached over 20,000 which generated over 1,500 engagements
- eDM Display above average click through
- Click through rate on website takeovers twelve times greater than industry average
- Mini giveaway competitions with over 150 entries

Examples

- [Click here](#) to see more

