



# TRAVEL MARKET LIFE

MEDIA KIT 2023

by Haynes MarComs



The industry podcast exploring organisational change through digitalisation, technology and culture.

Hosted by Ryan Haynes



Apple Podcast



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Podchaser



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Deezer



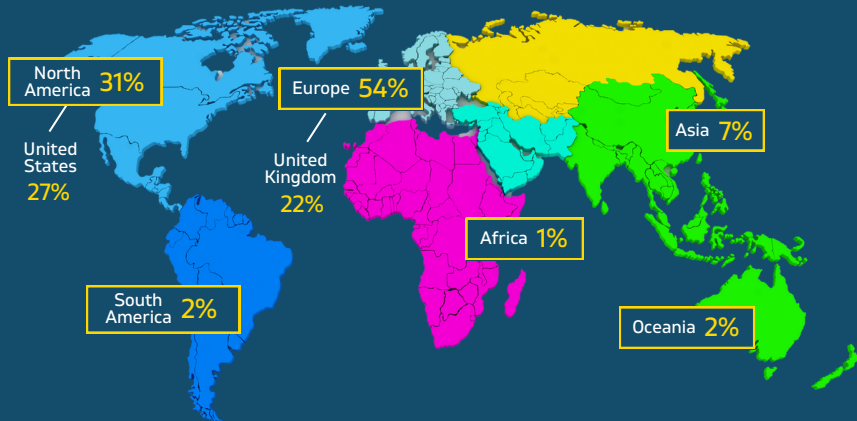
## ABOUT TRAVEL MARKET LIFE

Travel Market Life is the industry's companion to discover developments in the Travel & Hospitality sector through technology, digitalisation, and innovative approaches to business. We speak to travel professionals and business leaders across the different T&H businesses to find out how we can adapt and develop the market for a better tomorrow.

Our audience is English-speaking primarily in the UK, Europe and USA made up of senior leaders, managers and decision makers in travel and hospitality. We pride ourselves on not just delivering insightful and educational content, but building a network and community from which we can all learn and develop.

Travel Market Life is produced by Haynes MarComs, a specialist marketing communication consultancy working with technology companies and corporate travel and hospitality companies. We support businesses with strategic marcomms and digital PR campaigns by taking an holistic approach to sales, marketing and customer delivery. Our aim is to make your business more efficient and productive in your go-to-market strategy to secure the confidence from the market that drives awareness to meet your commercial goals.

## AUDIENCE - GEOGRAPHY



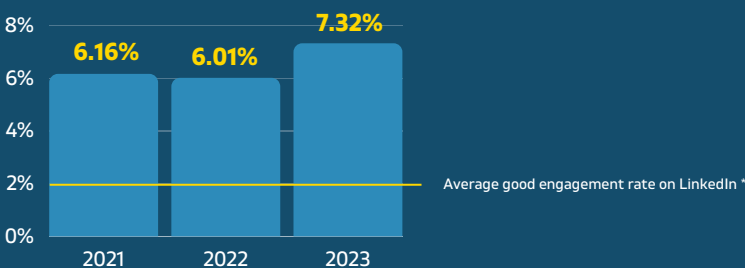
## NEWSLETTERS (LINKEDIN AND EMAIL)

1 - 2 newsletters sent to the TML email database and LinkedIn profile page each month.

**Total: 500 subscribers**

## LINKED ENGAGEMENT RATE

Weekly social media posts and promotions



## TRAVEL MARKET LIFE OUTPUT

- 40+** episodes a year
- Annual** handbook
- 40+** articles a year
- Ad-hoc** in-person networking
- Weekly** social media
- Monthly** newsletters
- Ad-hoc** live broadcasts
- Media partnerships & event sponsorship**

## THE NUMBERS

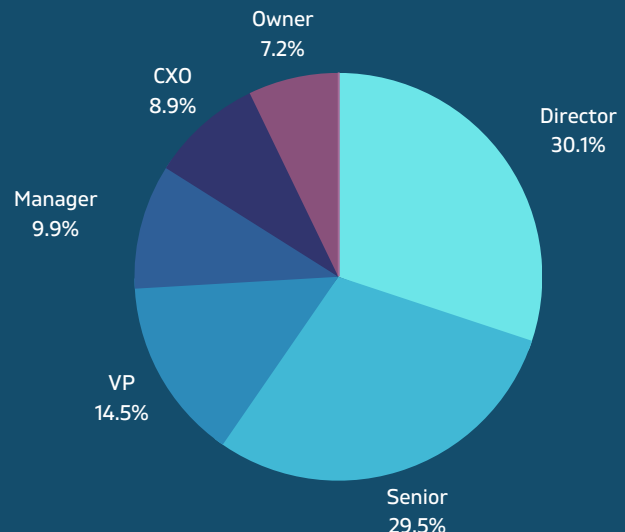
- Over **10,000** unique downloads
- Listens **+72% YOY** (Jul 2022-Jun 2023)
- 600+** senior travel and hospitality professionals listening each month - and growing!

## AUDIENCE PROFILE

TML is growing quickly: the hospitality industry podcast has seen significant growth in 2023 and further investment is being made to expand our reach even further.

Through building the right connections, optimising content, and utilising all available marketing and promotional channels, we expect to surpass 1,000 unique monthly downloads by the end of 2023.

Mid to senior management and decision-makers in travel and hospitality sector = **69.8%**



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\* Ref: <https://www.linkedin.com/pulse/linkedin-analytics-look-out-succeed-b2b-marketers-socialpilot>

## WHERE TO LISTEN THE PODCAST



Apple Podcast



Google Podcasts



Spotify



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## TOP 5 EPISODES

**HOW LOUVRE HOTELS USES ROBOTIC PROCESS AUTOMATION**

STEPHEN BURKE  
CEO

MEHDI SOUA  
CIO

ROBOSIZE ME | Louvre Hotels GROUP

*MEET OUR MEMORY MAKER*  
**FERNANDO VIVES**

**PHOTOGRAPHS & MEMORIES**

**WHERE SECURITY LIES EMBEDDED IN THE GUEST JOURNEY**

International Hotel Technology Forum **SPECIAL**

**TAKING THE TRAIN - HOLIDAYS BY RAIL THE NEW TREND?**

UDI SHARIR  
Founder

save a train  
TRAVEL MORE FOR LESS

**HOTELIER'S VOICE**  
PODCAST SERIES

staycity APARTHOTELS | PAOLO DONA  
CHIEF INFORMATION OFFICER

## HOSPITALITY HANDBOOK

Keep up to date with emerging trends and hot topics across the travel and hospitality sectors with the Hospitality Handbook. Featuring interviews and exclusive content from some of the world's top hoteliers and travel tech innovators, the Handbook delves into the cultural and business changes at the heart of digitalisation.

**HOSPITALITY HANDBOOK**  
Volume 1 - 2021

**ADAPTING TO CHANGE**  
How an industry on its knees is bouncing back stronger than ever

**HOW CAN HOTELS BECOME MORE INTELLIGENT?**  
In a post Covid-world, hotels are using data to predict future trends

HOW TO DRIVE DIRECT BOOKINGS

DIGITALISING THE GUEST EXPERIENCE - CREATING THE MAGICAL KINGDOM

CHANGING THE WAY WE TALK TO GUESTS

**HOSPITALITY HANDBOOK**  
Volume 2 - 2022

**MAINTAINING THE HUMAN TOUCH**

What sort of room would you like?  
4 Deluxe • 2 Adults • 3 nights • Breakfast

**STRESSED OUT CAMEL HAS THE LAST LAUGH**  
Mone Fera! tells a farcical story about the downsides of trying to force a camel to climb a marble staircase.

WHAT HOTELS LOOK FOR IN TODAY'S TECH STACK

THE MEAN LOUNGE

[Click here to download](#)

[Click here to download](#)

## INDUSTRY EVENTS



## INDUSTRY ARTICLES



### Cultural changes needed for digital to thrive in hotels — By Ryan Haynes

Digitalisation is increasingly seen as a key solution to many of the issues experienced in the hotel sector. From tackling staff shortages and dealing with inflation, to garnering more direct bookings and securing deeper relationships with guests, digital solutions have a silver bullet potential for the sector.

[view opinion article](#)



Insights

1,093 views

17 referring sites

31 crawlers

0 shares

### The digital experience: how to meet the rising expectations of hotel guests — By Ryan Haynes

"Tech has to solve a 'pain point,'" explains Tyann Marcink Hammond, who runs 13 rental properties in Missouri using remote digital management. "We don't want guests to feel they're at a robotic hotel. Holidays are about reconnecting and building memories with other humans."

[view opinion article](#)



Insights

4,776 views

20 referring sites

28 crawlers

... shares

## HOW TO FEATURE ON TRAVEL MARKET LIFE

We have a number of editorial opportunities for captivating industry stories or angles that explore a fresh aspect of the industry. For details on how to be involved and pitch a speaker or topic, email [ryan@haynesmarcoms.agency](mailto:ryan@haynesmarcoms.agency).

### PODCAST SERIES

**Hotel Partner:** vendors and their hotel customers discuss how a problem was solved and the commercial impact on the business.

**Hoteliers' Voice:** hospitality leaders share their story of change, procurement process and vendor selection.

**Travel Insights:** sharing data and trends of market and consumer/traveller activity.

**Features:** tackling important industry topics such as staffing, recruitment, cultural change, diversity and inclusivity, and sustainability. Guests extrapolate the problem and explore solutions.

## SPONSORED OPPORTUNITIES (PER PODCAST)

### Level 1

Podcast - mention or ad (client provides ad of 10-20sec) \*  
Online - social media - one standalone post with client's messaging, and tagged on all social promotions of podcast

**£500**

### Level 2

Level 1 plus:  
Ad (client provided ad of up to 60sec)  
1 x Podcast - panel participation OR solus (theme agreed by client and HMC)  
Online - transcript and article on TML owned channels channels, including company website link

**£1,000**

### Level 3

Level 2 plus:  
2 x Podcasts - panel participation AND solus (theme agreed by client and HMC)  
Newsletters - TML  
Online - transcript & article on relevant third party channels (eg Hospitality Net), with company link where possible

**£1,650**

Discounted series rates available for three or five podcasts. Price upon request.

## LEAD SPONSOR

**Available across all podcasts during a set timeframe, the headline sponsor package includes:**

Sponsor link in footer on all podcasts produced during the duration of sponsorship  
Lead sponsor on all newsletters and social media promotions  
1 x industry collaboration article

**POA**

### Other Sponsorship Options

Sponsor Hoteliers' Voice series  
Sponsor industry networking event  
Customised podcast to a specific theme or topic  
Host a LIVE or prerecorded LinkedIn/YouTube event

\* If required, Haynes MarComs can produce an audio advert for inclusion in the podcast. POA.