



# Travel Offers

## What you need to know

The Travel Offers section on [TourismSaskatchewan.com](https://TourismSaskatchewan.com) promotes unique, authentic product offers that tempt customers. They are an effective way for tourism businesses to extend their season, create shoulder season traffic and drive new business by getting messages in front of consumers already considering a Saskatchewan vacation. Tourism operators and businesses can list their Travel Offers for **FREE** on the consumer website, which sees over 1.5 million visitors annually.

To be considered for inclusion in the [Travel Offers section](#) on [TourismSaskatchewan.com](https://TourismSaskatchewan.com):

- You must already have a listing on TourismSaskatchewan.com (it's free!)
- You must promote offers that are within Saskatchewan
- **Note:** You may include up to **four** travel offers with your listing (also free!)

### Types of travel offers

A travel offer can be a **value-added** or **discounted offer** to consumers. It can include:

- A packaged deal (accommodation, transportation, meals etc.)
- A value-added offer, such as attraction passes or a meal included in the price
- Percentage-based discount
- Dollar-value discount

### Tips for creating a compelling offer

The way you describe your travel offer will affect how travellers respond to it. Here are some criteria to help you write and create an offer.

- **Grab their attention with a great title**
  - Include the value proposition in the title and keep it clear, short, and use action-oriented language to create a sense of urgency.
- **Keep it short and sweet**
  - Keep the description short and to the point (approximately 100 words). Include the price/value of the travel offer. What's all included and why people should book should be top of mind when you are writing your description. Our research shows that details are important to our market – travellers want to know about the unique opportunity you are offering.

- **Provide a direct link (URL)**
  - Include the direct link (the URL) to your company web page where the complete travel offer details are located. Customers will be directed to your website from TourismSaskatchewan.com and you will have a chance to interact and close the deal with them directly.
  - Make it easy for consumers to book – either with an online booking form or a prominently displayed telephone or email address.
- **Include an image**
  - Pictures truly are worth a thousand words. Be sure to include a .jpg format image that supports your Travel Offer (and ensure you have permission to use it). Send up to three photos and we will help determine which is best to feature that goes with your offer.
- **Include an expiry date**
  - Be sure to include an expiry date so the offer can be removed on time from TourismSaskatchewan.com. Don't worry, you will be able to renew your offers with a new expiry date. This will also give you the opportunity to change or update your offer, as required.

### **Next steps**

Email your Travel Offer copy and photos to [information.updates@tourismsask.com](mailto:information.updates@tourismsask.com). Please allow two weeks for posting to [TourismSaskatchewan.com](http://TourismSaskatchewan.com). Call Kathy Rosenkranz at 306-787-2312 if you have any questions.