

EMAIL CONTENT IDEAS FOR TRAVEL & TOURISM SERVICES

Increase bookings from existing clients and expand your reach to new clients.

You know it's important to regularly communicate with your audience. We know there are times when you need some inspiration of what to send out. Here you will find a few content ideas for inspiration, the link or button to design the email around so it meets your primary goal, and recommended Constant Contact templates that are a great fit for that email so you can create quickly.

CONTENT IDEAS	LINKS AND BUTTONS	TEMPLATE IDEAS
Announce best places to visit, cruises or airlines and any related specials to drive bookings.	<ul style="list-style-type: none">See full detailsBook nowShare with friends and family	<ul style="list-style-type: none">Customer Product/Service News
Share top tourist attractions in featured destinations and availability at nearby hotels or resorts.	<ul style="list-style-type: none">See more picturesBook nowShare with friends and family	<ul style="list-style-type: none">Product/Service Promotion II
Announce a limited time offer (i.e., certain amount off next trip booked) when clients provide a referral.	<ul style="list-style-type: none">Refer a friend, colleague or family memberBook now	<ul style="list-style-type: none">Customer Product/Service PromotionBusiness Event
Share travel tips (i.e., checklist to prepare for your trips) to stay connected with clients and drive email sharing.	<ul style="list-style-type: none">See all tipsShare with friends and family	<ul style="list-style-type: none">Product/Service Promotion I
Share the latest and greatest travel apps and your commentary on their value to drive email sharing.	<ul style="list-style-type: none">Share with friends and family	<ul style="list-style-type: none">Product/Service Showcase

Take advantage of the upcoming holidays by sharing destinations, itineraries, specials and tips related to:

WINTER	SPRING	SUMMER	FALL
<p>December</p> <ul style="list-style-type: none"> Hanukkah Its about time week Rockefeller Center Tree Lighting Christmas International Mountain Day Make Up Your Mind Day <p>January</p> <ul style="list-style-type: none"> New Year's Day National Thank You Month Learn to Ski and Snowboard Month Get to Know Your Customers Day Make Your Dream Come True Day <p>February</p> <ul style="list-style-type: none"> Valentine's Day Beat the Heat Month Random Acts of Kindness Day 	<p>March</p> <ul style="list-style-type: none"> National Week of The Ocean Festival Sea-son World Compliment Day Plan a Solo Vacation Day International Fanny Pack Day I want you to be happy day <p>April</p> <ul style="list-style-type: none"> Couple Appreciation Month Earth Awareness Month Take a Wild Guess Day Easter Community Spirit Days <p>May</p> <ul style="list-style-type: none"> Military Appreciation Month Mother's Day National Family Week Memorial Day National Tourism Week International Business Image Improvement Month 	<p>June</p> <ul style="list-style-type: none"> Father's day Worldwide Day of Giving <p>July</p> <ul style="list-style-type: none"> 4th of July National Share A Sunset With Your Lover Month Family Reunion Month All or Nothing Day National Vacation Rental Month Get to Know Your Customers Day (Also January 15, April 16, July 26, October 15) <p>August</p> <ul style="list-style-type: none"> Just Because Day Friendship Day Back-to-school American Adventures Month Be Kind to Humankind week 	<p>September</p> <ul style="list-style-type: none"> Labor Day National Courtesy Month World Tourism Day <p>October</p> <ul style="list-style-type: none"> Breast Cancer Awareness Month Country Inn Bed & Breakfast Day Make A Difference Day National Book It! Day Halloween <p>November</p> <ul style="list-style-type: none"> Thanksgiving Black Friday National Deal Week World Hello Day Electronic Greetings Day Small Business Saturday

WINTER-THEMED TEMPLATES	SPRING-THEMED TEMPLATES	SUMMER-THEMED TEMPLATES	FALL-THEMED TEMPLATES
<ul style="list-style-type: none"> Valentine Hearts Valentine Roses Boxing Day - Canada Christmas Card Family Day Holiday Berry Holiday Card Holiday Elegant Holiday Snowman 	<ul style="list-style-type: none"> Happy Victoria Day Easter St. Patrick's Day Card II Earth Day 	<ul style="list-style-type: none"> Happy July 4th Happy Independence Day 	<ul style="list-style-type: none"> Happy Halloween Happy Labor Day Labour Day - Canada Thanksgiving Thanksgiving - Canada