



TTG MEDIA OVERVIEW





TRUSTED BY TRAVEL AGENTS SINCE 1953

- TTG Media is an independent multi-award winning B-Corp certified media business
- We exist to champion travel agents in our mission for a smarter, better, fairer travel industry
- Every day we're connecting travel agents with suppliers through a portfolio of results-driven marketing services





NUMBERS THAT COUNT

19,721

Profiled travel agents registered on ttgmedia.com

1,026,452

Travel agent impressions in the past 12 months*

43,613

Social media community

NO.1

TTG Media is the leading travel media business in the UK & Ireland who can guarantee results you can't get anywhere else

48,960

Travel professionals subscribed to receive newsletters

42%

Increase in home-based travel agents signing up

33

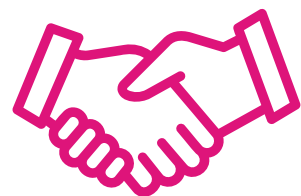
Awards for excellence in publishing since 2020



YOUR **GATEWAY** TO THE UK & IRELAND TRAVEL TRADE



39,100+ newsletter subscribers,
fully opted in to receive news,
event and partner updates



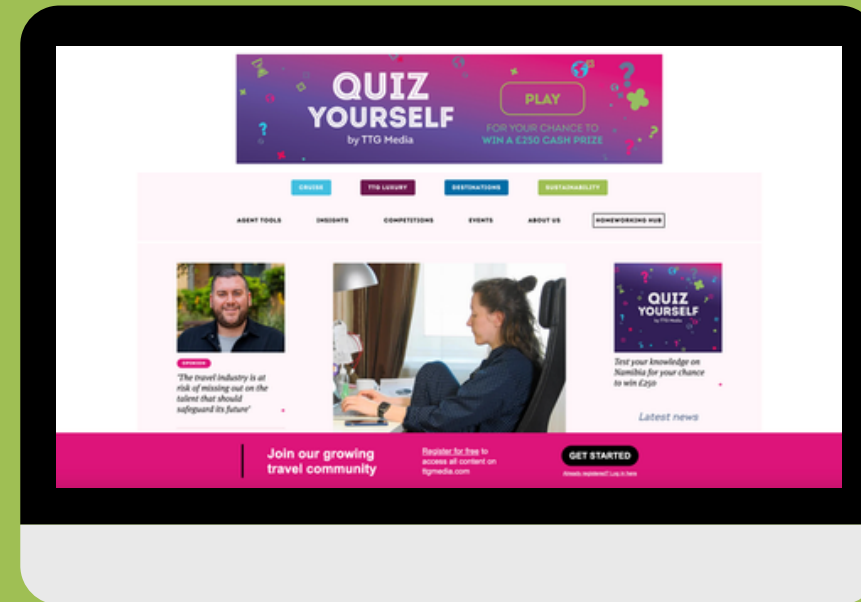
4,000+ attendees across
TTG Media's industry-leading
event portfolio



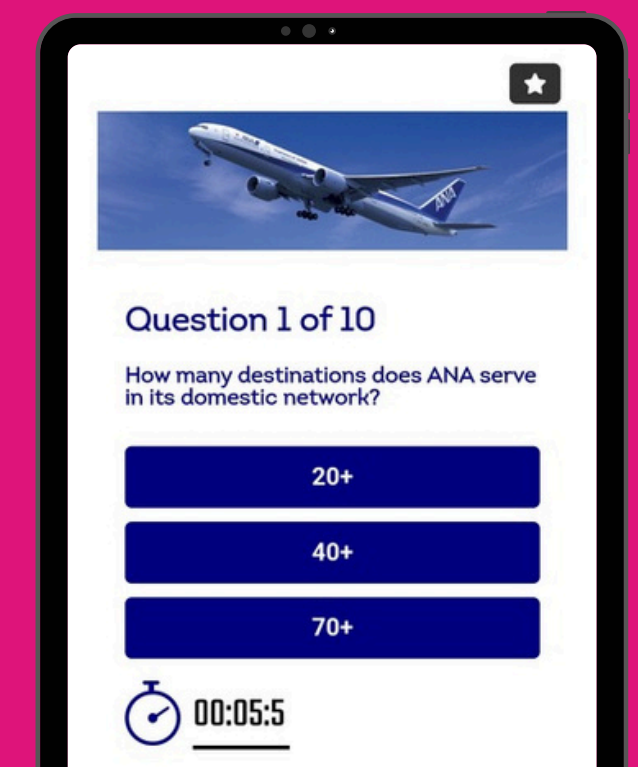
48,700+ social media followers
across Facebook, Instagram,
LinkedIn, TikTok and WhatsApp

*All statistics from 1 August 2025 to 31 July 2026.

1.9 MILLION
PAGE VIEWS ON TTGMEDIA.COM



19,200+
COMPETITION ENTRIES



TESTIMONIALS FROM TRAVEL AGENTS - 2026



**MARIE ROWE,
TRAVEL COUNSELLOR**

"TTG is my go-to source for daily industry news and inspiration. It's a vital tool for keeping me connected to the wider travel community and staying up to date with key trade developments"



**LEE HUNT, MANAGING DIRECTOR
OF DEBEN TRAVEL, WOODBRIDGE**

"I and my team always start our day by logging in to TTG. A review of the latest news can put us on the front foot when dealing with clients and can also assist in planning the days workload."

"TTG have always been a source of trust. From news to training, industry insights to business advice, it is the go-to source of information for us at Deben Travel."



**ANDY SCHOFIELD, DIRECTOR,
HARMONY VOYAGES, CLITHEROE**

"I have been in the travel industry since leaving school 48 years ago and from the very early days of waiting for my weekly TTG landing on the mat so I could read it over lunch, right up to today's instant digital news it's been essential reading, keeping me up to date with product, trends and most of all news that helps steer my business strategy."



**ASHLEY QUINT, DIRECTOR, TRAVEL
TIME WORLD, BERKHAMSTED**

"I visit TTG's website every day, because they don't just report the news, but challenge how the travel industry is perceived. There's always something thought provoking that makes you think about how you work or run your business, especially in a modern world where we have to consider more than just product."

TESTIMONIALS FROM TRAVEL AGENTS - 2026



**DI RHODES,
TRAVEL COUNSELLOR**

"I always look forward to TTG emails.

They're consistently packed with the latest travel industry news, updates and insights, making it so easy to stay informed about what's happening across our ever-changing world of travel.

"For anyone working in the industry, staying up to date every day is essential, and TTG makes that both informative and enjoyable. It's become an invaluable part of my morning routine."

**HELEN TUSTIN,
WELLBEING TRAVEL**

"TTG is my go-to source each day because it keeps me informed, inspired and connected to our industry. I value the mix of breaking news, expert insight and destination features, and it's become an important part of my daily routine as I continue to grow Wellbeing Travel and ensure I'm offering my clients the very best advice."



**ALEX MAXWELL-CLARKE,
TRAVEL COUNSELLOR**

"Logging on to the TTG website is part of my daily routine and the first website I visit to keep up to date with everything. I regularly take inspiration from TTG's articles for my own LinkedIn posts, helping me share relevant travel news, destination updates and industry insights with my clients. Staying informed is essential in this industry. TTG makes it easy to keep my finger on the pulse. It's a trusted resource that I return to every day."

**NADINE BRADY,
TRAVL LOVE/TRAVEL SISTERHOOD**

"TTG is where I go to keep a finger on the pulse of the industry. I love seeing what's happening across the trade, what my fellow advisors are up to, and the trends that are shaping how we all work. it always gives me something to think about!"



OBJECTIVES

We recognise that suppliers targeting the UK travel trade want to achieve the following objectives:

01

Reach relevant agents including Homeworkers across the UK

02

Influence behaviour through education & grow sales

03

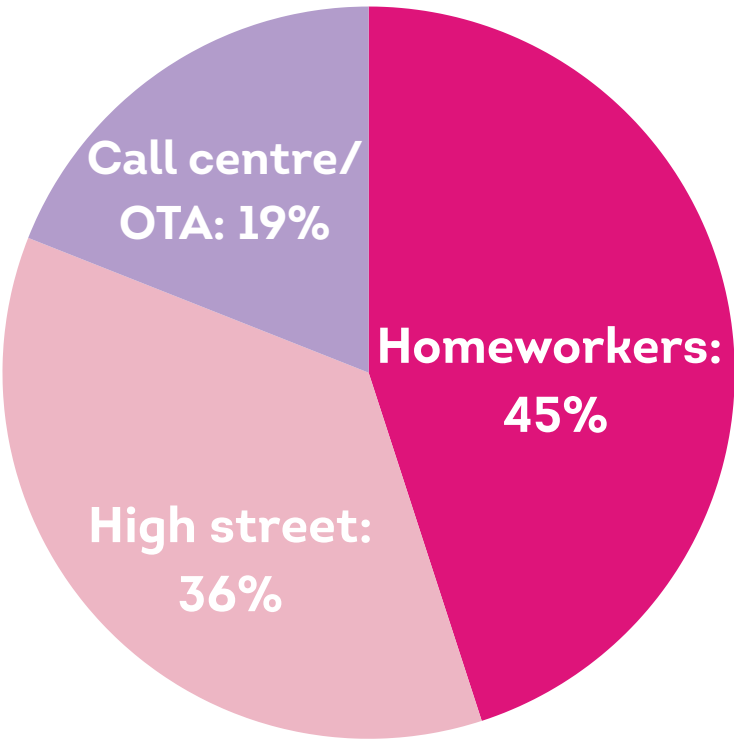
Promote key marketing pillars and the USPs

04

Measure the ROI of marketing effort

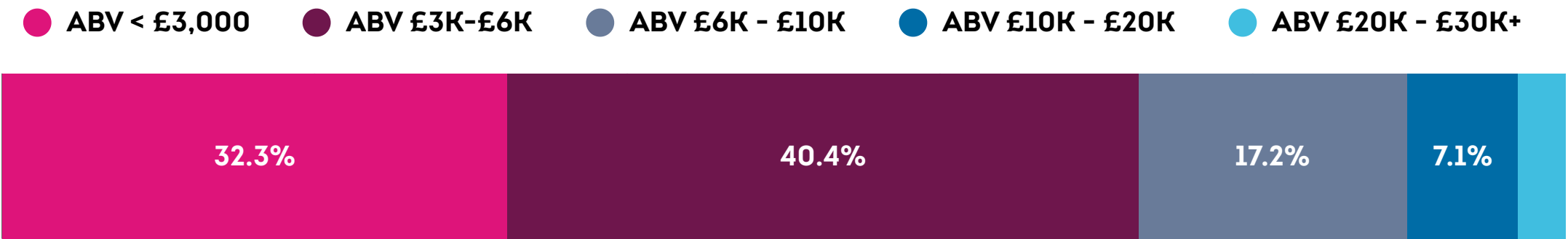
TTG Media was the first travel trade title to build a profiled database, meaning you can target by agent type, geography, job title or area of specialism. This **ensures your budget is targeted and focused** on the challenges you need to address

AUDIENCE BREAKDOWN



AGENTS WHO SELL...

Touring & Adventure	10,787
Cruise	12,630
Premium & Luxury travel	13,530
Weddings & honeymoons	9,917
Ski & Snow	8,486
Business travel	7,931



UNIQUE SOLUTIONS DESIGNED TO DELIVER MEASURABLE RESULTS



OUTCOME DRIVEN SOLUTIONS	OBJECTIVE
INSIGHT PROJECT	Identify agent/operator perceptions and needs to build a long term trade engagement strategy with TTG
TRAINING SOLUTIONS	Train agents on your USPs and marketing pillars to help them sell your products or destinations confidently
CONTENT MARKETING CAMPAIGN	Use TTG Media's award winning content team to design, create and promote advertorials and features
TARGETED ADVERTISING	Target (and re-target) the agents that matter whop are engaged in your advertising campaigns
TTG JOURNEY - A BESPOKE FAM TRIP	Create a fam trip with TTG who will design, film and promote content from the trip to 19,000+ agents
EVENT ACTIVATIONS & SPONSORSHIP	Bring your marketing pillars to life through an experiential activation at a TTG event



THANK YOU

