



Global Travel Advisor Day May 1, 2024

Official
Sponsor **Sandals**

Dear Travel Advisors,

On this Global Travel Advisor Day, it is the distinct honor of Sandals and Beaches Resorts to recognize YOU, our treasured Travel Advisor partners, who are at the heart of everything we do.

For over 40 years, we have been dedicated to our Travel Advisor partners and the invaluable contributions your expertise and commitment brings to the tourism industry, and today we are eager to celebrate and recommit to you the love and trust that has been foundational in building these relationships.

In celebration of this Global Travel Advisors Day, we are pleased to announce the rollout of the **Sandals 2.0 Car Wrap program!** Designed to revolutionize how we stand out in the ever-changing travel landscape, these quality, and durable wraps always ensure a polished and professional appearance. Reach out to your local BDM for additional information.

That's not all we have to look forward to! Our partnership with ASTA as the Global Sponsor for the third year running, is a testament to how much we truly value the travel professional – who else is coming to you live from the ASTA Global Conference in Dallas, Texas, AND hosting appreciation events at every single one of our resorts across the Caribbean?

Folks, I truly believe that we have the most talented and committed sales team in the world. Our Business Development Managers are available globally to be your advocate and resource for all things Sandals and Beaches resorts; whether it is hosting in-person trainings or making sure you are aware of the latest commission bonuses, everything they do is to help you grow YOUR business.

We have made it our mission to be the brand with the most beneficial programs for the Travel Advisor, with a few developed just to celebrate all your hard work:

- For bookings of six nights or more made between May 1st and May 31st, 2024, for travel to any qualifying Sandals or Beaches resort through December 26, 2024, receive an EXTRA Booking incentive for the below categories – visit the Sandals Travel Advisor Portal for more details:
 - \$200 Booking Bonus on Butler Suites
 - \$150 Booking Bonus on Club/Concierge Level Rooms
 - \$75 Booking Bonus on Luxury/Deluxe Rooms

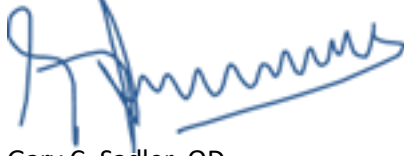
Don't forget to join us on Facebook live this morning at 11:00 AM EST, where I will be speaking with Zane Kerby, President and CEO of ASTA for exciting giveaways, including a stay at the new Sandals Saint Vincent and The Grenadines.

RSVP Here: <https://www.addevent.com/event/gM21185254>

Today is a day for us to celebrate YOU, and all that you do – so join in on the festivities, you have more than earned it!

Happy Global Travel Advisors Day, 2024!

Sincerely,

A handwritten signature in blue ink, appearing to read "Gary C. Sadler", with a horizontal line underneath the name.

Gary C. Sadler, OD.

Executive Vice President of Sales & Industry Relations

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