

Meet Your New eBrochure

What is the eBrochure?

The eBrochure is an electronic version of Westa's quarterly brochure program. If you use our physical brochure program, your eBrochure will be fully customized with your agency's branding, including logos, a personalized letter, and contact information—all conveniently available online. If you do not use the physical brochure program, you will still get the eBrochure but it will be the generic version without agency branding or customized content.

To learn more about the new eBrochure, watch the presentation given at the Westa Travel Summit here: <https://spaces.hightail.com/receive/UrowWWi8pg>

How to Use Your New eBrochure:

- Send out emails each Westa updates your link with the new eBrochure (see the email template below to give you a head start!)
- Add a "See our latest brochure" button on your website.
- Include the link below your email signature.
- Share regularly on your social media channels.
- Send via text messaging to clients who prefer mobile communication.
- Create a QR code linked to your eBrochure for print materials like business cards.
- Already do some email marketing but want to get better? Check out the Email Marketing Deep Dive Presentation given at the summit: <https://spaces.hightail.com/receive/S6RHOuc23b>

We encourage you to explore these opportunities and integrate your personalized eBrochure into your business' marketing & communication strategies.

Agency Owners, Profit Shares, & the eBrochure

Agency Owners can earn up to 2 Participation Points, (1 point per campaign on a maximum of two campaigns per year), to capture a bigger profit share amount at the end of the year by emailing katie@westa1.org a picture or a screenshot of any campaign report in which you sent your new e-Brochure link to a minimum of 50 clients. For more information on the profit-sharing component of this program, visit www.joinwesta.com- Owner Resources- Updated Profit-Sharing Model.

***See below for a Suggested eBrochure Email Template!**



Suggested Template for Your eBrochure Announcement Email

Subject: Where will you go next? Explore Our New Travel eBrochure

Hello *[Client First Name]*,

We're delighted to share our brand-new interactive eBrochure—filled with inspiring travel opportunities, special offers, and lots of exciting ideas for your next vacation!

Take a look and let me know if anything catches your eye!

'Insert Link Here'

Recommended for You: *[Customize this section to highlight particular suppliers or experiences that you know your client loves. Example: "Be sure to check out pages 12-14 for exclusive offers from Regent Cruises, Viking River Cruises, and Insight Vacations—perfect for your next getaway!"]*

Join Our Upcoming Group Travel Opportunity: *[Customize this section with details of a group you're hosting. Example: "Don't miss our exclusive group sailing aboard Royal Caribbean's Symphony of the Seas, departing October 15th, 2025. Enjoy special rates, private events, and more!"]*

We're always here to help turn your travel dreams into reality.

Let us know how we can assist you further!

Warm regards,

[Your Name]

[Your Agency Name]

[Your Contact Information]