



**DUGAN'S TRAVELS**

WORK WITH A FAMILY  
www.travels.com



2024

# INNER CIRCLE SUPPLIER MARKETING PROGRAMS





**DUGAN'S TRAVELS**  
WORK WITH A FAMILY OF AGENTS  
[www.travelathome.com](http://www.travelathome.com)

# ABOUT OUR AGENCY

## Established

1997

Dugan's Travels, founded in 1997 as a travel agency and established as a family-friendly host in 1999, supports hundreds of agents in owning successful home-based travel businesses. Our mission is to provide all agents, new and experienced, with tools for profitability and success through comprehensive education and exclusive live events.

With our methods, agents gain knowledge, establish industry relationships, and build the confidence to succeed.

**WE WILL  
CELEBRATE  
25 YEARS OF  
HOSTING AGENTS  
IN 2024**





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# ABOUT OUR AGENTS



## Women-Owned

84% Female ● 16% Male

Most of our agents are female, age 35 - 65.



## Part Time

78% Part Time ● 22% Full Time

For most of our agents, selling travel is a 2nd career or part-time business endeavor.



## Leisure Travel

97% Leisure Travel ● 3% Corporate Travel

Most of our agents focus on the leisure travel market.



## Made in the USA

100% US-Based Agents

We only work with agents based in the USA or US territories.



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# HOW WE SHOWCASE YOU



## **FACEBOOK**

**PINNED ANNOUNCEMENTS PROMOTE YOUR COMPANY FOR 7 DAYS**

Video, images or PDF files will be gathered from your trade portal and shared with agents within our private Facebook group.



## **EMAIL BLASTS**

DISTRIBUTED QUARTERLY OR BI-ANNUALLY

We will send dynamic HTML email out to all agents on your behalf



## **WEBINARS**

AVAILABLE IN 30MIN & 60MIN SESSIONS

These are live presentations via Zoom. We record each session and archive each recording on our My DU Online learning platform.



## **\*NEW\* PRIVATE FB GROUP**

**AVAILABLE ONLY WITH ALL-IN PACKAGE**

Join our InnerCircle Supplier Private Facebook Group and interface directly with our agents.



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# HOW WE SHOWCASE YOU



## **FEATURED SUPPLIER**

### MONTHLY EMAIL SERIES

Each month, a supplier is highlighted in a variety of agent-facing channels. Focus is put on your specialist programs, current promos and any



## **SUPPLIER DIRECTORY**

### AVAILABLE AS PREMIERE OR ENHANCED LISTING

Your company will stand out within our directory by including images, background graphics and enhanced contact details.



## **SALES CONTEST**

### **AVAILABLE WITH ALL PACKAGES**

Drive traffic to your company's specialist training or promote sales of a specific sector of your inventory. We offer sales contest options for a variety of goals.



## **DU PLATINUM SPONSORSHIP**

### **AVAILABLE ONLY WITH ALL-IN PACKAGE**

PARTICIPATE IN OUR FLAGSHIP LIVE EVENT! **ONLY 18 SPOTS AVAILABLE.**

**GUARANTEE YOUR SPACE BY  
PARTNERING AT THE ALL-IN LEVEL.**

**ALL PROGRAM PARTICIPANTS WILL BE PROMOTED  
WITH FACEBOOK POSTS AND IN OUR BI-ANNUAL  
INNER CIRCLE SUPPLIER NEWSLETTER**



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# MARKETING PACKAGES

## ALL IN PACKAGE

### \$5,000

Campaign	Qty
EMAIL BLAST	4
FACEBOOK ANNOUNCEMENT	2
SALES CONTEST	1
WEBINARS	4 - 60min
SUPPLIER DIRECTORY LISTING	PREMIERE
FEATURED SUPPLIER	INCL
DU PLATINUM SPONSORSHIP	INCL
PRIVATE FACEBOOK GROUP	INCL



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# MARKETING PACKAGES

## DELUXE PACKAGE

### \$2,500

Campaign	Qty
EMAIL BLAST	2
FACEBOOK ANNOUNCEMENT	1
SALES CONTEST	1
WEBINARS	1 - 60min 2 - 30min
SUPPLIER DIRECTORY LISTING	ENHANCED
FEATURED SUPPLIER	NOT INCLUDED
DU PLATINUM SPONSORSHIP	NOT INCLUDED
PRIVATE FACEBOOK GROUP	NOT INCLUDED



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# MARKETING PACKAGES

## VALUE PACKAGE

### \$1,500

Campaign	Qty
EMAIL BLAST	2
FACEBOOK ANNOUNCEMENT	NOT INCLUDED
SALES CONTEST	1
WEBINARS	2 - 30min
SUPPLIER DIRECTORY LISTING	ENHANCED
FEATURED SUPPLIER	NOT INCLUDED
DU PLATINUM SPONSORSHIP	NOT INCLUDED
PRIVATE FACEBOOK GROUP	NOT INCLUDED



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# MARKETING A LA CARTE

Campaign	Qty	Cost
EMAIL BLAST	ea	\$200
WEBINARS	30min	\$400
WEBINAR	60min	\$500
SUPPLIER DIRECTORY LISTING	ENHANCED	\$250
LINK TO SPECIALIST COURSE IN MY DU ONLINE	ANNUAL	\$100
HOSTED PRESENTATION IN MY DU ONLINE	ANNUAL	\$100
PRIVATE FACEBOOK GROUP	<b>NOT AVAILABLE AS A LA CARTE</b>	



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# CONTACT US

**Website** [www.dugansinnercircle.com](http://www.dugansinnercircle.com)

**Phone/fax** 505-672-0777

**Address** 4858 Alpenglow Drive NW  
Bremerton, WA, 98312, US

**Email** [help@duganstravels.net](mailto:help@duganstravels.net)

