

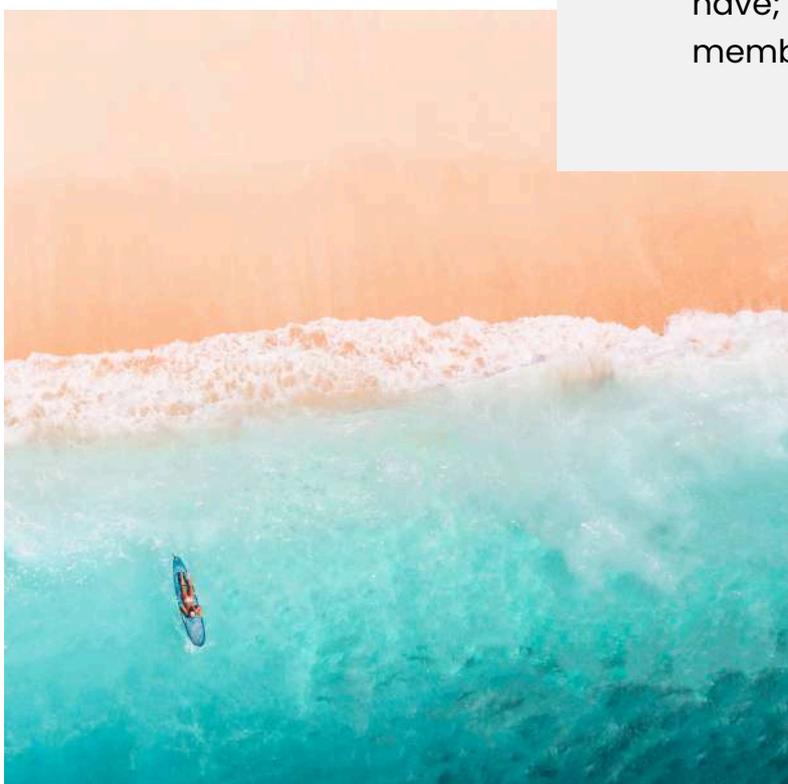


The Lifestyle Brand
Playbook for
Monetizing Travel in
90 DAYS

Table of Contents

- 1** The shift is happening.
- 2** Why travel is the next move for your brand?
- 3** Quick Diagnostic: Is Your Brand Ready for Travel?
- 4** The opportunity landscape.
- 5** Your 90-day roll out framework.
- 6** 4 models to monetize travel.
- 7** Toolkit checklist.





THE SHIFT IS HAPPENING

Today's consumers don't want more stuff; they want more stories. Millennials and Gen Z are driving a massive shift toward experiences, and travel is at the center of it.

If you're a lifestyle brand with loyal followers, you're sitting on untapped gold. "If you've built a brand people return to, you can offer travel they'll book through you."

Let that sink in.

WHY TRAVEL IS THE NEXT MOVE FOR YOUR BRAND

- **78%** of millennials would rather buy an experience than a product
- Gen Z is spending more on travel than any generation before them
- Travel demand is outpacing inflation across markets
- Travel perks are no longer a nice-to-have; they're table stakes in premium membership experiences.

Quick Diagnostic: Is Your Brand Ready for Travel?

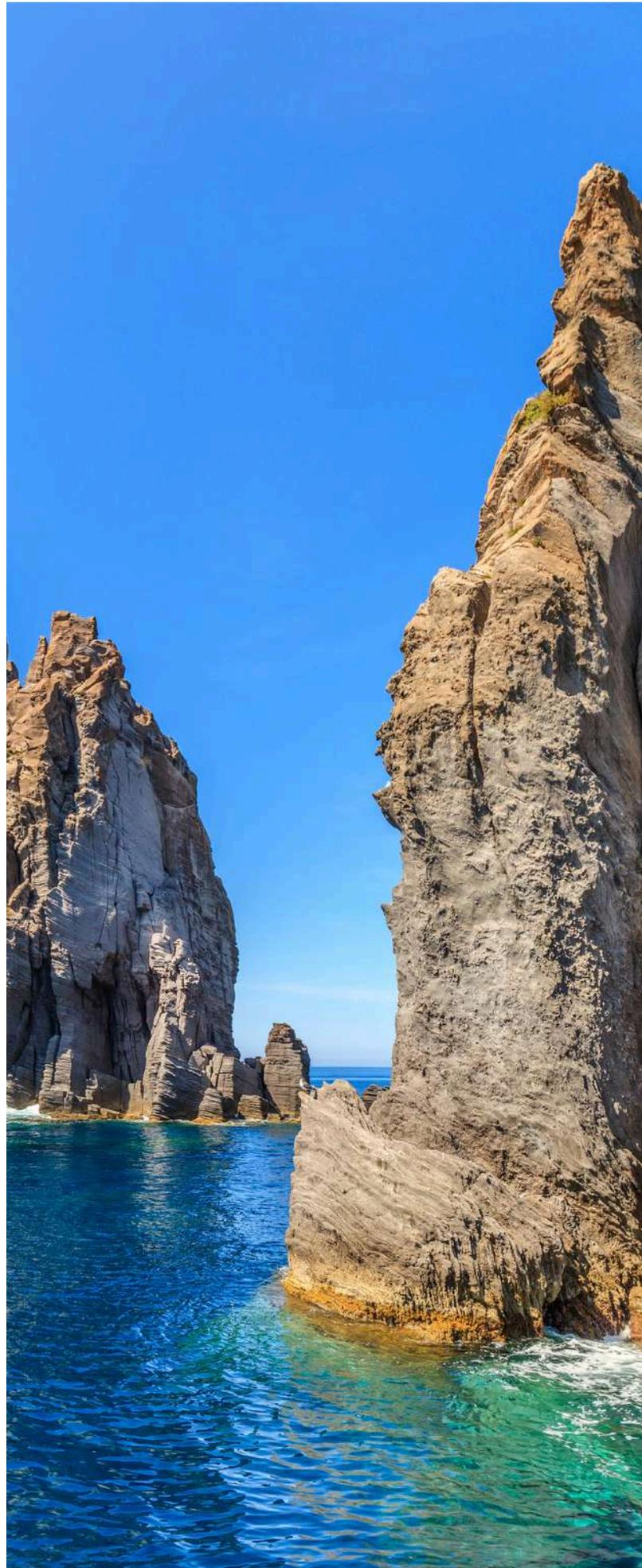
- Do you have a loyal or niche audience?
- Do you offer a subscription, membership, or recurring revenue model?
- Do your customers trust you with lifestyle decisions (health, fashion, finance, fitness)?
- Are you looking to increase engagement or customer LTV?

If you answered yes to 2 or more, you're ready.

THE OPPORTUNITY LANDSCAPE

Travel unlocks more than perks. It unlocks:

- New recurring revenue (subscriptions, tiers, sponsorships)
- Longer customer retention (via emotional loyalty)
- Content and campaign firepower (branded trips, giveaways, user-generated media)



SECTION 3: YOUR 90-DAY ROLLOUT FRAMEWORK

WEEK 1–2: Strategy + Audience Match

- Identify top 1–2 audience personas most likely to travel
- Choose monetization model (revenue share, tier, club, campaign)
- Align benefits with your brand story (e.g., wellness retreats for a fitness brand)

WEEK 3–4: Platform Setup

- Sign with white-label travel partner (CTS recommended)
- Design branding + user flow (no dev team needed)
- Plug into email or app login for single sign-on

WEEK 5–8: Loyalty + Launch Prep

- Add loyalty rules: points, tiers, referral boosts
- Prep launch campaign: teaser emails, countdown, exclusive beta invite
- Collect early sign-ups or waitlist

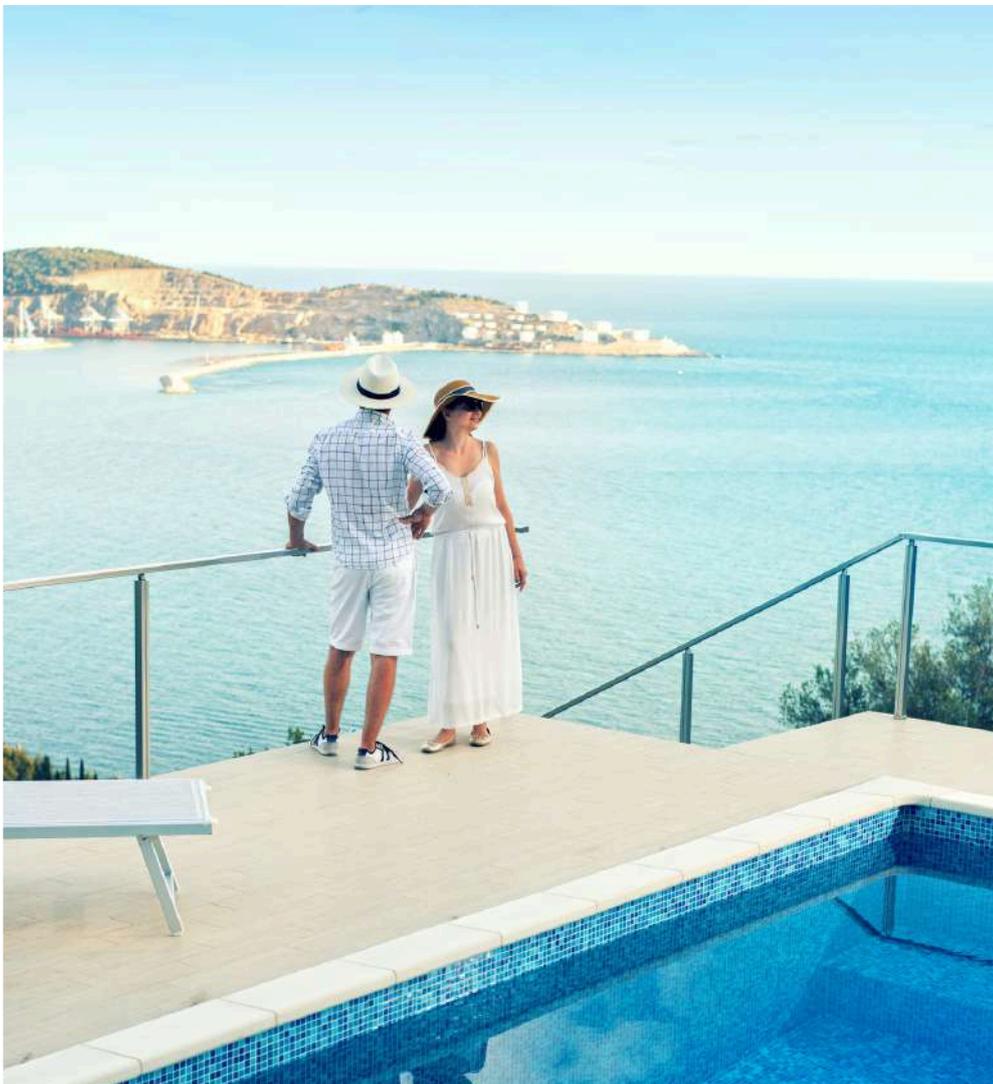
WEEK 9–12: Go Live + Promote

- Launch to core list + social channels
- Offer limited-time launch incentive (e.g., \$100 hotel credit or early access perks)
- Track booking trends, tier upgrades, support feedback

SECTION 4: 4 MODELS TO MONETIZE TRAVEL

- Revenue Share → You earn commission on every booking
- Premium Tier Access → Travel perks unlock for VIP members
- Subscription Travel Club → Monthly recurring travel access (like Netflix, but for vacations)
- Sponsored Campaigns/Trips → Partner with destinations or brands to co-create & promote

REVENUE



SECTION 5: TOOLKIT CHECKLIST

What You Need:

- A community or loyal customer base
- A brand people trust (niche wins here)
- A marketing engine (email, app, site, social)

What You Don't Need:

- A travel team
- Direct hotel contracts
- Booking engine dev work
- Customer service overhead

CTS Handles It All:

- Global travel inventory
- White-label booking platform
- 24/7 concierge
- Loyalty points + tiers
- Platform live in <90 days

WANT TO SEE TRAVEL INSIDE YOUR BRAND?
We'll mock up your branded travel portal, no
commitment, no catch.

[\[Request a Free Strategy Session\]](#)