

AGENTS'
CHOICE 2025
READERSHIP SURVEY



**SURVEY
SPONSORSHIP
PACKAGE
2025**



“INSPIRING INNOVATION”

For 25 years the AGENTS’ CHOICE Readership Survey has put the spotlight on leaders in the Canadian travel industry, giving travel agents the opportunity to have their say and choose their favourites. More than 7,000 travel professionals took part in the 2024 survey, making it the Canadian travel industry’s most comprehensive and credible survey of its kind!

The survey results will be presented first at the AGENTS’ CHOICE Awards Presentation & Gala on June 19, 2025 at Toronto’s historic Carlu and published and distributed to Canadian Travel Press and Travel Courier subscribers.

A lot has happened during the last 25 years, from when the AGENTS’ CHOICE Survey was first introduced. With the constant transformations and progressions of the travel industry, this year we celebrate individuals and organizations who have inspired innovation through creativity and ingenuity.

As a survey sponsor, you will have the opportunity to share your inspirational story with our readership.

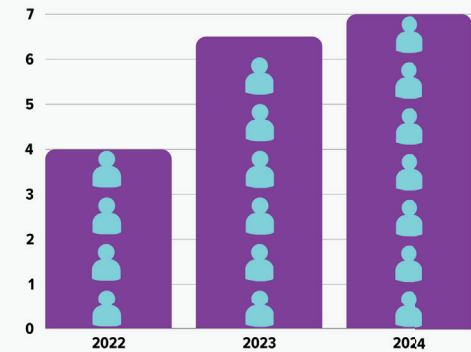
KEY DATES (2025)

Survey Launch: January 27

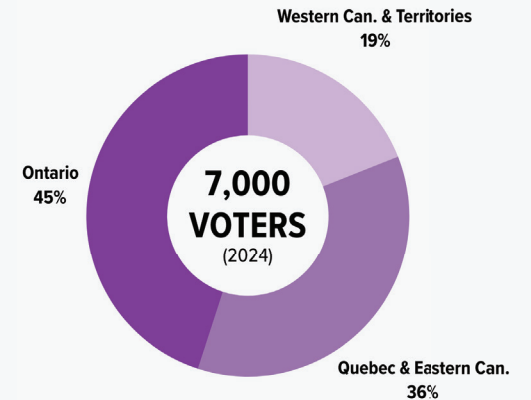
Awards Gala: June 19

Results Issue published to subscribers: June 23

Voter Growth from 2022-2024 (in thousands)



Regional Breakdown



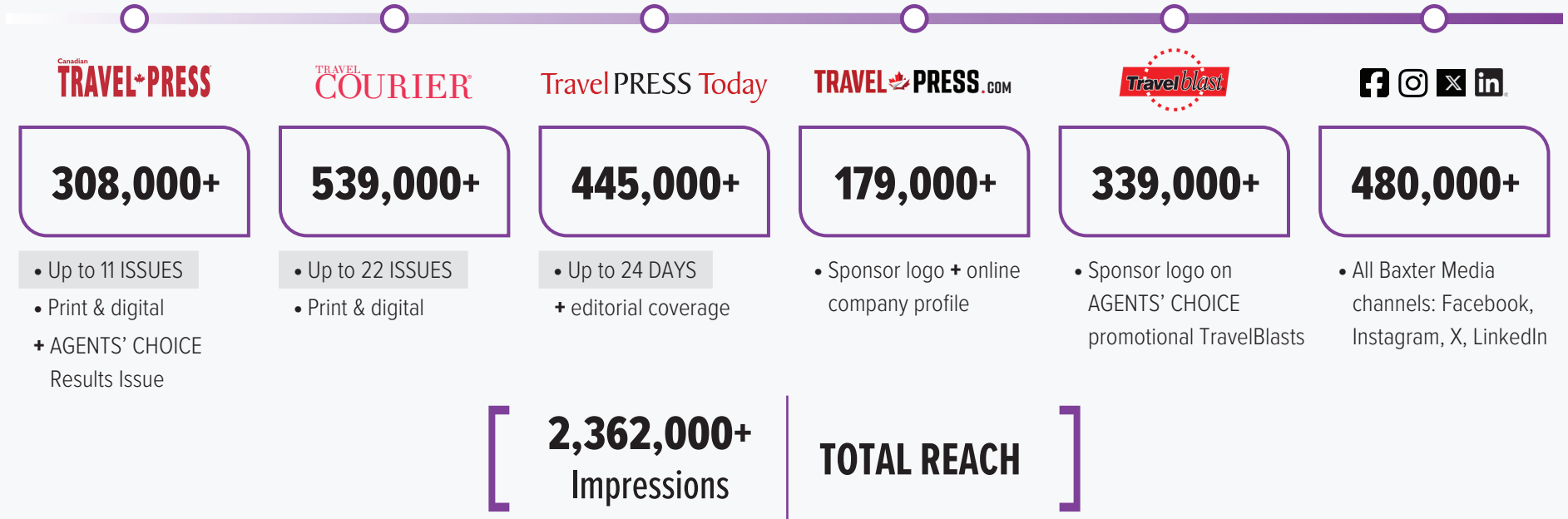
REACH

4 months continuous promotion

The premier survey in the travel trade positions Survey Sponsor brands alongside the authoritative voice of the travel industry, establishes, and offers a robust promotional campaign package with Baxter Media's widest cross-Canada reach.

Strategic Marketing Outcomes:

Brand Awareness, Industry Authority, Thought Leadership, Travel Agent Loyalty, Market Research, Sponsorship Recognition.



SPONSORSHIP PACKAGE

- 4 MONTHS** continuous promotion
- SURVEY LAUNCH** in Canadian Travel Press (Jan. 27) & Travel Courier (Jan. 30)
- EDITORIAL FEATURE** – Canadian Travel Press or Travel Courier
- INCLUSION** in Agents' Choice promotion on Travel Press Today, TravelPress.com and social media channels
- BRANDING** in Readership Survey promotional campaign
- SPONSOR LOGO** on Survey or Gala promotional TravelBlasts
- RECOGNITION** in Agents' Choice Results Issue (June 23)
- WELCOME** acknowledgement from the podium at Agents' Choice Awards Presentation & Gala
- SPONSOR LOGO** on Agents' Choice Awards website and survey portal

\$13,500*

Survey Sponsorship
Commitment

\$25,000*

Survey + Gala
Presenting
Sponsorship

*All prices net

