

TRAVEL | DESTINATIONS | EXPERIENCES | INSPIRATION

www.axtravelguide.com

Media Kit

About AX Travel Guide

Your Gateway to Global Travel, Events & Lifestyle

AX Travel Guide is an international digital media platform powered by **AX Group**, bringing the world of travel, aviation, hospitality, dining, entertainment, events and lifestyle together.

With a presence in **Hong Kong, Bangkok, Dubai and beyond**, we connect global audiences with exciting destinations, exclusive experiences, industry insights and the latest travel trends.

Our platform covers:

Travel & Destination Guides –
Exploring exciting destinations and unique experiences worldwide.

Aviation & Airline News –
Latest developments, airline launches, and global aviation trends.

Hotels & Resorts –
Showcasing luxury accommodation, hospitality, and resort experiences.

Restaurant Reviews & Dining –
Featuring exceptional restaurants, culinary experiences, and dining destinations.

Events & Entertainment –
Covering international events, concerts, festivals, exhibitions, and major entertainment experiences.

Lifestyle & Luxury Experiences –
Highlighting fashion, wellness, shopping, leisure, and premium lifestyle trends.

Advertising & Media Partnerships –
Providing promotional opportunities, editorial features, event coverage, and brand exposure.

Editorial categories

Travel & Destination Guides



Aviation & Airline News



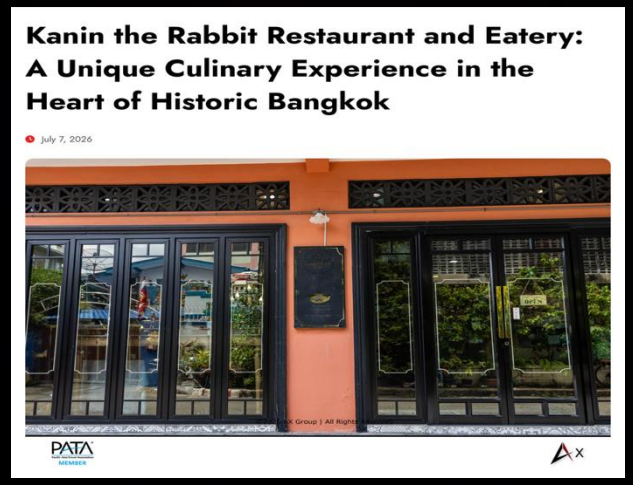
Hotels and Resorts



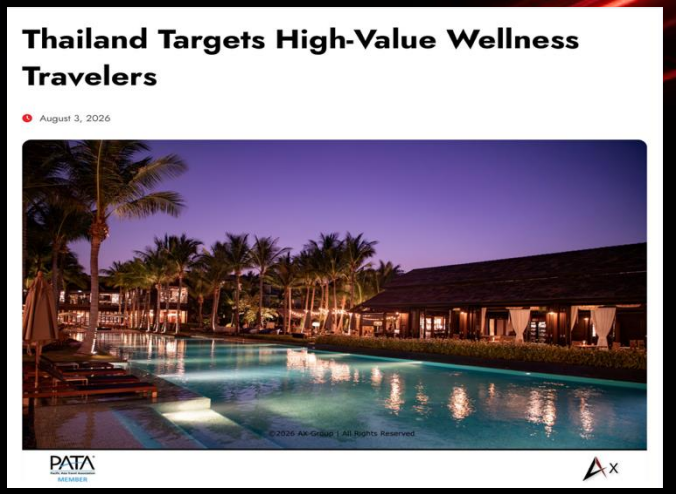
Events & Entertainment

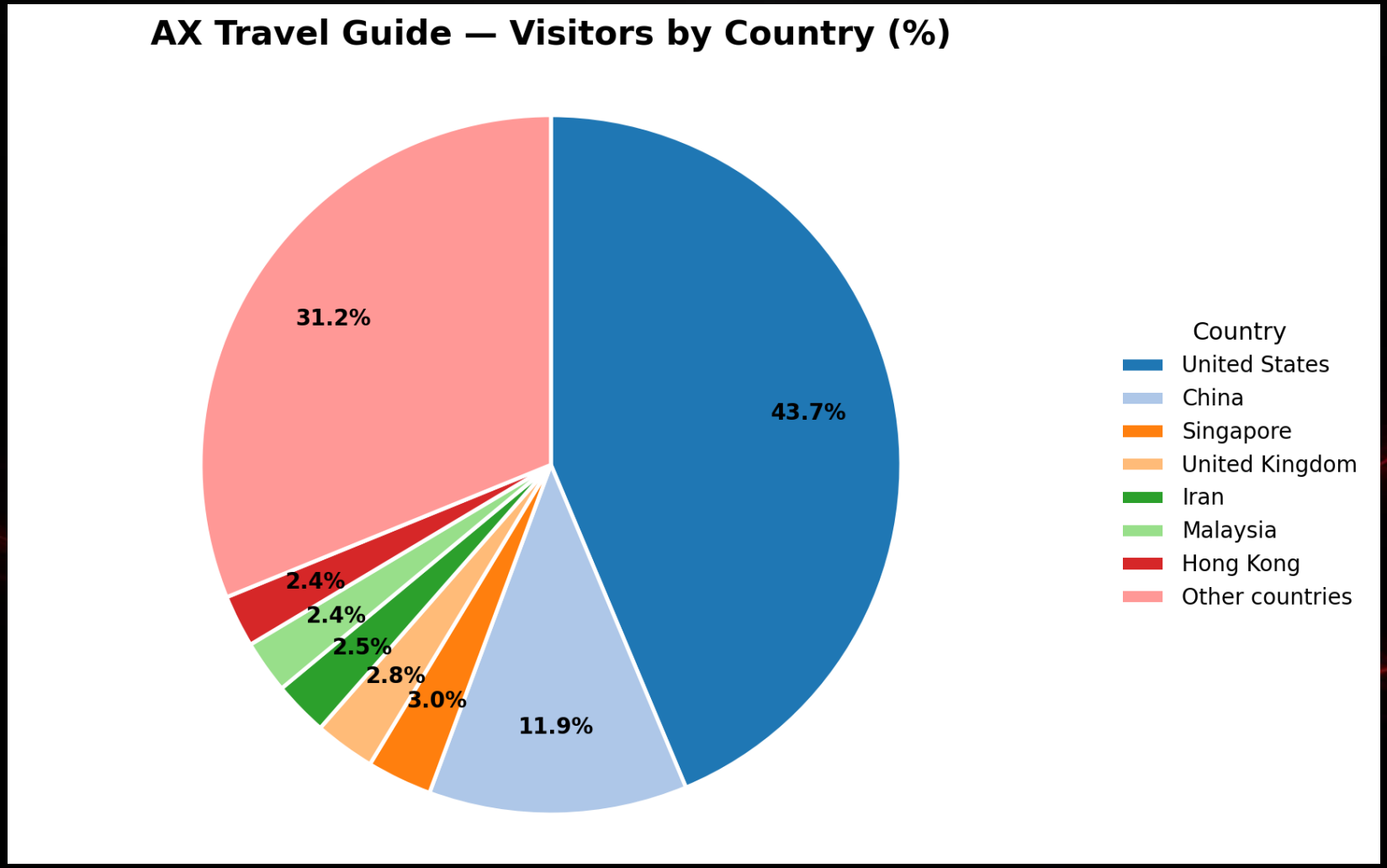


Restaurant Reviews & Dining



Lifestyle & Luxury Experiences




AX Travel Guide — Visitors by Country (%)
43.7%
11.9%
3.0%
2.8%
2.5%
2.4%
2.4%
31.2%
Country
United States
China
Singapore
United Kingdom
Iran
Malaysia
Hong Kong
Other countries

Our Audience

AX Travel Guide connects with an international audience across travel, aviation, hospitality, dining, events, entertainment and lifestyle.

Our readership spans North America, Asia, Europe, the Middle East and other international markets, providing a platform for businesses seeking exposure beyond their local audiences.

The United States represents our largest visitor market at 43.7%, followed by China at 11.9%. Readers from Singapore, the United Kingdom, Iran, Malaysia, Hong Kong and other international markets contribute to our diverse geographic reach.

Our editorial content is designed for leisure and business travellers, aviation enthusiasts, hospitality professionals, culinary explorers, lifestyle readers and individuals interested in the global tourism industry.

Through destination features, aviation news, hospitality coverage, restaurant stories and major international events, AX Travel Guide creates opportunities for brands to connect with readers across multiple sectors.

AX Travel Guide — Audience Profile

1. Travel & Tourism Industry Professionals
Travel agencies, tour operators, tourism organisations, destination marketing professionals and travel industry executives.

2. Aviation & Airline Enthusiasts
Aviation followers, airline professionals, frequent flyers and readers interested in aircraft, airports, airline routes and aviation developments.

3. Hospitality & Hotel Industry
Hotel and resort professionals, hospitality businesses, luxury accommodation enthusiasts and readers interested in hotel developments.

4. International Leisure & Business Travellers
Holidaymakers, independent travellers, frequent international travellers and business travellers seeking destination news and travel inspiration.

5. MICE & Events Industry
Event organisers, conference professionals, exhibition companies and readers following international trade shows, conventions and major events.

6. Dining, Luxury & Lifestyle Enthusiasts
Food lovers, fine-dining followers, luxury travellers and readers interested in premium lifestyle experiences.

International Audience Reach

AX Travel Guide reaches visitors across North America, Asia, Europe, the Middle East and other international markets.

According to our audience statistics, the United States accounts for 43.7% of visitors, followed by China at 11.9%, with additional readership from Singapore, the United Kingdom, Iran, Malaysia, Hong Kong and other international markets.

Why Our Audience Matters to Event Organisers

Our broad editorial focus enables AX Travel Guide to support media partnerships across multiple industries, helping event organisers promote their exhibitions, conferences, awards ceremonies and international gatherings.

Through event previews, editorial reporting, photography, video production, interviews, social media coverage and post-event features, AX Travel Guide offers opportunities to extend event visibility to international readers.

Our objective is to connect events, destinations and industry leaders with relevant audiences while supporting greater international awareness through professional media coverage.

Events & Industries We Cover

Travel & Tourism
Arabian Travel Market (Dubai), ITB Asia (Singapore), PATA events

Aviation & Aerospace
Farnborough International Airshow (UK), Paris Air Show (France), Dubai Airshow (UAE), Bahrain International Airshow

Hospitality & Hotels
Hospitality exhibitions, hotel industry events and tourism conferences

Culinary & Gastronomy
TOP25 Restaurants Thailand Awards, culinary events and restaurant awards

Luxury, Marine & Yachting
Dubai International Boat Show, Thailand International Boat Show (Phuket)

Entertainment & Music
International music festivals, concerts and entertainment events

Business & MICE
International trade exhibitions, business conferences and corporate events

Media Partners

Exclusive Media Partner

In 2025

To be confirmed

To be confirmed for their event in Sanya and Macau in 2027

AX GROUP | MEDIA & BRAND PROMOTION PACKAGES
Professional Advertising, Editorial Coverage & Brand Exposure Solutions (All prices in USD)

01 | EDITORIAL FEATURE — $250 USD
Essential Brand Visibility
• One professionally written sponsored online article • Brand introduction and promotional coverage • Publication on a relevant AX media platform

02 | SOCIAL MEDIA SPOTLIGHT — $400 USD
Enhanced Digital Exposure
• One sponsored online article • One dedicated Instagram feed post • Two Instagram Stories • Brand tagging and promotional links where supported

03 | PREMIUM BRAND FEATURE — $750 USD
Complete Brand Storytelling
• One professionally written feature article • One professional photography session • Edited photography selection for digital use • Social media promotional coverage

04 | SIGNATURE CAMPAIGN — $1,500+ USD
Integrated Premium Campaign
• Comprehensive editorial brand feature • Professional photography and video production • Instagram posts and Stories • Multi-platform digital promotion • Customized campaign planning and execution

WHY ADVERTISE WITH AX TRAVEL GUIDE?

🌍 **International Reach** – Presence in Hong Kong, Bangkok and Dubai.

✈️ **Diverse Coverage** – Travel, aviation, hospitality, dining, events and lifestyle.

📸 **Professional Production** – High-quality photography, video and editorial content.

📣 **Integrated Marketing** – Advertising, social media, PR and event promotion.

🤝 **Flexible Partnerships** – Customized advertising packages and long-term collaborations.

ADVERTISING OPPORTUNITIES WITH AX TRAVEL GUIDE

AX Travel Guide connects businesses with international audiences across **travel, aviation, hospitality, dining, entertainment and lifestyle**.

With a presence in **Hong Kong, Bangkok, Dubai and beyond**, we offer advertising, sponsored editorial features, social media campaigns, photography, video production and strategic brand partnerships.

Backed by AX Group's media and marketing expertise, **we help brands increase visibility, reach new audiences and strengthen their global presence.**

Brand collaborations

AX Travel Guide, together with our UAE and Thailand online magazines, provides integrated advertising, editorial coverage, and brand promotion opportunities. With a presence in **Hong Kong, Bangkok, Dubai, and beyond**, we connect businesses with international audiences.

Our Collaboration Opportunities:

Online Magazine Advertising – Cross-platform brand exposure.

Brand Partnerships – Strategic marketing collaborations.

Editorial Features – Sponsored articles and brand promotions.

Hospitality & Dining – Hotel, resort, and restaurant features.

Events & Entertainment – Event coverage and publicity.

Content Production – Professional photography and video.

Social Media Marketing – Digital campaigns and promotions.

CONTACT & PARTNERSHIPS

LET'S WORK TOGETHER

Connect your brand with international audiences through **AX Travel Guide and AX Group**.

Explore advertising opportunities, media partnerships, sponsored features and integrated marketing solutions across our international media network.

Our Presence: Hong Kong | Bangkok | Dubai | Beyond

Email: sales@axgroupofficial.com

AX Travel Guide: www.axtravelguide.com

AX Group Official Website: www.axgroupofficial.com

WhatsApp: +971 50 374 3955

Partner with us to elevate your brand, expand your reach and connect with audiences worldwide.

