



RADIO REVENUE PARTNERSHIP



BUILDING NEW REVENUE THROUGH
TRAVEL PARTNERSHIPS



Your Influence.
Listener Trust.
Travel Income.



Turn Travel
Influence Into
Income.



One Station.
One Team.
One Pool. **More Income.**

**TOGETHER,
WE GROW.**

MUTUAL BENEFITS



FOR THE STATION

New income.
More engagement.
Stronger partnerships.



FOR THE PRESENTERS

Travel rewards.
Extra income.
Shared success.



FOR THE LISTENERS

Private travel savings.
Better deals.
Real value.



IF YOUR STATION INFLUENCES WHERE PEOPLE GO...
WHY NOT EARN FROM WHERE THEY STAY?

PRESENTED BY

TRAVELPAYCHECK

TRAVEL. INCOME. FREEDOM.

IN PARTNERSHIP WITH



TALENT SHOWCASE AFRICA

INFLUENCE. COLLABORATION. INCOME. | TOGETHER, WE GROW.

THE TRAVELPAYCHECK INSIGHTS SERIES

Book One

The Radio Travel & Revenue Partnership

Reimagining Radio Beyond Traditional Advertising

The Vision

Book Two

The Radio Revenue Partnership

A Practical Guide to Building a Presenter-Led Travel Revenue Model

The Implementation Guide

THE RADIO REVENUE PARTNERSHIP

A Practical Guide to Building a Presenter-Led Travel Revenue Model

A TravelPaycheck Insights Publication

In partnership with Talent Showcase Africa

INTRODUCTION

Every day, radio stations influence listener decisions around events, tourism, entertainment, lifestyle, and travel.

Presenters recommend destinations.

They talk about hotels.

They promote festivals and attractions.

They inspire listeners to explore new places.

Yet while radio drives movement, most stations and presenters earn nothing from where those journeys ultimately lead.

Imagine if there were a way to connect listener engagement, travel, and recurring revenue through one collaborative station-wide model.

That's the opportunity explored in this guide.

TravelPaycheck has developed a practical framework that enables radio stations to participate more directly in the travel economy while strengthening audience engagement, presenter involvement and tourism partnerships.

At the heart of that framework is a global private travel platform called **Club Viago**.

FROM PROMOTION TO PARTICIPATION

Traditional advertising ends when the commercial finishes.

The Radio Revenue Partnership is different.

Instead of simply promoting travel...

the station becomes part of the travel ecosystem itself.

Presenters continue doing what they already do best—

engaging audiences and influencing listener decisions—

while the station creates a collaborative framework that allows everyone to benefit from the value those conversations create.

This isn't traditional advertising.

It's participation.

WHY A STATION-WIDE MODEL?

The **Radio Travel & Revenue Partnership** introduced the broader vision.

This guide focuses on one practical question:

How can a radio station implement that vision?

The answer lies in collaboration.

Rather than every presenter operating independently, the station builds one shared travel initiative that benefits presenters, management, and the organization as a whole.

Travel becomes part of the station's programming and commercial strategy.

Audience engagement becomes measurable value.

Success is shared.

HOW THE MODEL WORKS

Implementing the Radio Revenue Partnership follows a simple collaborative model:

- The station activates one central Club Viago account.
- Presenters introduce the opportunity through approved station programming.
- Interested listeners learn more and activate their memberships.
- Members enjoy exclusive travel benefits through the platform.
- Membership activity and travel bookings generate commissions.
- Revenue flows into the station's shared partnership model.

Instead of relying solely on traditional advertising, the station creates an additional recurring revenue stream built around travel.

THE SHARED REVENUE MODEL

The strength of the model lies in collaboration rather than competition. By pooling results through a central station structure, everyone works towards growing the same travel ecosystem.

To keep the system simple and collaborative, all listener memberships and travel activity feed into the station's central account.

Rather than attempting to track which presenter generated each individual member, the station operates as one unified travel initiative.

Revenue generated through station promotion is collected centrally and distributed according to the station's agreed internal structure.

This creates:

- Simpler administration
- Consistent messaging across all programs
- Shared incentives for presenters
- Stronger teamwork
- Reduced internal competition

Instead of competing against one another...

Everyone contributes to growing the same opportunity.

WHO BENEFITS?

THE RADIO STATION

- A new recurring revenue stream

- Income beyond traditional advertising
 - Stronger audience engagement
 - Exciting listener competitions and holiday giveaways
 - Long-term tourism partnerships
 - A stronger commercial offering for advertisers
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THE PRESENTERS

Presenters are the voices listeners trust.

The Radio Revenue Partnership gives them an opportunity to participate more directly in the value they help create.

Benefits include:

- Personal travel savings
 - Exclusive hotel discounts
 - Annual travel rewards
 - Participation in the station's revenue pool
 - A meaningful side income without changing their role
 - Exciting new program content
 - Greater listener engagement
 - Opportunities to become recognized travel ambassadors
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THE LISTENERS

- Access to exclusive travel savings
- Discounted hotels and resorts worldwide

- Annual travel benefits
 - A trusted recommendation from presenters they already know
 - Opportunities to participate in travel promotions and competitions
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TOURISM PARTNERS

Tourism businesses benefit too.

Hotels.

Safari operators.

Guest houses.

Airlines.

Car rental companies.

Restaurants.

Tour operators.

Tourism boards.

Local attractions.

Rather than purchasing isolated advertising campaigns, tourism partners become part of an ongoing relationship with trusted radio personalities and engaged audiences.

Travel promotions become stories.

Holiday giveaways become experiences.

The result is a genuine partnership in which broadcasters gain compelling content, tourism businesses gain meaningful exposure, and listeners discover exciting new travel experiences.

Everybody benefits.

WHY THIS MODEL WORKS

Radio already possesses assets that many businesses spend years trying to build.

Trust.

Community.

Personality.

Consistency.

Audience loyalty.

The Radio Revenue Partnership simply introduces a practical commercial framework around those existing strengths.

Rather than asking broadcasters to become travel experts...

it enables them to strengthen what they already do while creating new opportunities for stations, presenters, listeners, and tourism partners alike.

AN EXAMPLE

A station activates one Club Viago account.

Five presenters introduce the opportunity naturally across their programs.

Listeners respond.

Membership grows.

Travel bookings increase.

Commissions accumulate within the station's shared revenue structure.

At agreed intervals, earnings are distributed according to the station's internal agreement.

The stronger the collaboration...

The stronger the results.

READY TO MOVE FORWARD?

If your station is ready to move beyond traditional advertising and explore a new approach to audience engagement, tourism partnerships and recurring revenue, the next step is to understand the platform that makes this model possible.

READY TO EXPLORE THE MODEL?

If you've reached this point, you've already seen how the Radio Revenue Partnership can help transform audience engagement into a collaborative travel and revenue model for your station.

The next step is to explore the travel platform that powers this opportunity.

Visit the TravelPaycheck Information Centre

travelpaycheck.carrd.co

There you'll find:

- ✓ An introduction to the TravelPaycheck initiative
- ✓ The **Global Presentation** and the **Africa Presentation**, explaining how the model works
- ✓ Information on membership benefits
- ✓ Daily presentation schedules
- ✓ Direct access to activate your membership

For radio stations based in Africa, start by watching the Africa Presentation.

It provides a comprehensive overview of the travel platform, the membership model, and how the **Radio Revenue Partnership adapts the model specifically for the radio industry.**

A FINAL THOUGHT

Every day, radio inspires people to travel.

The Radio Revenue Partnership provides a practical framework that enables stations, presenters, and listeners to participate more directly in the value of those journeys.

Travel is more than an industry.

It's an opportunity to build stronger partnerships, more engaging programming, and more sustainable revenue.

If your station already influences where people go...

Why shouldn't it also benefit from where they stay?