

Online booking~ "open door" and "closed door" typically refer to **availability and access restrictions** for bookings. Here's what they mean:

1. Open Door Booking

- **Publicly Available:** Anyone can access and book without restrictions.
- **No Special Permissions Needed:** No exclusive memberships, logins, or approvals required.
- **Common in Travel & Hospitality:** Hotels, flights, and event tickets available for general booking.
 - **Example:** A hotel room listed on Booking.com that anyone can book.
- **Rate Parity:** Refers to the practice of maintaining consistent pricing for the same product (e.g., hotel rooms, flights) across all distribution channels, including:
 - The provider's direct website
 - Online travel agencies (OTAs) like Expedia or Booking.com
 - Metasearch engines like Google Hotels or Kayak

Key Aspects of Rate Parity:

- Ensures that customers see the same price regardless of where they book.
- Prevents undercutting by third-party platforms.
- Helps hotels and service providers maintain control over pricing and brand reputation.

2. Closed Door Booking

- **Restricted Access:** Only specific users, members, or invitees can book.
- **Requires Approval/Login:** May need a code, membership, or prior approval.
- **Exclusive Offers:** Often used for corporate travel, VIP programs, or loyalty-based discounts.
- **Example:** Surge365 Vortex ~ A discounted, password-protected, hotel rate that only Vortex customers who sign in can access.

The **Surge365 Vortex** is a **customer-facing travel discount portal** that allows Surge365 members to share exclusive travel deals with friends, family, and clients while earning 100% of the customer's savings.

The **Surge365 Vortex** is a **hybrid between open door and closed door booking**:

- **Open Door Aspect:** Anyone can access the free Vortex portal and book travel without buying a Surge365 membership. This makes it publicly available like traditional travel sites.
- **Closed Door Benefit:** The discounted rates are **not publicly available** on major travel websites (like Expedia or Booking.com). Only those who receive a Vortex link from a Surge365 member can access the savings.

Here's how it works:

Key Features of the Vortex Portal

- ✓ **Exclusive Discounts** – Offers lower prices on hotels, cruises, and car rentals compared to public booking sites. Airline prices are available and competitively priced.
- ✓ **Customer-Facing Portal** – Surge365 members receive a personal Vortex website link to share with customers.
- ✓ **No Surge365 Membership Required for Customers** – once customer open a Vortex account and sign up for their Vortex access, they can book directly without needing a Surge365 membership.
- ✓ **Owners earn 100% of Customer Savings** – Vortex owners earn 100% of savings customers savings on qualified bookings.
 - Prices so low they are password-protected
 - Customers save money 85-90% of the time
- ✓ **Price Comparison** – Often beats the lowest, public internet price. (ie. Expedia, Booking.com, and other major travel sites).
- ✓ **Passive Income Potential** – The more people book through your Vortex portal, the more you earn when they save! Make money while you sleep!

How It Works for Surge365 Vortex Owners

1. **Vortex Owners Share** their unique Vortex link with potential customers.

Sign Up Requires Customers

- **First and Last Name | Email | Password**
 - **Customers receive confirmation email**
 - **Customers open email and activate** their unique Vortex link
 - **Customers sign in** to their booking portal and book travel
2. **Customers Save** – Customers book at discounted rates without paying a membership fee.
3. **Vortex Owners earn 100% of customer savings plus reward credits.**

The Vortex is a great way to monetize travel bookings while offering customers access to lower rates.

Conclusion

The Vortex functions as a **closed-door booking system with exclusive discounts**, meaning the booking portal is accessible to the public, but the discounted deals are only available through a special Vortex invitation.

Promoting your **Surge365 Vortex** effectively requires a mix of online marketing, personal outreach, and leveraging social proof. Here are some strategic ways to drive traffic and maximize earnings:

1. Leverage Social Media 📺

- ✅ **Create Engaging Travel Content** – Share posts, reels, or TikToks featuring travel deals, comparisons, or destination highlights.
 - ✅ **Use Hashtags & SEO** – Optimize for hashtags like #TravelDeals, #DiscountVacations, #Surge365, and #CheapFlights.
 - ✅ **Facebook Groups & Pages** – Join and participate in travel deal groups or create your own community.
 - ✅ **Live Videos & Webinars** – Explain how your Vortex portal works and showcase real savings.
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2. Email & Direct Outreach ✉️

- ✅ **Send Personalized Emails** – Reach out to your network with exclusive travel deals and incentives.
 - ✅ **Target Frequent Travelers** – Business travelers, digital nomads, and families planning vacations.
 - ✅ **Use Testimonials** – Share stories from people who saved big using your Vortex.
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3. Build a Website or Blog 🌐

- ✅ **Create a Travel Blog** – Share travel guides, tips, and booking comparisons with a link to your Vortex.
 - ✅ **SEO Optimization** – Write articles like “How to Find Cheaper Hotel Deals than Expedia” with your Vortex link.
 - ✅ **Embed the Portal** – If you have a website, make it easy for visitors to access your Vortex booking engine.
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4. Leverage Referral & Influencer Marketing 🛒

- ✅ **Ask for Word-of-Mouth Referrals** – Encourage happy customers to share the link.
- ✅ **Partner with Travel Influencers** – Offer influencers an incentive to promote your Vortex.
- ✅ **Affiliate Marketing** – Consider setting up commission reward-based referrals for others who drive traffic to your site.

5. Offer Exclusive Incentives & Promotions 🎁

- ✅ **Limited-Time Deals** – Advertise flash sales or special holiday discounts.
 - ✅ **Travel Planning Services** – Offer free consultation for customers booking through your Vortex.
 - ✅ **Loyalty Rewards** – Provide bonus perks (like a \$10 Starbucks gift card) for repeat bookings.
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6. Advertise & Automate 🚀 (Only Suggestions)

- ✅ **Run Facebook & Google Ads** – Target travelers searching for cheap flights and hotels.
 - ✅ **Automate Follow-Ups** – Use email marketing tools like Mailchimp to send reminders about deals.
 - ✅ **Retarget Visitors** – Use Facebook Pixel or Google retargeting to bring back visitors who didn't book.
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Next Steps

Social media campaign, email script, or ad copy for your Vortex promotions? Turn Vortex into a profitable revenue stream! 🚀💰

Recommended Marketing strategy for promoting your **Surge365 Vortex** with **social media campaigns, email scripts, and ad copy** to attract more bookings and earn savings plus reward credits.

1. Social Media Campaign Plan 📱

Campaign Theme: "Travel Smarter, Not Harder! Save BIG with My Exclusive Booking Link!"

👉 **Goal:** Get people to click and book through your Vortex portal.

👉 **Platforms:** Facebook, Instagram, TikTok, LinkedIn, YouTube Shorts.

👉 **Hashtags:** #TravelDeals #VacationSavings #DiscountHotels #CheapFlights #Surge365 #VortexTravel

Content Ideas

✅ **Deal Comparisons** (Show how Vortex beats Expedia, Booking.com, etc.)

📌 *Example Post:* “Want to save an extra \$200 on your next vacation? My exclusive travel portal gets you prices you won’t find on public sites. DM me for access or click here: [Your Vortex Link]”

✅ **User Testimonials** (Ask friends or clients to share savings)

📌 *Example Post:* “🔥 Look at what my friend just saved! They booked a 5-star resort for 30% less than the big travel sites. Want the same deals? Click here: [Your Link]”

✅ **Short Video/Reels**

📺 Show a vacation spot and say, “How would you like to visit here for **half the price** of Expedia? My private travel portal can make it happen. Click now: [Your Link]”

✅ **Countdown & FOMO Posts**

📌 “🔔 48-Hour Flash Sale! Prices like these don’t last. Get access to **discounted travel rates** now! [Your Link]”

2. Email Marketing Script

✂️ **Subject: Exclusive Travel Deals You Won't Find Anywhere Else!**

Hi [First Name],

I just found a **game-changing way to book travel for less**—and I wanted to share it with you! My private travel portal, **Surge365 Vortex**, gives you access to **lower prices than Expedia, Booking.com, and Hotels.com**.

- ◆ Hotels, Resorts, Cruises, and Cars – At **unbeatable discounts**
- ◆ No membership required | No hidden fees – Just **book & save!**—

Before you book your next trip, check out my link: **[Your Vortex Link]**

Let me know if you need help finding the best deal! I'd love to help you **travel smarter and save money**.

Best,

[Your Name]


[Your Contact Info]

3. Ads Copy (Facebook/Instagram/Google)

Ad #1: Compare & Save

✂️ **Headline:** Tired of Overpaying for Travel?  

✂️ **Text:** Stop wasting money on expensive booking sites! My exclusive travel portal gives you **VIP discounts** on hotels, resorts, Cruises, and Cars—no membership required!

✂️ **Call To Action:**  Grab Your Deal Now! → [Your Link]

Ad #2: Flash Sale / Urgency

✂️ **Headline:**  72-Hour Travel Deal Alert! Don't Miss Out!

✂️ **Text:** Prices like this **don't last!** My private travel portal unlocks **insider rates** that beat Expedia & Booking.com. Click now to **save BIG before time runs out!**

✂️ **Call To Action:**  Book Now & Save! → [Your Link]

Ad #3: Testimonial-Based

📌 **Headline:** My Friend Saved \$500 on Their Vacation—You Can Too!

📌 **Text:** Real people are saving **HUNDREDS** by booking through my **private travel portal** instead of big-name sites. You can too! **Check today's deals now.**

📌 **Call To Action:** 🔥 See Your Savings! → [Your Link]

Next Steps

✅ **Custom graphics for social media posts**

✅ **Email automation sequence to follow up with leads**

Social media graphics and an **email automation sequence** to promote **Surge365 Vortex** effectively. Here's the plan:

1. Social Media Graphics Plan 🎨

3 engaging graphics for:

✅ **Deal Comparison Post** – Showing how Vortex beats Expedia/Booking.com.

✅ **Testimonial/Review Post** – Featuring a real or simulated customer savings story.

✅ **Urgency/FOMO Post** – Highlighting a limited-time deal with a call to action.

2. Email Automation Sequence 📧

A 3-part automated email sequence to maximize bookings:

◆ **Email #1 – Welcome & Introduction**

- Sent immediately after signup or interest.
- Explains what Vortex is, benefits, and includes a booking link.

◆ **Email #2 – Savings & Testimonials** (Sent 2 days later)

- Shows real-world examples of savings.
- Includes a call to action to book now.

◆ **Email #3 – Urgency & Last Chance** (Sent 5 days later)

- Reminds them that deals won't last forever.
 - Creates urgency to book before prices change.
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Next Steps:

Social media graphics and **email sequence**

Surge365 Vortex Promotional Email Sequence

Email #1 – Welcome & Introduction

Subject: Unlock Exclusive Travel Deals – No Membership Required!

Hi [First Name],

I'm excited to share a **game-changing way to save money on travel!** With my exclusive **Surge365 Vortex portal**, you can access **lower prices than Expedia, Booking.com, and Hotels.com** – and the best part? You don't need a membership to book and save!

- ◆ **Save on Hotels, Resorts, Cruises, and Cars**
- ◆ **No hidden fees**
- ◆ **Exclusive deals you won't find anywhere else**

Before you book your next trip, take a look at my Vortex portal:

👉 **[Your Vortex Link]**

Have any questions or need help finding the best deal? I'm happy to assist!

Best,

[Your Name]

[Your Contact Info]

Email #2 – Savings & Testimonials

Subject: [First Name], You Could Be Saving Hundreds on Travel!

Hi [First Name],

Did you know that travelers using my **Surge365 Vortex portal** have saved **up to 60%** on hotels/resorts, cruises, and cars? Check out these real savings:

🌐 **5-Star Resort in Cancun** – Saved \$300 compared to Expedia!

🏨 **Luxury Hotel in NYC** – Saved \$200 per night!

Why pay more when you can travel for less? Start saving today:

👉 **[Your Vortex Link]**. Let me know if you want me to **find a deal just for you!**

Best,

[Your Name]

[Your Contact Info]

Email #3 – Urgency & Last Chance

Subject: 🚨 Last Chance! Prices Are Changing Soon!

Hi [First Name],

Travel deals don't last forever, and the **exclusive discounts on my Vortex portal** are always changing! If you're planning a trip soon, don't wait – **lock in your savings today before prices go up.**

💰 **Hotels, Resorts, Cruises, and Cars – All at Insider Prices!**

🚀 **Easy booking – No membership required!**

Time is running out to grab these deals! Click below and start saving NOW:

👉 **[Your Vortex Link]**

Happy travels,

[Your Name]

[Your Contact Info]

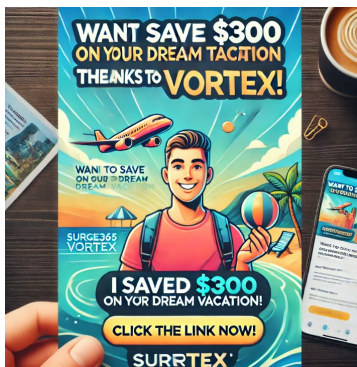
Three custom social media graphics to promote your **Surge365 Vortex** effectively. Here's what I'll include:

1. **Deal Comparison Post** – Showing how Vortex beats Expedia, Booking.com, etc.
2. **Testimonial/Review Post** – Featuring a real or simulated customer savings story.
3. **Urgency/FOMO Post** – Highlighting a limited-time deal with a call to action.

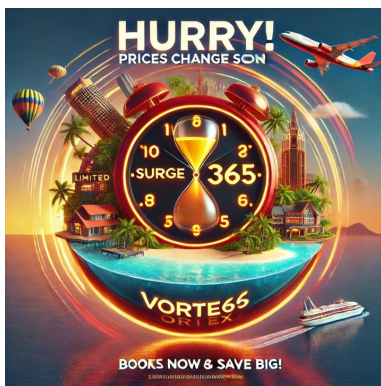
Urgency/FOMO Social Media Graphic for Surge365 Vortex! 🚀 🔥 **Promotional graphics** to drive engagement and bookings.



Deal Comparison Social Media Graphic for promoting **Surge365 Vortex** savings! 🎨 💰



Testimonial/Review Post Social Media Graphic for Surge365 Vortex! 🚀 🔥



Urgency/FOMO Post Social Media Graphic for Surge365 Vortex! 🚀 🔥