

MEDIA/PUBLISHING

Afar caters to luxury travel advisors with B2B extension

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Afar is extending its content to cater to travel advisors. Image credit: Afar

By STAFF REPORTS

Travel media company *Afar* is targeting luxury travel advisors with the launch of a business-to-business platform.

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Founded in 2009 as a print magazine, *Afar* is now a multiplatform firm that focuses on experiential travel. With *Afar* Advisor, the media brand is expanding to talk directly to those in the business, with content, reports and events.

"*Afar's* mission has always been to inspire and enable travelers to have deeper, richer and more fulfilling experiences around the world," said Greg Sullivan, CEO/cofounder of *Afar*, in a statement. "Now, we are taking that belief and support to the best travel advisors in the world so they can help their clients have these kinds of travel experiences."

"This is the perfect time to launch, as we celebrate *Afar's* 10th anniversary in 2019," he said.

Travel trade

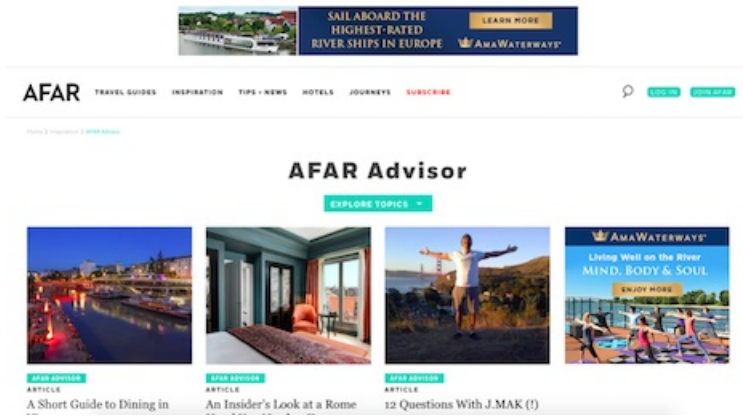
Afar has tapped Annie Fitzsimmons to lead its *Afar* Advisor content. Ms. Fitzsimmons was most recently the digital editor at travel advisor firm Virtuoso.

For nine years, Ms. Fitzsimmons has also been an editor at large and luxury editor at *National Geographic Traveler*.

Afar Advisor will include a weekly newsletter and a dedicated section of the *Afar* Web site. Content will range from interviews and trend pieces to trade news.

The platform will also produce reports about specific destinations and hotels.

At launch, *Afar* Advisor is sponsored by river cruise line AmaWaterways. In addition to display advertising, the exclusive launch partner will present content geared towards the *Afar* audience.



Screenshot of Afar Advisor. Image credit: Afar Advisor

Along with editorial content for advisors, *Afar* will host events and education offerings for travel agents. The media group has previously engaged with agents through its Travel Advisory Council, which meets on bi-annual basis.

Recently, a number of consumer-facing publications have branched their expertise into trade verticals.

For instance, Cond Nast shelter publication *Architectural Digest* launched a new members-only platform, as the media group looks to further engage professionals after planning to put the majority of its content behind a paywall.

Geared towards design industry professionals, AD Pro launched in April and includes exclusive news, trade tools and services, as well as access to special events. Industry-oriented features include profiles, a job board and a calendar of trade events ([see story](#)).