

AAPI Month – Editorial Send

PM: [REDACTED]

Copy: Andrea Manokian

JIRA: [REDACTED]

Element	Copy Suggestions (a few options)
Subject Line	Celebrate AAPI culture worldwide 🌍
	May is AAPI month! 🎉
	Discover AAPI heritage around the world
	Celebrating AAPI month across the globe
	AAPI month: Uniting our communities
Preview Text	Honor AAPI month with these cultural experiences.
	Embrace AAPI culture with a global journey.
	Experience AAPI culture beyond borders.
	Discover AAPI heritage in exotic locales.
	Experience AAPI culture on a global scale.
	Honoring Asian American and Pacific Islander heritage.
Header	How a Trip to Thailand Changed My Father's Life—and Mine
Body Copy	Learn how a trip to Bangkok brought smiles to an entire family, created lifelong memories, and alleviated cultural bereavement.
CTA	Learn more
	Read more
	Recognize AAPI culture
CTA Link	https://www.viator.com/blog/How-a-Trip-to-Thailand-Changed-My-Fathers-Life-and-Mine/198443

Recommended reads	Recommended reads
Article 1 Header	8 of the Most Legendary Places To Visit in Guam
Article 1 Body	Explore the lush island that's home to the Indigenous Chamorro (CHamoru) people.
Article 1 CTA	Read more
Article 1 Link	https://www.google.com/url?q=https://www.viator.com/blog/Legendary-Places-to-Visit-in-Guam/198442
Article 2 Header	General Manager of Changi Airport Khaja Nazimudeen's Guide to Singapore
Article 2 Body	Singapore native, Khaja, guides you through some of the country's unmissable sights.
Article 2 CTA	Read more
Article 2 Link	https://www.viator.com/blog/An-Insiders-Guide-to-Singapore/194535
Article 3 Header	Know Before You Go: Attending a Hawaiian Luau
Article 3 Body	Understand the history and context of a traditional Hawaiian luau.
Article 3 CTA	Read more
Article 3 Link	https://www.viator.com/blog/Know-Before-You-Go-Attending-a-Hawaiian-Luau/194509
Product list header	AAPL activities around the world:
Product 1 Header	Private Excursion to Floating Market and Ayutthaya World Heritage Site

Product 1 CTA	Learn more
Product 1 CTA Link	https://www.viator.com/tours/Bangkok/Private-Day-Tour-to-a-Floating-market-and-Ayutthaya/d343-51641P186
Product 2 Header	Singapore Private food and culture tour
Product 2 CTA	Learn more
Product 2 CTA Link	https://www.viator.com/tours/Singapore/Half-Day-Food-Tour-in-Singapore/d60449-45610P3
Product 3 Header	Toa Luau at Waimea Valley
Product 3 CTA	Learn more
Product 3 CTA Link	https://www.viator.com/tours/Oahu/Toa-Luau-at-Waimea-Valley/d672-64093P2
Product 4 Header	Private Taj Mahal Tour from Delhi by Car - All Inclusive
Product 4 CTA	Learn more
Product 4 CTA Link	https://www.viator.com/tours/New-Delhi/Taj-Mahal-and-Agra-Full-Day-Private-Guided-Tour-from-Delhi-by-Car/d804-9512P1