

10 Surefire Guerrilla Marketing Ideas for Reunion Success

1 START A REUNION TAB

Not at the bar, on your website! If you want to get to first base with reunions, you have to announce that you're ready to serve them. This starts with a dedicated page on your website whether you're a CVB, hotel or resort.

2 CREATE REUNION VALUE DATES TO FILL DIFFICULT PERIODS

You have traditional slow weekends; you know this from history. Maybe these are around long holiday weekends or dog days of summer. Based on past trends, create a value offering for reunion groups and turn those empty rooms into a bustling property.

3 OFFER UNIQUE CONGREGATING SPACE

Reunions need a common area to relax, catch up and gossip. This probably shouldn't be your hotel lobby, so take one of those empty meeting rooms and decorate it to be a home-away-from-home for reunions while they're visiting.

4 GET REFERENCES

Peer-to-peer recommendations are often the deciding factor when consumers purchase goods and services (think Yelp and Amazon). When reunions are in town, ask them for a few minutes of their time to get their feedback about their experience. Record the audio portion of your conversation with your iPhone so you can transcribe it for later or shoot a quick testimonial video and add a unique visual element to your website or YouTube channel.

5 BE VISIBLE AT REUNION WORKSHOPS AND CONFERENCES

Planning workshops and conferences are held across the country, helping laymen planners uncover the secrets to getting their group together. Reunions Workbook is distributed to thousands of planners at events across the country. Curious about starting your own workshop? Contact us for ideas!

6 WORK THE MARKET YEAR-ROUND

Like other group sectors, reunions have a long lead time. (It's not uncommon to get bookings two years in advance.) Your reunion-friendly shingle needs to hang 12 months out of the year.

7 CREATE A WELCOME BAG

This is super easy when you have good partners. Gather tchotchkes, visitor brochures, maps, visitor guides and coupon books for reunion planners and attendees. This works as a great giveaway.

8 SPONSOR T-SHIRTS

Offer a small cash donation to reunion organizers in exchange for having your destination or hotel name and logo featured on their reunion t-shirt. A small investment will pay big dividends when kids, moms and grandpas wear those shirts back at home and are shared on social media. It's a walking billboard!

9 TELL YOUR STORY THROUGH GREAT CONTENT

Consumers are exposed to thousands of advertising messages a day. What sets yours apart? Great content. Hire a writer with experience in this market, or ask the team at Reunions Workbook to help create a narrative that puts a solid reunion-friendly stamp on your business.

10 BE SOCIALLY ACTIVE

This is especially important to DMOs where their followers are primarily interested in the destination, not just someone's grandkids, or cat videos. Not everyone is a reunion planner, but we're all family members. Let your followers know that reunions are welcome by posting members congregating at your destination (hopefully in your sponsored t-shirt!) on all your social media outlets.



Unlock more reunion business with Reunions Workbook. Now in its 19th edition, this print and digital guide helps reunions get focused and stay organized. [See the digital edition here.](#)

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