

## GROUP TRAVEL: A SIGNIFICANT CONTRIBUTOR TO NORTH CAROLINA'S HOTEL ECONOMY



SOURCE: American Bus Association Foundation: Economic Impact of the Motorcoach and Group Travel Industry 2016



### GROUP TRAVEL: A SIGNIFICANT CONTRIBUTOR TO NORTH CAROLINA'S EATING AND DRINKING ESTABLISHMENTS

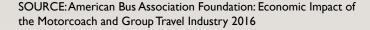


SOURCE: American Bus Association Foundation: Economic Impact of the Motorcoach and Group Travel Industry 2016



### GROUP TRAVEL: A SIGNIFICANT CONTRIBUTOR TO NORTH CAROLINA'S ENTERTAINMENT AND AMUSEMENT INDUSTRY







### GROUP TRAVEL: A SIGNIFICANT CONTRIBUTOR TO NORTH CAROLINA'S RETAIL INDUSTRY



SOURCE: American Bus Association Foundation: Economic Impact of the Motorcoach and Group Travel Industry 2016



#### THE CLEAR BENEFITS OF GROUPTRAVEL MARKETING

- Group marketing is a powerful and cost effective way to get your message across to targeted tour & travel buyers that directly influence economic impact during traditional shoulder and off-season periods.
- With an average lead time of six (6) months, group marketing is the preferred platform for putting advance business on the books.
- Group marketing can be seamlessly integrated with an organization's web, email, print and social media presence to enhance their brand messaging.





#### LEISURE GROUPTRAVEL

The #I source for group travel planners with a passion for creating unforgettable group travel experiences. Leisure Group Travel reveals/discovers destination sites, planning best practices and solutions that help group travel organizers create enticing, group-friendly itineraries in popular and off-the-beaten path locations.





# STUDENT TRAVEL PLANNING GUIDE

A trusted source for student travel planners, leaders and educators. Student Travel Planning Guide delivers essential student travel planning content/articles that provide advice and inspiration to help travel group leaders achieve a memorable rite-of-passage trip for their students.





# RELIGIOUS TRAVEL PLANNING GUIDE

A trusted source for faith-based travel planners, pastors and religious tour operators. Religious Travel Planning Guide brings together interviews, best practices and destination highlights that explore opportunities for enriching religious travel experiences.



#### LET'S GROW NORTH CAROLINA'S ECONOMY!

It's our belief that sharing the impact group travel has on the North Carolina economy will be helpful as you consider 2019/2020 co-op opportunities. Premier Travel Media would be delighted to be included in the RFP process.

There's never been a better time to expand the presence of North Carolina in the tour & travel industry and there's no better partner than Premier Travel Media.

