

THE CASE FOR MARKETING TO GROUPS



PREMIER
TRAVEL MEDIA

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



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

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 GROUP TRAVEL 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 GROUP TRAVEL

The #1 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.

