

# THE CASE FOR MARKETING TO GROUPS



**PREMIER**  
TRAVEL MEDIA

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

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



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

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

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

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



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

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

# THE CLEAR BENEFITS OF GROUP TRAVEL MARKETING

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- 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

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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

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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.



# REUNIONS WORKBOOK

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A top source for reunion groups with a desire to reconnect family, friends, and colleagues and create new travel memories. Reunions Workbook's content offers reunion-specific destination reviews, planning tools and activity ideas that will invigorate the reunion planning experience. Whether a reunion is a collaborative or professionally-planned trip, Reunions Workbook is an essential inspiration source.



# SPORTS PLANNING GUIDE

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Sports Planning Guide (SPG) helps sports event planners envision their next first-class event through trends, insights and destination information. SPG focuses on providing content that brings together resources that facilitate planners in creating efficiently run tournament and events in destinations that suit the unique aspect/nature of their sport.





# 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 TENNESSEE'S ECONOMY!

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It's our belief that sharing the impact group travel has on the Tennessee economy will be helpful as you consider 2019/2020 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 Tennessee in the tour & travel industry and there's no better partner than Premier Travel Media.

