

# This is Why...

# Leisure Groups Matter

## Fresh Buyers

This industry is evolving. Every day we see fresh subscribers entering the market representing a new generation of tour companies, niche and affinity travel groups.



**01**



## Fill in the Soft Spots

Unlike fickle consumers who only love you during prime tourist season, the majority of groups travel in shoulder or off-season and can be flexible on arrival days if the price is right.



**02**



## Annuity Fund

A group booked today will deliver on average \$12k in economic impact to your destination 6 - 18 months down the road, irrespective of the economic climate. Series business from tour operators returns an average of 4 times.



**03**

## Ease on Infrastructure

A group takes up to 30 cars off your roads. Reservation agents aren't taxed with multiple bookings, and groups move in and out with relative ease, comparatively speaking.



**04**

## Lower Your CPA

Every group lead you receive represents 20 to 40 potential travelers. This multiplier effect expands your marketing budget to influence key decision-makers AND their customers.



**05**