

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.

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Annuity Fund

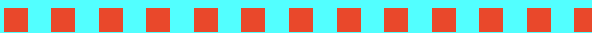
A group booked today will deliver on average \$12k in economic impact to your destination 6 - 18 months down the road, irrespective of the economic climate. Series business from tour operators returns an average of 4 times.



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.

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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.



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.

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