

Reconnect

WITH FAMILY TRAVELERS



OUR PLATFORM

Bringing People Together to Create New Memories

Tap into the lucrative family travel market with Destination Reunions. Fresh off a major brand transformation, our platform attracts family group travel and reunion planners through helpful content driven by digital marketing and publishing experts.

Get in Front of the Largest Network of Family Travel and Reunion Planners:

- We build a bridge to **your best prospects** through content marketing, digital advertising and the industry's only annual planning guide.
- From the **latest innovations** to **expertly crafted events** and **time-tested tips** from the pros, nobody covers the market like we do!
- Our website is the **#1 trafficked website** in the market as we inspire family travel planners with unique content.
- Our **newsletter** touches the inbox of over 5,200 reunion planners
- Our **annual guide** reaches 10,000 planners representing family, friends and military reunion planners.
- Tracking your performance is easy with our **industry-exclusive lead generation tool**, iTrack.



OUR READERS

Extended Reach to Family Travel Influencers

Our universe of 44,000 is made up of family, friends and military reunion planners, plus travel consultants that cater to the market.

Statistically, our audience is primarily female (74%) as they make the decision when it comes to where and when reunions are held.

WHY TARGETING REUNIONS IS SMART BUSINESS

Enormous Market Size

More than 300,000 reunions are held in the U.S. annually, so branding your business as reunion-friendly is an excellent way to attract more multi-generational travelers.

Book More Family Travel Bubbles

Family group travel is the latest trend to emerge from COVID-19. Extended families, multi-generational groups and skip-generation travelers are eager to regroup and experience travel together.

It's An Every Year Get-Together!

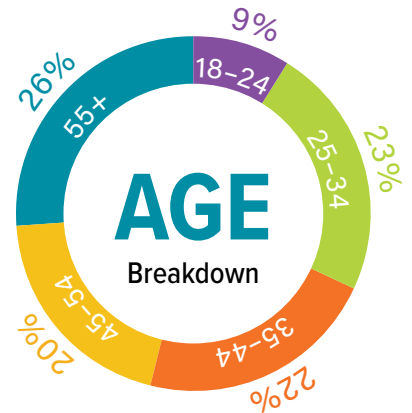
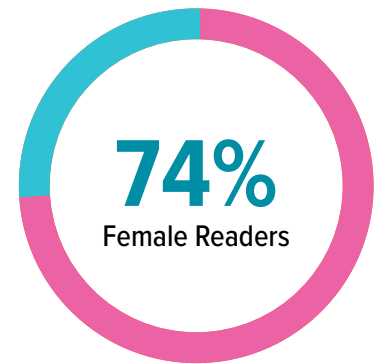
50% of family reunions get together every year. The primary purpose of reunion travel is to reunite in an environment that offers something for every group member. If your destination can deliver the promise of a family-friendly and enjoyable experience, yours is the perfect spot for groups to return year after year!

Bigger Group Sizes

66% of reunion groups range from 31-100 participants. Manageable in size, but significant in revenue impact.

Attract Boomers

According to the AARP 2019 Boomer Travel Trends, 4.6 million boomers travel to attend a reunion each year.



BRAND PLATFORM:

28.8k

Website Visitors

10k

Print Subscribers

5.2k

Newsletter Subscribers



OUR CAPABILITIES

We put you in front of the right audience with expertly crafted **content-based advertising, digital marketing** and the industry's only **annual planning guide**.

Written for you, **Site Inspections (SI)** are professionally researched and developed content marketing that promotes your destination or property as a premier location to host a family gathering. Your SI draws qualified planners who are interested in your destination and facilities who can connect with you directly. SIs are featured in our print guide, plus they drive traffic online at DestinationReunions.com.

Digital display and video advertising are geo-targeted, so you're always reaching the right audience. Whether directly on our website, in our e-newsletter or through programmatic methods, we help you home in on the right audience and deliver your timely message.

Boost your **content marketing** around family travel and reunions with *InkSlingers*, our branded content marketing agency. We'll create and develop your narrative around the family market with creatively written editorial stories and deliver ready-to-use content for your website and social media channels.



YEAR-ROUND REUNION MARKETING

We have packages and a la carte programs to fit all budgets. Print and online packages include distribution across our platform:

- **Package A** – Dominant Exposure
- **Package B** – Competitive Reach
- **Package C** – Starter Presence

Online Marketing

Our website attracts qualified traffic from hundreds of SEO-friendly articles, downloadable planning guides, tips and best practices for family travel planning. Boost your online presence with our digital audience!

- Leaderboard banners reach visitors across the site
- Geo-regionally targeted banners home in on easy drive destinations
- Video creation and promotion
- Sponsored whitepapers and digital editions
- Targeted display programmatic ads across the web
- Content marketing packages

PACKAGE A

2-page Site InSpecion | Full-page ad | Digital Site InSpecion



PACKAGE B

1½ -page Site InSpecion | Half-page ad | Digital Site InSpecion



PACKAGE C

Full-page Site InSpecion | Digital Site InSpecion



OUR RATES

ANNUAL PRINT GUIDE*

Package A	\$4595
<ul style="list-style-type: none"> • Two-page Site InSpection • Full-page ad 	
Package B	\$3495
<ul style="list-style-type: none"> • 1½-page Site InSpection • Half-page ad 	
Package C	\$2195
<ul style="list-style-type: none"> • Full-page Site InSpection 	

***All print packages include a digital Site InSpection**

CONTENT MARKETING & DIGITAL ADVERTISING

Website Banner: Top of Fold (728 x 90)(3 months)	\$1795
..... (6 months)	\$2995
..... (Annual)	\$4995
Website Banner: Regionally Targeted (160 x 600)(Annual)	\$995
InSite E-newsletter: Leaderboard Banner (728 x 90)(3 months)	\$1795
..... (6 months)	\$2995
..... (Annual)	\$4995
Featured Video(Annual)	\$995
One-Minute Video Creation	\$795
InSite E-newsletter: Billboard Banner (728 x 90) (3 months)	\$995
..... (6 months)	\$1795
..... (Annual)	\$2995
Digital Edition Sponsorship	\$5995
Whitepaper Sponsorship	\$2995
Digital Site InSpection	\$1395
Targeted Programmatic Display Advertising(Monthly)	\$995
Content Boost (SEO articles, blog posts)	\$1995

REACH ACTIVE TRAVEL GROUPS ACROSS OUR PLATFORM



From the latest innovations to expertly crafted events and time-tested tips, Sports Planning Guide connects sports tourism destinations with event planners across all disciplines of sporting events and tournaments.
SportsPlanningGuide.com



OUR LATEST INNOVATION! Debuting 2021, Destination Film Guide helps North American film locations better connect with producers, directors and location scouts through insightful content on rising film destinations and help in navigating rebates.
DestinationFilmGuide.com



The #1 source for group travel planners, Leisure Group Travel 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.
LeisureGroupTravel.com



Student Travel Planning Guide (STPG) is the place where educators find unique travel experiences that match their curriculum goals; where they can research and organize great student group adventures.
StudentTravelPlanningGuide.com