

Reconnect

WITH FAMILY TRAVELERS



OUR PLATFORM

Bringing People Together to Create New Memories

Destination Reunions is the place to research and plan your next reunion. Our platform attracts family group travel and reunion planners through helpful content driven by digital marketing and publishing experts. We bring you information on reunion-friendly destinations, hotels & resorts, and expert advice from industry professionals to simplify the reunion planning process.

Get in Front of the Largest Network of Family Group 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**, nobody covers the market like we do!
- Learn about the **latest industry news** and get **time-tested tips** from the pros via our blogs and newsletters and on social media.
- Our website is the **#1 trafficked website** in the market as we inspire family travel planners with unique content.
- Our **free newsletter** touches the inbox of over 5,500 reunion planners.
- Our **annual guide** (publishes in March) 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 audience comprises family, friends and reunion planners in addition to travel consultants who cater to the multi-generational family travel market.

Statistically, 78% are female as they are the key decision-makers when it comes to when and where 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!

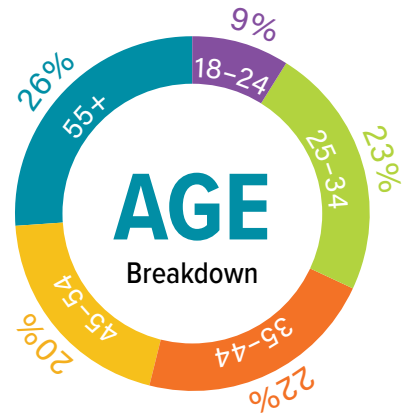
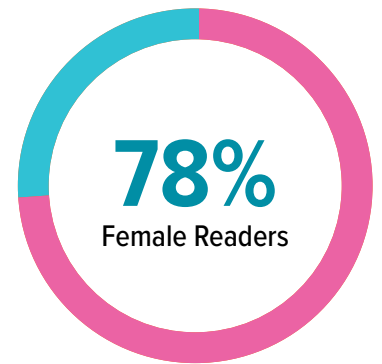
About 50% of families **get together every year** for a reunion. The primary purpose of reunion travel is to reunite in an environment that offers something for every group member. If your destination can deliver the promise of a family-friendly and enjoyable experience, yours is the perfect spot for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

Bigger Group Sizes

Approximately 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:

74k

Website Visitors

7.5k

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 promote 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. Along with being featured in our print guide, SIs drive traffic online at DestinationReunions.com.

Digital display and video advertising are 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.

Target and boost your **content marketing** around family travel and reunions with our branded content marketing services. 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, blog 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+** – Maximum Visibility
- **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 sponsorships
- Content marketing packages

PACKAGE A+

2-page Content Marketing | 2-page Spread Ad | Digital Site InSpection



PACKAGE A

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



PACKAGE B

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



PACKAGE C

Full-page Site InSpection | Digital Site InSpection



OUR RATES

DESTINATION REUNIONS PACKAGES*

Package A+	\$5,695
<ul style="list-style-type: none"> • Two Pages of Content Marketing • 2-page Spread Ad • Guaranteed Preferred Position 	
Package A	\$4,595
<ul style="list-style-type: none"> • Two-page Site InSpecion • Full-page ad 	
Package B	\$3,495
<ul style="list-style-type: none"> • 1½-page Site InSpecion • Half-page ad 	
Package C	\$2,195
<ul style="list-style-type: none"> • Full-page Site InSpecion 	

***All packages include a digital Site InSpecion. We create, optimize and promote all featured content through our website, e-newsletters and social media channels.**

DIGITAL ADVERTISING

Website Banner: Top of Fold (728 x 90)(3 months)	\$1,795
.....(6 months)	\$2,995
.....(Annual)	\$4,995
Website Banner: Regionally Targeted (160 x 600)(Annual)	\$995
InSite E-newsletter: Leaderboard Banner (728 x 90)(3 months)	\$1,795
.....(6 months)	\$2,995
.....(Annual)	\$4,995
Website Featured Video(Annual)	\$995
InSite E-newsletter: Billboard Banner (728 x 90)(3 months)	\$995
.....(6 months)	\$1,795
.....(Annual)	\$2,995
Digital Edition Sponsorship	\$5,995
Whitepaper Sponsorship	\$2,995
Digital Content Marketing Feature	\$1,395

***All ads need to be closed by January 15, 2023.**

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



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 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