

Reconnect

WITH FAMILY TRAVELERS



OUR INDUSTRY-LEADING PLATFORM

Bringing People Together to Create New Memories

Destination Reunions is the place to research and plan family group travel and reunions. Through helpful content driven by digital marketing and publishing experts, we deliver insightful content on reunion-friendly destinations, hotels & resorts, and expert advice from industry professionals to simplify the planning process.

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

- We build a bridge to **your best prospects** through content marketing, digital advertising, email marketing, social media and the industry's only annual planning guide.
- From the **latest destination innovations** to orchestrating **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 resource** in the market as we inspire family travel planners with unique content.
- Our **free bi-weekly newsletter** touches the inbox of over 5,500 reunion planners.
- Our **annual guide** (publishes in March) reaches over 60,000 planners representing travel advisors, family, friends and military reunion planners.
- Tracking your performance is easy with our **industry-exclusive lead generation tool**, iTrack.



44%

of family households look for travel ideas in magazine editorial or advertising

Source: TransUnion Summer 2023 Travel Survey

47%

of family households plan to take a multi-generational trip that includes parents/in-laws and children.

Source: 2023 Family Travel Association Survey

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 FAMILY GROUP TRAVEL 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.

It's An Every Year Get-Together!

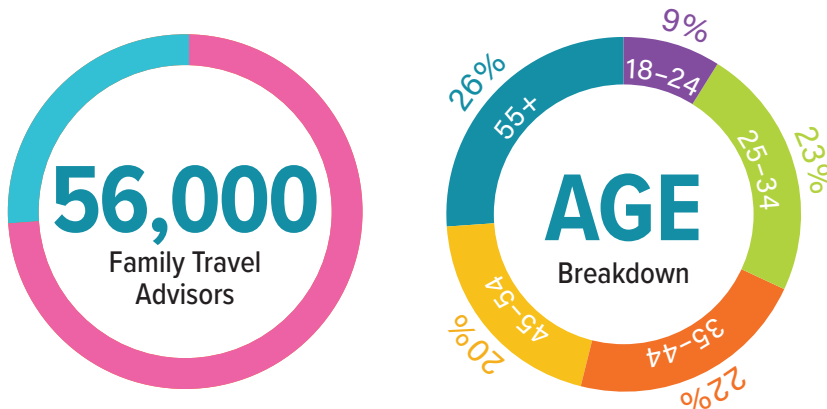
About 50% of families **get together every year** for a reunion. The primary purpose of reunion travel is to reunite in an environment that offers something for every group member. If your destination can deliver the promise of a family-friendly and enjoyable experience, yours is the perfect spot for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

61k

Digital Distribution

5.5k

Newsletter Subscribers

1.5m

Impressions

75k

Sessions

81%

Organic Traffic

DIGITAL MARKETING CAPABILITIES



TECHNOLOGY TO THE RESCUE

These clever apps help you keep your family reunion vacation running on track

By Devika Khosla

Before the planning stage ends, you need to get your reunion destination, then you need to get your reunion planning on track. The technology to the rescue. These clever apps help you keep your family reunion vacation running on track.

APP If you're family reunion is in the planning stages, you need to get your reunion destination, then you need to get your reunion planning on track. The technology to the rescue. These clever apps help you keep your family reunion vacation running on track.

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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.



TOP CARIBBEAN ALL-INCLUSIVE FAMILY RESORTS

These fun-filled tropical playgrounds offer endless activities for every member of the family

By Nancy Schwartz, Contributing Editor

If you're planning a family reunion, you know you want a resort that offers a wide range of activities for everyone in the family. The Caribbean is a great destination for family reunions, offering a mix of relaxation and adventure. Here are some of the top all-inclusive family resorts in the Caribbean.

- Family-friendly and fun-filled
- Great food and drinks
- Excellent customer service
- Convenient location and amenities
- Affordable pricing and great value
- Family-friendly and fun-filled



AFFORDABLE LUXURY TRAVEL IDEAS

Let this year be one of escapades and experiences with custom-made luxury travel indulgences

By Lisa Shames

After a year of staying at home with little to no travel, many are looking for ways to escape their homes and enjoy a little luxury. The good news is that there are many ways to do this without breaking the bank. Here are some ideas for affordable luxury travel.

TRAVEL After a year of staying at home with little to no travel, many are looking for ways to escape their homes and enjoy a little luxury. The good news is that there are many ways to do this without breaking the bank. Here are some ideas for affordable luxury travel.



YEAR-ROUND REUNION MARKETING PACKAGES

We have packages and a la carte programs to fit all budgets. Packages include publication in our digital magazine, e-newsletter and social media channels:

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

TARGETED DIGITAL MARKETING

Boost Your Online Presence With Our Digital Audience!

Our website attracts qualified traffic from **hundreds of SEO-friendly articles**, downloadable planning guides, tips and best practices for family travel planning. Our bi-weekly newsletter reaches reunion planners looking for their next destination.

- Leaderboard banners reach visitors across the site and newsletter
- Geo-regionally targeted banners home in on easy drive destinations
- Content marketing programs drive targeted visitors
- Newsletter sponsorships include video or content, paid social media campaign

PACKAGE A+

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



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



EMAIL MARKETING

We make it easy to target family gatherings with the **bi-weekly InSite e-newsletter**. Each month a new theme is presented with targeted articles, sponsored content and themed advertising.

INSITE EDITORIAL CALENDAR

JANUARY - Cruises

FEBRUARY - Beaches

MARCH - City Escapes

APRIL - Historical/Family Heritage

MAY - Theme Parks

JUNE - Lakes

JULY - Adventure/Outdoors/National Parks

AUGUST – International Travel

SEPTEMBER – Luxury Travel

OCTOBER – Mountain Getaways

NOVEMBER – Holiday Travel

DECEMBER - Resorts/All-Inclusive Vacations

Sponsor our bi-weekly newsletter and receive a 2X video OR sponsored content placement, featured destination on our website for 30 days and a paid social media promotion on Facebook and Instagram for the duration of your campaign.

Leaderboard and billboard banners also available!



OUR RATES

DESTINATION REUNIONS PACKAGES

Package A+..... **\$5,695**

- Two Pages of Content Marketing in the Annual Guide
- 2-page Spread Ad
- Guaranteed Preferred Position
- Digital Site InSpection Content Marketing

Package A..... **\$4,595**

- Two-page Site InSpection in the Annual Guide
- Full-page ad
- Digital Site InSpection Content Marketing

Package B..... **\$3,495**

- 1½-page Site InSpection in the Annual Guide
- Half-page ad
- Digital Site InSpection Content Marketing

Package C..... **\$2,195**

- Full-page Site InSpection in the Annual Guide
- Digital Site InSpection Content Marketing

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**

InSite Enewsletter Sponsorship..... (1 month) **\$1,595**

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