

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!

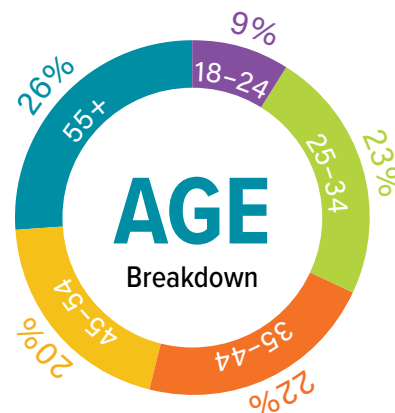
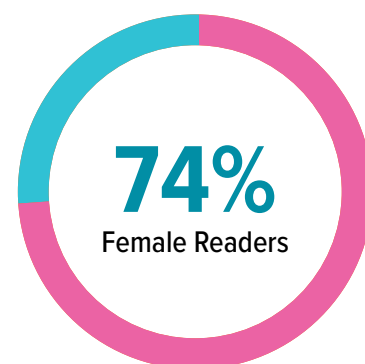
50% of family reunions get together every year. The primary purpose of reunion travel is to reunite in an environment that offers something for every group member. If your destination can deliver the promise of a family-friendly and enjoyable experience, yours is the perfect spot for groups to return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