

# LEISURE

GROUP TRAVEL

## REGIONAL ITINERARY PLANNING GUIDES

*New for 2024!*



# WE PIONEERED ITINERARY MARKETING AND IN 2024 WE'RE TAKING IT TO THE NEXT LEVEL WITH THE NEW REGIONAL ITINERARY GUIDES



SOUTH &  
SOUTHEAST U.S.

April 2024



WESTERN U.S.  
& WESTERN  
CANADA

June 2024



MID-ATLANTIC  
& NORTHEAST,  
EASTERN CANADA

August 2024



MIDWEST &  
GREAT LAKES

October 2024



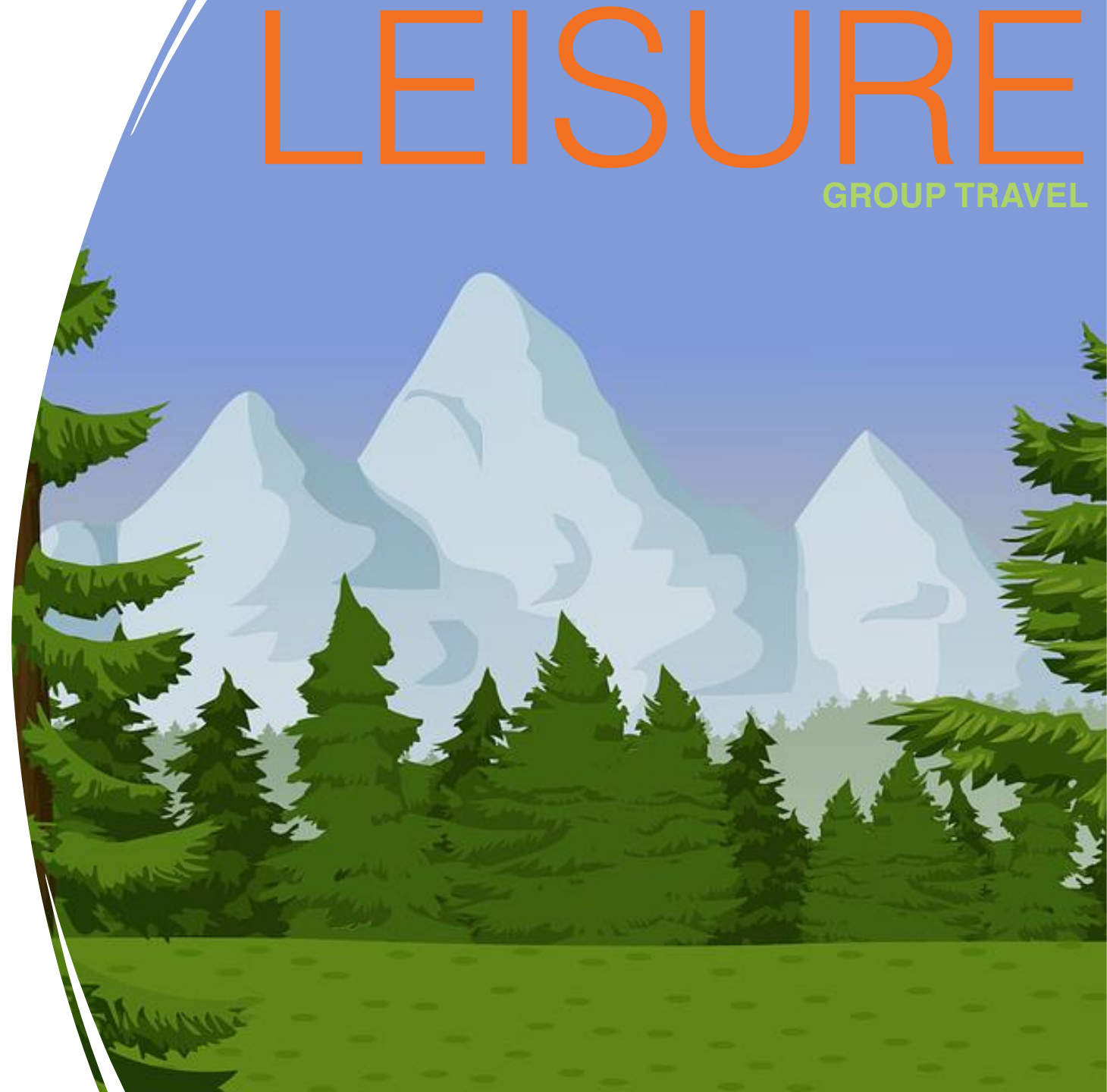
EUROPE  
& ASIA

December 2024

# ITINERARIES ARE YOUR BEST MARKETING TOOL

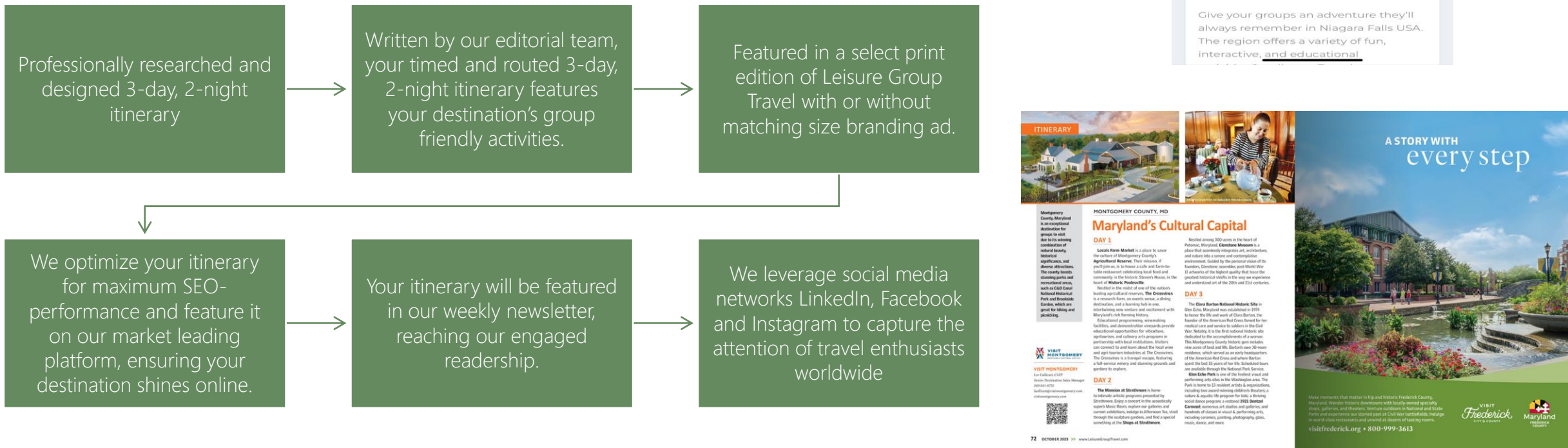
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- Tour planners' go-to planning resource for domestic + international trips
- Shows off your best destination assets
- Uncovers hidden gems
- Transportable – use in print, digital/pdf, social, email, trade shows



# HERE'S WHAT YOU'LL RECEIVE

All-inclusive itinerary creation, distribution and marketing



**LEISURE**  
GROUP TRAVEL

# YOUR ITINERARY FEATURED ACROSS THESE CHANNELS

FEATURED ON  
LEISUREGROUP  
TRAVEL.COM

200,000 annual visitors

PROMOTED IN  
INSITE WEEKLY  
E-NEWSLETTER

10,000 subscribers

FEATURED IN A  
SELECT PRINT  
EDITION

12,000 subscribers

OPTIMIZED FOR  
SEARCH-ENGINE  
PERFORMANCE

10 million +  
impressions

PROMOTED ON  
SOCIAL  
CHANNELS

6,000 fans/followers



# TWO PACKAGES AVAILABLE

## Package A - \$5,295



Includes a 2-page print itinerary, or full-page itinerary with matching full-page ad and complete digital marketing program.

## Package B - \$3,295



Includes a full-page print itinerary and complete digital marketing program.

# LET'S GET STARTED!

## Important Dates

**April** – space closes February 15  
guide publishes April 1

**June** – space closes April 15  
guide publishes June 1

**August** – space closes June 15  
guide publishes August 1

**October** – space closes August 15  
guide publishes October 1

**December** – space closes October 15  
guide publishes December 1

## Contact Your Regional Business Development Manager

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