

2024/2025 GROUP MARKETING CHECKLIST



PREMIER
TRAVEL MEDIA

#1: PARTNERING WITH LIKEMINDED BUSINESSES LEADS TO SUCCESS

To better understand your destination, we suggest visiting and experiencing what other group suppliers are offering in the market. Likewise you're encouraged to make certain that other suppliers in your destination experience your product, or service. This nuts & bolts knowledge is priceless when helping a planner put together a workable itinerary.

#2: EMBRACE SPECIAL INTERESTS

The big shift in the travel marketplace is toward affinity-based group travel. These customers share common interests that are explored fully while traveling. Name an affinity and there's a travel tribe around it!

With smaller group sizes, they're more flexible and esoteric in their planning cycle. Be warned, however. Most organizers are not professionals and some trips are planned by committee. Often, special interest groups require extra hand-holding.

#3: DEVELOP UNIQUE ITINERARIES

Time-strapped travel planners love sample itineraries. In a recent survey, more than 70% of Leisure Group Travel readers say it's their go-to source. A good itinerary puts your best tourism assets and hidden jewels on display in a timed and routed format.

If your itineraries were last updated during the Truman administration, our team of experts will help you get them ready for 21st century groups.

#4: CREATE & PROMOTE DYNAMIC CONTENT

An important key to successfully marketing lies in creating exciting content and promoting it in-house and through channel partners. Use your blog and social media while keeping in mind even your consumer list has group leaders among them. Introduce groups to local attractions and illuminate the differences that set you apart in a crowded market. Video should play a key role in your content marketing strategy, as it immerses travelers in everything they can enjoy.

#5: MAINTAIN SOCIAL MARKETING EFFORTS

Social marketing will continue to be one of the top marketing strategies for 2024/2025. Maintaining a strong presence on LinkedIn, Instagram, X and Facebook will help your brand connect with travelers. Dedicate social media handles and hashtags specifically for groups and track how quickly you add followers!

#6: PRINT - WHAT'S OLD IS NEW AGAIN

Increasingly, B2B customers are turning to print resources due to online fatigue. Social media, online content and applications are all part of the marketing channel mix today, but people tire of the online reading experience with hundreds of hyperlinks and endless navigating options.

Niche, high-quality magazines enjoy longer shelf life, while recapturing audience attention. Print offers marketers and media buyers a traditional platform with a new audience eager to embrace in-depth content in a less distracting reading environment.

#7: ENCOURAGE REPEAT VISITS WITH EMAIL MARKETING

Email marketing offers a cost-effective way to keep your customers up-to-date and encourage return visits. One of the best features of email marketing is that it lets you segment your customers by their interests and geography. Now you can send out personalized offers that are certain to appeal to a targeted audience.

#8: ESTABLISH A GROUP PERKS PROGRAM

Getting a group to your location is one thing – making them feel special is entirely another. Brainstorm with team members on low-cost, high-impact items you can employ to make your groups (and especially group leaders!) feel welcome when they arrive. Hint: Something with a local flavor always works. Your thoughtfulness will be repaid with their loyalty.

#9: BEWARE OF THE TRADE SHOW TRAP

While trade shows are a good way to connect with customers, a small percentage of group prospects attend events. Consider the overlap from competitive shows and the buyer pool shrinks even more. Rising travel costs and busy buyers means that trade shows can be an expensive cost-per-acquisition mechanism, if not planned properly. Be wise with your trade show choices by selecting only those that make the most geographic sense with minimal buyer overlap.

#10: MIND THE GAPS

All destinations, attractions and hotels experience slow periods during the year. Partner together to create special group packages to influence demand during your off- and shoulder seasons. Tour planners and group leaders will appreciate added amenities; exclusive offerings/activities and off-season pricing will allow them to pass the savings on to price-conscious customers.

BONUS TIP: CHOOSE YOUR PARTNERS WISELY

If you would like some help using the strategies on our 2024/2025 Group Marketing Checklist, you can turn to Premier Travel Media. With 25 years of dedicated service to the group travel industry, we offer a full range of proven marketing, publishing and lead generation services to help your business stand out in the group space.

**Market your business to groups in 2024 and beyond
with the help of a trusted channel partner.**

Visit PtmGroups.com or call 630.794.0696 and get started today!



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