

5 Reasons Why Leisure Groups Matter

Fresh Buyers

This industry is evolving. Every day we see fresh subscribers entering the market representing a new generation of tour companies, niche and affinity travel groups

01



02

Annuity Fund

A group booked today will deliver on average \$14k+ in economic impact to your destination 6 - 18 months down the road, irrespective of the economic climate. Series business from tour operators returns an average of 4 times.



Fill in the Soft Spots

Unlike fickle consumers who only love you during prime tourist season, the majority of groups travel in shoulder or off-season and can be flexible on arrival days if the price is right.

03



04

Lower Your CPA

Every group lead you receive represents 25 to 40 potential travelers. This multiplier effect expands your marketing budget to influence key decision-makers AND their customers



Ease on Infrastructure

A group takes up to 30 cars off your roads. Reservation agents aren't taxed with multiple bookings, and groups move in and out with relative ease, comparatively speaking.

05



Grow your group biz <https://ptmggroups.com/brands/>