

UNLOCK THE POWER OF

DESTINATION
Reunions

Family Group Travel

2025/26 Media Kit | www.DestinationReunions.com



Your Gateway to Reaching Family Reunions & Multi-Generational Groups

Family Travel Starts Here!

BENEFIT FROM OUR TWO DECADE TRACK RECORD

At **Destination Reunions**, we help your brand connect with a target audience of reunion planners and family travel advisors through a powerful combination of content marketing, digital advertising, email outreach, social media and the industry's only comprehensive annual planning guide. No one understands and covers the family group travel and reunion market like we do!

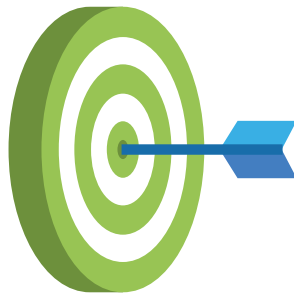
From showcasing the latest destination trends to guiding planners in curating perfectly executed events, we offer solutions that inspire, inform and drive action. Our platform is built to bridge the gap between your brand and planners actively searching for the right destinations and venues to host their events.

Why Partner with Destination Reunions?



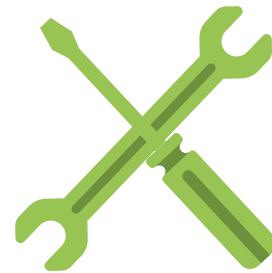
Unmatched Reach

As the **#1 trafficked website** for family reunion planning, our unique content engages and inspires a dedicated audience of planners.



Targeted Marketing

Our free **bi-weekly newsletter** reaches over **5,500** reunion planners, while our annual guide, published in March, reaches over **60,000** planners.



Cutting-Edge Tools

Exclusive whitepapers, planning guides and lead generation tools educate and connect your campaign and ensure you're reaching the right audience.



5,500 subscribers, average open rate of 19.3%
The audience growth rate 18%

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The audience growth rate 18%

1,600 fans/followers across Facebook, LinkedIn and Instagram

fans/followers across Facebook, LinkedIn and Instagram

155,000 impressions from social campaigns

impressions from
social campaigns

75,500 visitors

visitors

3,700,000

impressions, up 315.8% from last year

Content interactions + 766.9% from the last year

This latest CLIA report names multigenerational cruises as one of 2024's top industry trends
Source: Cruise Lines International Association (CLIA) 2024 State of the Cruise Industry Report
Beaches Resorts Family Travel Trends Study - September 2024
Source: Recommend 2024 Family Travel Trends Survey – April 2024

76%

of parents agree travel
is the ultimate way to
make memories as an
extended family

57%

of parents are interested
in starting new family
traditions centered
around vacations with
grandparents

72%

of respondents say their kids have expressed an interest in traveling with their parents and grandparents

67%

of clients are inquiring about celebratory-style vacations with the whole family group

Content Marketing For DMOs

Highlight What Makes Your Destination Family-Friendly

Content marketing is a powerful tool to connect with the right audience at the right time. By creating compelling stories around your brand, we help captivate reunion planners and multi-generational groups in meaningful ways.

A personalized **destination Site InSpection landing page** serves as the cornerstone of your content strategy. Here, we focus on the overarching qualities that make your destination ideal for family gatherings and reunions. This page is SEO-optimized, featuring a welcoming overview, family gathering spots, embedded video and destination photography. A contact form puts you in direct touch with potential customers.

Spin-Off Content: Tailored to Family Interests

To complement your landing page, **we produce a series of spin-off content marketing pieces** designed to target specific interests within family travel. With tiered content packages based on investment level, these articles build deeper connections with your prospects by focusing on the key aspects that planners care about.

TYPES OF CONTENT WE PRODUCE FOR DMOS



Dining: Families on vacation seek comfort, flexibility, and kid-friendly options when dining out. Our articles go beyond basic listings, diving into top local spots with group capabilities, cuisine variety and dining with a view.



Attractions: Family travelers are looking for activities that everyone can enjoy, from toddlers to grandparents. We'll highlight your must-visit sites like parks, zoos, museums and cultural landmarks, plus outdoor adventures and interactive experiences.



Family-Friendly Accommodations: Families need space and convenient amenities. We hone in on the best stays for groups, highlighting hotels, resorts and vacation rentals, covering the amenities that matter and services that families look for.



Reunion Venues: Planning a memorable reunion starts with finding the ideal venue. By showcasing specific locations and unique spaces, your content marketing becomes a powerful tool that attracts families seeking the perfect backdrop for their gathering.

Content Marketing for Accommodations

Showcasing the Ideal Stays for Family Gatherings

Content marketing plays a crucial role in connecting reunion planners with the perfect accommodations. By telling engaging stories and sharing vivid property photos, we help hotels, resorts and vacation rentals attract those planning family events.

A dedicated **Site Inspection landing page** is the heart of your content strategy. This page emphasizes the distinctive features that make your property the ideal choice for family stays. Optimized for search engines, it includes a comprehensive overview, details about lodging options, embedded video and high-quality property photos.

Spin-Off Content: Deepening Engagement with Targeted Interests

To enrich the experience and appeal to various family interests, we develop spin-off content tailored to specific aspects of accommodation and family travel. Our tiered packages cater to different investment levels.

TYPES OF CONTENT WE PRODUCE FOR ACCOMODATIONS



Accommodations: Families require ample space, comfort, and essential amenities during their stay. We dive into details such as room types and in-room amenities that cater to specific needs.



Cuisine: On-site and nearby dining options are crucial for family groups looking to enjoy a variety of meal experiences. Our content explores food and beverage offerings available at the property and in the surrounding area, from casual dining to fine cuisine, ensuring families have diverse and satisfying options.



Family-Friendly Activities: Engaging activities on the property and in the local community are key to a successful trip. We provide insights into the range of on-site amenities, such as pools and game rooms, as well as local attractions that offer fun for all ages, including parks, cultural sites, and interactive experiences.



Private Event Space: From registration set-up to outdoor tent gatherings to a sit-down dinner for 200, we articulate your indoor and outdoor gathering space to paint a picture of the possibilities that await.



Content & Brand Marketing Solutions

Turn-key marketing solutions with four different packages that blend various elements of our platform, providing a year-round boost to your brand with rates that fit all size budgets.



PACKAGE A+ – MAXIMUM VISIBILITY

Includes five unique content marketing articles and **four pages** of content and brand advertising in the Destination Reunions digital publish. Promotion includes featured destination online, newsletter video spotlight, boosted social media campaign and placement in newsletter.

\$5,695



PACKAGE A – DOMINANT EXPOSURE

Includes four unique content marketing articles and **three pages** of content and brand advertising in the Destination Reunions digital publish. Promotion includes newsletter video spotlight, boosted social media campaign, website banner and placement in newsletter.

\$4,595



PACKAGE B – COMPETITIVE REACH

Includes three unique content marketing articles, **two pages** of content and brand advertising in the Destination Reunions digital publish, newsletter inclusion and one week boosted social media post.

\$3,495



PACKAGE C – STARTER PRESENCE

Includes two unique content marketing articles, **one page** in the Destination Reunions digital publish, organic social media post and newsletter inclusion.

\$2,195

Destination Reunions Annual Packages

INCLUSIONS	A+	A	B	C
	Maximum Visibility	Dominant Exposure	Competitive Reach	Starter Presence
Content Marketing	5 Pieces	4 Pieces	3 Pieces	2 Pieces
Pages in Digital Magazine	4 Pages	3 Pages	2 Pages	1 Page
Featured Destination Promo	3 Months			
Boosted Social Campaign	1 month	2 weeks	1 week	
Organic Social Campaign	4 posts	3 posts	2 posts	1 post
Newsletter Video Spotlight	Yes	Yes		
Website Banner		Yes	Yes	
Newsletter Inclusion	Yes	Yes	Yes	Yes
Annual Investment	\$5,695	\$4,595	\$3,495	\$2,195

Expand Your Reach with Our Comprehensive Digital Network

Leverage our powerful digital channels to attract more family groups. We offer flexible, à la carte advertising options that allow you to connect with a highly targeted audience across multiple platforms.

WEBSITE

DestinationReunions.com website draws thousands of engaged, qualified visitors through a rich collection of SEO-optimized content, including articles, downloadable planning guides, and expert insights on family travel and reunion planning.

LEADERBOARD BANNER OR VIDEO

- ✓ 3 months _____ \$1,795
- ✓ 6 months _____ \$2,995
- ✓ Annual _____ \$4,995

SIDEBAR BANNER

- ✓ 3 months _____ \$995
- ✓ 6 months _____ \$1,795
- ✓ Annual _____ \$2,995

FEATURED VIDEO

- ✓ Annual _____ \$995

NEWSLETTER

The bi-weekly *InSite* newsletter reaches an exclusive audience of reunion planners actively searching for their next destination, keeping your brand top of mind.

LEADERBOARD BANNER

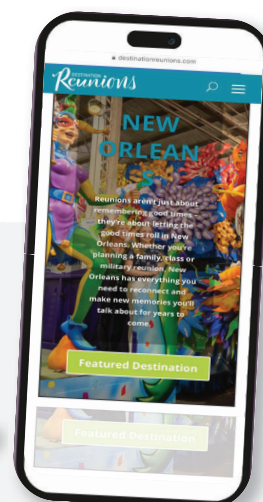
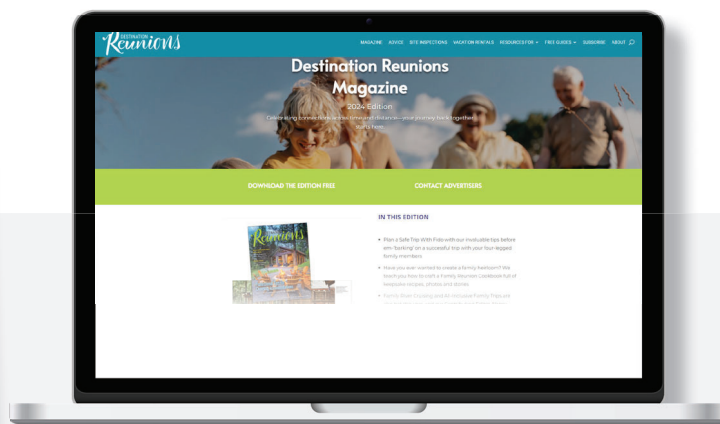
- ✓ 3 months _____ \$1,795
- ✓ 6 months _____ \$2,995
- ✓ Annual _____ \$4,995

SPONSORSHIPS

- ✓ E-newsletter Sponsorship _____ \$1,495
- ✓ Digital Edition Sponsorship _____ \$5,995
- ✓ Whitepaper Sponsorship _____ \$2,995

SOCIAL MEDIA

Organic and paid social media campaigns strategically target potential customers across the Meta platforms they use most, ensuring your message reaches the right audience at the right time.



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



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



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



Student Travel Planning Pro is the place where educators find unique travel experiences that match their curriculum goals; where they can research and organize great student group adventures.
www.StudentTravel.pro