



UNLOCK THE POWER OF

Family Reunions & Multi-Generational Travel



Destination Reunions 2026 Media Kit
DestinationReunions.com

Your Gateway to the Growing Reunion Travel Market

For more 2 decades, Destination Reunions has been the go-to resource for reunion planners, family travelers and multi-generational groups. From highlighting destination trends to guiding planners toward successful events, we help planners find the right location, venue and experiences.

Connect your brand with our highly engaged audience through content marketing, digital campaigns, social media and the industry's only **annual digital reunion planning guide**.



Market Statistics:

Typical reunions generate

\$152,000

in economic impact, drawing **50–150 attendees** for **2–3 nights**, spanning **multiple hotels, catered events and local attractions**.



67%

of families say reunions are becoming more important, with travel serving as the cornerstone of bringing generations together.



The **global multi-generational travel market** is now estimated at over

\$300 billion

annually. In the U.S., **47% of family trips now include grandparents** (a 17% increase from 2024), and **61% of Americans plan group trips with extended family or friends**.

Demand for multi-generational trips has risen markedly—**trip volumes** increased by

17%

as more families seek meaningful, shared experiences.

Where Planners and Destinations Come Together

Family group and multi-generational travel are one of the fastest-growing segments in tourism. Planners need destinations they can trust to accommodate groups of all sizes, ages, and interests.



Destination Reunions Reach:

4,500+

newsletter subscribers

1,700+

social media fans/followers

78,000

website visitors

4.6 million+

total impressions, up

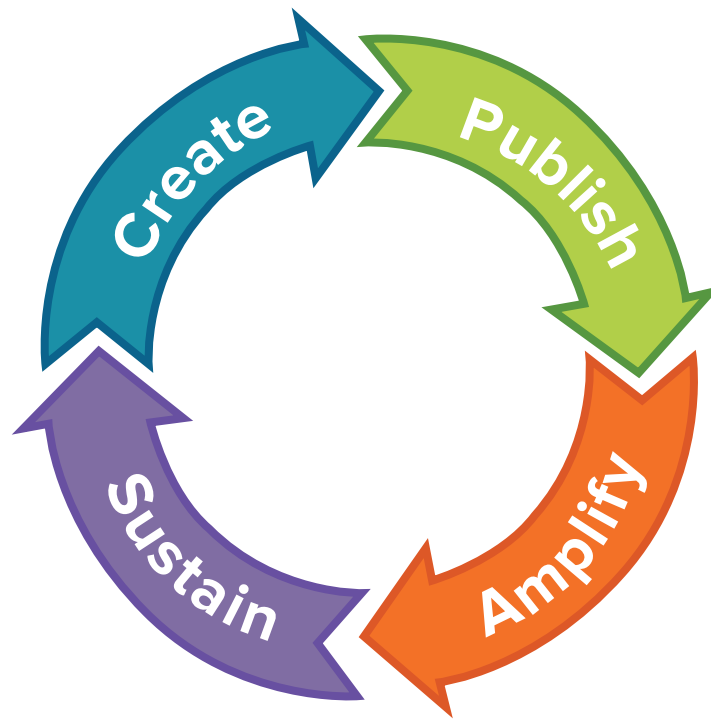
171.2% year-over-year

Digital magazine sent to

60,000

planners and family travel advisors

We Create. We Publish. We Amplify. We Sustain.



CREATE (Writer)

Engaging content that inspires

Articles • Guides • Spotlights



PUBLISH (Publisher)

Reach planners where they are

Website • Newsletter • Social • Magazine



AMPLIFY (Promoter)

Targeted paid boosts

Expand visibility & reach

∞ SUSTAIN (Continuous Cycle)

Year-round awareness

Content repurposed & refreshed

Creating Brand Authority Through Storytelling

If you want to capture this market, you need more than just visibility — you need a voice. **Destination Reunions** is that voice. We craft authoritative content on your behalf, building trust and keeping your brand at the center of the conversation.

It starts with a powerful editorial foundation, a featured article focused on your family-friendly experiences. From there, we amplify your messaging with a multi-part content series, promoted across high-performing web, social, and email channels. This keeps you visible, relevant, and requested all year long. This isn't one-and-done advertising. It's an ongoing, SEO-driven strategy that sustains interest and drives bookings.



Content Builds Trust

- Families want confidence before booking milestone trips
- Helpful content positions your brand as reliable, not just promotional
- Emotionally rich storytelling sparks connection, building trust before the first inquiry



Content = Long-Term Results

- Evergreen SEO content delivers traffic long after it's published
- Your content will rank for high-intent search terms like 'reunion resorts near me'
- Content lives on through social, web, and email channels



Content Creates Authority

- Being featured by Destination Reunions acts as a trusted endorsement
- Multiple touchpoints build recognition and familiarity
- Authority leads to more confident and faster booking decisions



Expanded Content Flywheel

- Our content packages bundle feature articles, video spotlights, and targeted promotion to create momentum
- One strong story becomes many — spun off into seasonal articles, SEO-optimized pages, and newsletter placements that keep your brand top-of-mind
- We build a content marketing flywheel that attracts planners early, nurtures them through the funnel, and turns exposure into bookings and repeat visits



We Do the Heavy Lifting

- Our editorial and SEO team consult with you to create a plan that meets your objectives
- Professional writers craft original content (not AI), built for search performance
- You get full-funnel exposure from discovery to decision.

Destination Reunions Packages

Choose the program that fits your goals:



Package A+

Maximum Visibility (\$5,695)

- 5 custom content articles
- 4 magazine pages
- 3-month featured destination promo
- 1-month boosted social campaign
- 4 organic posts
- Newsletter video spotlight
- Website banner
- Newsletter inclusion



Package A

Dominant Exposure (\$4,595)

- 4 articles
- 3 magazine pages
- 2-week boosted campaign
- 3 organic posts
- Newsletter video spotlight
- Website banner
- Newsletter inclusion



Package B

Competitive Reach (\$3,495)

- 3 articles, 2 magazine pages
- 1-week boosted campaign
- 2 organic posts
- Newsletter inclusion

Package C

Starter Presence (\$2,195)

- 2 articles, 1 magazine page
- 1 organic post
- Newsletter inclusion

Sponsorships & Digital Expansion

Expand Your Reach with Sponsorships & Digital Products

DIGITAL OPTIONS AND PRICING:

LEADERBOARD BANNER / VIDEO

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

NEWSLETTER BANNER

- E-newsletter Sponsorship \$1,495
 - 3 months \$995
 - 6 months \$1,795
 - Annual \$2,995

WEBSITE

- Featured Video (Annual) \$995
- Digital Edition Sponsorship \$5,995
- Whitepaper Sponsorship \$2,495

WHERE2GATHER E-BLAST

- Tier 1 (Top placement) \$2,495
- Tier 2 & 3 \$1,795

Footer Contact Info:

Destination Reunions is a Premier Travel Media Brand

www.PtmGroups.com | Advertising@PtmGroups.com | 630.794.0696

Reach Active Travel Groups Across Our Platforms



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



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Questions?

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