

August Focus: Great American Waterways

Custom Itinerary Creation + Full Promotion Through Leisure Group Travel

Turn your destination assets into a ready-to-book itinerary – and get it in front of planners at the right time.

August's Great American Waterways Itinerary Guide offers the ideal platform to showcase experiences shaped by your destination's rivers, lakes, and waterfront communities. This package highlights scenic cruises, waterfront attractions, maritime heritage, charming river towns, and water-inspired recreation that help group travel planners design and book memorable journeys.

WHAT WE CREATE FOR YOU

A fully packaged and group-ready itinerary that includes:

- ✓ 3 days curated culinary and beverage experiences
- ✓ Local storytelling and meet-the-maker access
- ✓ Group-friendly logistics and timing considerations
- ✓ Branding aligned to your destination
- ✓ Plug-and-play promotional assets to support planner outreach

This is more than a list – it's a tour-ready itinerary designed for immediate adoption by group planners.

THEMED ITINERARY GUIDE CALENDAR

FEBRUARY



Food & Booze Trails

APRIL



Holiday

JUNE



Themed Trails

AUGUST



Great American Waterways

OCTOBER



Girlfriend Getaways

DECEMBER



Hub & Spoke Destinations



THE MOST POWERFUL DISTRIBUTION NETWORK IN GROUP TRAVEL

12,000 Magazine Subscribers

5,000 Social Media Fans/Followers

10,000 E-newsletter Subscribers

168,000 Website Visitors – 5X our competition!



AUDIENCE IMPACT

Your program reaches **engaged group travel decision-makers** actively booking new travel:

- ✓ 12,000 print subscribers across tour operators, group leaders and advisors
 - ✓ 30,000+ digital edition readers exploring new destination ideas
 - ✓ 50,000+ opt-in planner email subscribers
 - ✓ 100,000+ monthly page views on LeisureGroupTravel.com
 - ✓ Robust influence in Midwest, East Coast and Southern drive markets
- These are **buyers with intent** — professionals who plan, package and book culinary-focused trips for groups.

**Get discovered.
Get considered.
Get booked.**

PACKAGE OPTIONS & PRICING

✓ Package A:

Full-page Itinerary + Full-page Ad = **\$5,295**

✓ Package B:

Full-page itinerary, = **\$3,295**

EDITION(S)

- February
- April
- June
- August
- October
- December

SIGN-UP FORM:

Company: _____

Contact: _____

Billing Address: _____

City/State/Zip: _____ Region: _____

Email: _____ Phone: _____

Signature: _____ Total: _____

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