

December Focus: Hub and Spoke

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.

December's Hub & Spoke Itinerary Planner provides the ideal platform to showcase how your destination serves as a convenient and compelling home base for group travel. This package highlights central lodging, nearby attractions, scenic day trips, cultural experiences, and easy-to-navigate routes that help planners build and book seamless itineraries.

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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