

# June Focus: Themed Trails

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.

June's Themed Trails Itinerary Guide provides the perfect platform to showcase connected experiences that bring your destination's stories to life. This package is designed to highlight themed routes, heritage and cultural trails, scenic drives, culinary and craft experiences, and signature attractions that inspire group travel planners to build and book.

## 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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