

# 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~~  
Special Edition Rate = **\$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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