



Position Your State as the Go-To Destination for Multi-Gen Travel & Family Reunions

A custom-branded digital guide that works as a demand-generation tool reaching active planners

HERE'S THE MARKET OPPORTUNITY

\$300B+
global multi-gen travel market annually

49%
Of parents are swapping solo trip for multi-gen options

67%
of families say reunions are growing in importance

+17%
increase in multi-gen trip volumes year-over-year

WHAT IS THE GROUP GATHERINGS GUIDE? WHAT'S INCLUDED (\$6,000 INVESTMENT)

A branded, story-driven digital guide built exclusively for your state — designed to reach family travel planners while they're actively evaluating where to go.

This is a long-term, deployable marketing asset you own and activate across your broader strategy:

- ✓ Embed on your website as a travel planning hub
- ✓ Feature in email campaigns
- ✓ Equip your team with a high-impact visual tool
- ✓ Share across social channels to inspire demand
- ✓ Use in partner outreach to align local stakeholders

- ✓ Custom-branded cover + state identity
- ✓ Official welcome letter in tourism authority voice
- ✓ Two professionally produced feature articles
- ✓ Full-page brand advertisement
- ✓ Optional download gate or inquiry form
- ✓ Multi-channel distribution: web, email, social

Partner buy-ins, just \$2,495 (two page spreads)

AMPLIFIED THROUGH OUR PLATFORM

- ✓ Featured landing page - DestinationReunions.com
- ✓ Targeted email campaign to 55,000+ subscribers
- ✓ Social media promotion
- ✓ SEO-driven content distribution

YOUR GUIDE IS SUPPORTED BY

55,000 email contacts comprised of high net worth (\$1 mil.+ assets), + family travel advisors

4.6M+ total website impressions — up 171% yoy

Ready to Put Your State on the Map for Family Group Travelers?

630.794.0696

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