

ITINERARY MARKETING PACKAGES

Turn your destination's best group travel experiences into a fully produced, planner-ready 3-day trip blueprint. Leisure Group Travel's professional itinerary marketing service includes research, writing, distribution and marketing by the group itinerary experts at Leisure Group Travel.

NEW FOR 2026
LEISURE
GROUP TRAVEL

SPOTLIGHT

\$3,995

Your destination, expertly told.

Our team researches, writes and designs a complete group travel itinerary for your destination — the kind of boots-on-the-ground, group-friendly planning content that travel planners actually use. Published as a two-page spread in Leisure Group Travel, reaching 12,000 group travel professionals. A dedicated landing page extends the campaign digitally with lead capture.

WHAT'S INCLUDED

- LGT-researched & written group travel itinerary, with your approval every step
- Two-page spread in LGT print edition (12,000 circulation)
- Dedicated landing page with lead capture on LeisureGroupTravel.com
- Photo gallery and alternative attractions on landing page
- Featured placement in LGT InSite e-newsletter (10,000 subscribers)

SELECT

\$5,995

Everything in Spotlight, plus a full digital campaign.

Select puts your itinerary in motion across digital channels. We produce an animated itinerary feature — a professionally assembled, music-backed visual showcase of your destination's 3-day itinerary. Promoted across LGT's digital platforms for 90 days and yours to keep for your own website, email and social marketing. We'll also include your itinerary in an e-mail blast and run a two-week paid social campaign to group travel planners.

WHAT'S INCLUDED

- Everything in the Spotlight package
- Featured in LGT Itinerary Showcase e-blast (10,000 planners)
- Animated itinerary feature produced by LGT
- Itinerary promoted on LGT site and social channels for 90 days
- Paid Meta campaign targeting LGT's verified group travel planner audience

MOST COMPREHENSIVE

SIGNATURE

\$9,995

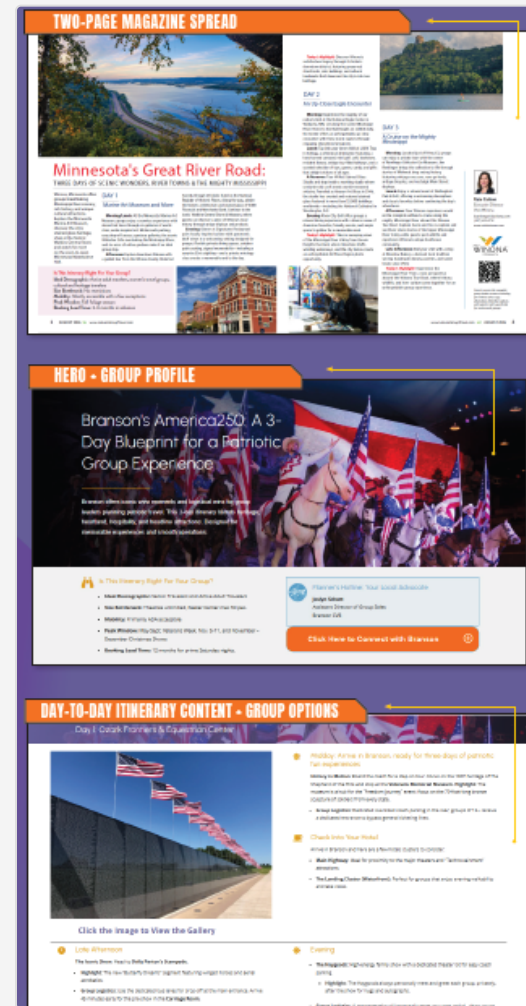
Your destination's most powerful trade statement.

An expertly produced four-page destination feature in mini-brochure format — destination-branded cover, two-page itinerary and full-page destination branding ad. A complete editorial and advertising statement to our group travel professional audience. 100 reprints give your sales team a trade-credentialed leave-behind for every tradeshow.

WHAT'S INCLUDED

- Everything in the Select package
- LGT-researched & written four-page itinerary feature (mini-brochure format)
- Four consecutive pages in LGT print edition (12,000 circulation)
- Dedicated landing page with lead capture on LeisureGroupTravel.com
- Featured in LGT InSite e-newsletter and Itinerary Showcase e-blast
- 100 reprints for tradeshow and sales distribution
- Digital PDF version for email and web deployment

DIGITAL & PRINT — SEE IT IN ACTION



PRINT CIRCULATION

12,000

Tour operators, motorcoach companies and group travel planners who book and sell group trips for a living.

#1 ONLINE PLATFORM

323,000

With a sleek, mobile-friendly design, thousands of relevant articles and trusted resources, LeisureGroupTravel.com towers above the competition in website visitors, digital impressions and clicks.

E-NEWSLETTER SUBSCRIBERS

10,000

LGT InSite reaches an engaged trade readership weekly — keeping your destination in front of active planners.

LEISURE GROUP TRAVEL ITINERARY MARKETING PACKAGES

INSERTION ORDER



STEP 1 — SELECT YOUR PACKAGE

PACKAGE	WHAT'S INCLUDED	INVESTMENT
☐ Spotlight	LGT-researched & written itinerary · Two-page print spread · Landing page with lead capture · InSite e-newsletter placement	\$3,995
☐ Select	Everything in Spotlight · Itinerary Showcase e-blast · Animated itinerary feature · 60-day digital promotion · Paid Meta campaign	\$5,995
☐ Signature MOST COMPREHENSIVE	Four-page mini-brochure feature · Four consecutive print pages · Landing page · InSite + Showcase placements · 100 reprints · Digital PDF	\$9,995

STEP 2 — SELECT YOUR EDITION

Each edition includes 4 regional destination sections — West, Midwest, Southeast and Northeast / Perfect for Hub & Spoke or Signature Itineraries, or select one of the themes that fits best below.

- ☐ **October 2026** — Girlfriend Getaways, Luxury Travel
- ☐ **December 2026** — Civil Rights, Hub & Spoke Destinations
- ☐ **February 2027** — Cultural Tourism, Culinary Destinations
- ☐ **May 2027** — Faith Tourism, History & Heritage, Native American
- ☐ **August 2027** — Soft Adventure, Themed Trails
- ☐ **November 2027** — Holiday Travel, Girlfriend Getaways

STEP 3 — ADD-ON PROGRAMS (OPTIONAL)

- ☐ LGT InSite E-Newsletter Sponsorship **\$2,995**
- ☐ 3-Month InSite Banner Advertising **\$3,995**
- ☐ Itinerary Showcase E-Blast (standalone) **\$1,995**
- ☐ Additional Itinerary — Same Destination **\$3,295**

STEP 4 — YOUR INFORMATION

ORGANIZATION / CVB / DMO NAME		PRIMARY CONTACT NAME & TITLE		PHONE NUMBER
EMAIL ADDRESS	BILLING ADDRESS	CITY		STATE, ZIP
PACKAGE TOTAL AUTHORIZED SIGNATURE DATE				

By signing this insertion order you agree to our terms and conditions. View full terms at ptmgroups.com/terms-conditions.

SOCIAL MEDIA SUCCESS

6,000+

Access to active group planners through organic and paid social campaigns.

YEARS COVERING GROUP TRAVEL

27

Leisure Group Travel pioneered itinerary content marketing and continues to set the pace for the industry in connecting travel buyers and sellers.

PARTNERSHIPS THAT MATTER

325

Across our entire portfolio of print and digital media, we collaborate with hundreds of DMOs, attractions and hospitality brands.