

2027 EDITORIAL CALENDAR

Quarterly print · Four issues · Four U.S. regions per issue

Leisure Group Travel's 2027 editorial calendar reflects the growing diversity and evolving needs of today's group travel planners.

Each edition combines big-picture insights, practical strategies and actionable ideas, helping readers anticipate trends, inspire travelers and make informed decisions that drive business results.

What's Inside Each Edition?

Of Interest

A deep dive into the trends, markets and traveler interests influencing today's group travel industry.

Itinerary Inspirations

Curated, themed itineraries designed to spark ideas and showcase possibilities for group trips.

Regional Experience

Regional destination spotlights showcasing unique attractions, seasonal experiences and itinerary ideas from across the United States.

The Circuit

Highlights from major trade shows, keeping planners up-to-date on trends and industry connections.



Q1 - FEBRUARY

SPACE CLOSES:

Dec. 15 | Edition mails: Feb. 1

OF INTEREST:

Destinations to Watch in 2027

ITINERARY INSPIRATIONS:

Cultural Tourism ·
Culinary Destinations

REGIONAL EXPERIENCES:

Midwest

Around the World Without a Passport

Southeast

Spectacular Arts & Gardens

Northeast

Grand Estates & Architecture

West

Exploring the Pacific Coast

THE CIRCUIT:

ABA Marketplace · Heritage Clubs



Q2 - MAY

SPACE CLOSES:

March 15 | Edition mails: May 1

OF INTEREST:

Screen tourism — how film and TV locations have become the new must-see destinations

ITINERARY INSPIRATIONS:

Faith-based · History & Heritage
· Native American

REGIONAL EXPERIENCES:

Midwest

College Towns

Southeast

Sacred Places

Northeast

Seaports & Maritime History

West

Indigenous Cultures

THE CIRCUIT:

Midwest Marketplace · Accent West



Q3 - AUGUST

SPACE CLOSES:

June 15 | Edition mails: Aug. 1

OF INTEREST:

Live entertainment as the group travel anchor — how operators are building itineraries around theater, festivals and sports

ITINERARY INSPIRATIONS:

Themed Trails · Soft Adventure

REGIONAL EXPERIENCES:

Midwest

State Fairs & Summer Festivals

Southeast

Musical Destinations

Northeast

Scenic Journeys by Rail & Sail

West

Historic Trails & Routes

THE CIRCUIT:

TAP Dance



Q4 - NOVEMBER

SPACE CLOSES:

Sept. 15 | Edition mails: Nov. 1

OF INTEREST:

Boomer grandparents and women's travel clubs are the most underserved growth segment in group travel

ITINERARY INSPIRATIONS:

Girlfriend Getaways · Grand Travel
· Holiday Group Travel

REGIONAL EXPERIENCES:

Midwest

Christmas Markets & Holiday Lights

Southeast

Warm Weather Holiday Escapes

Northeast

Small Towns, Hidden Gems

West

National Park Gateways

THE CIRCUIT:

Accent East