

2010 Editorial Calendar

*NEW: EXPANDED DESTINATION REPORTS

We've expanded our **GREAT DESTINATIONS** to include every region of the country in each issue — Northeast, Southeast, Midwest, Southwest and West Coast — so our readers get the most complete guide to what's available, what's new, what's happening, etc., in every destination, including "Can't Miss This," "Great Discovery," "Top 10," "It's All About The Experience," "Value Add" and more.

Special Features

— **SPRING (May delivery)**

Heritage Tourism: Discover the stories of the past through the nation's historical, cultural and natural attractions — from Civil War battlefields to recording studios — that make up these enriching tours.

Boomers on the Go: What today's active older groups are looking for — destinations, activities and tips.

Festival Guide: A selection of some top festival draws around the country — art, food, music, etc. — that offer built-in fun for everyone in your group (think "family reunion"). We ask art, food and music critics, and travel writers to tell us their favorites.

— **SUMMER (July delivery)**

Our Top 10 Extreme Thrills List: Highest, lowest, fastest, slowest, strangest — from rides to slides; sights to flights.

Great Coastal Adventures: Back roads and road food; pocket beaches, coastal ponds and swimming holes; spas with a view; and getaway favorites.

Special Matching Editorial Section: Two separate advertorial sections — one focusing on aquariums, museums, theme parks and other attractions of interest to groups; the other focusing on cities, regions and casinos. Venues and CVBs will receive matching editorial with a minimum of a half-page ad in this popular special issue.

— **FALL (September Delivery)**

Military Reunions: Cities around the country raise the flag and strike up the band for former soldiers and their families. Here's a roundup of favorite destinations with group incentives and patriotic venues.

Going Local: Great farmers' markets to shop around the country and some popular group dining destinations (Amish country, lobster shacks, Cajun dance & food halls, etc.).

Getting Out: Museums, gardens and parks, landmarks and monuments — tours that encourage outdoor exploration.

— **WINTER (November Delivery)**

Battleground Tours: A roundup of America's historic battlefields and landmarks including highlights of the upcoming events marking the Civil War Sesquicentennial.

Dream Getaways: Escape to the slopes, beach, spas or great outdoors on one of these memorable group vacations.

Our Easy Groupaway Planning Guide: A compilation of how-to advice, tips and trends from traveling with kids to booking transportation

Please note: Calendar items are subject to change.

AND IN EVERY ISSUE ...

***New: Culinary and Experiential Tourism**

A new column featuring some of the top tours among the profusion of food, wine and beer tastings that have sprung up around the country, as well as other activities that allow groups to "experience" them up close and personal.

Checking In:

Group travel trends, tips and products; industry reports and statistics of interest to group planners; interviews with frequent travelers (adventurers, writers, guides, photographers, personalities, etc.); and how-to advice and information.

Journeys:

New and notable destinations, tours and attractions across the country, including museums, historic sites, waterparks, gardens, oddities and points of interest on the road.