

(formerly Group Travel Planet)

Groupaway

GROUP TRAVEL INSIGHTS

2010 Media Planning Guide

IMPACT... REACH... RESULTS...

The destination marketing and media company that has the industry buzzing introduces its **newest entry in the visitors market** — **Groupaway**. The new quarterly magazine, formerly known as Group Travel Planet, is joined by a new Web site, **GroupawayTravel.com**, and e-newsletter, **Groupaway Travel Report**.

Groupaway reaches decision makers planning group travel adventures in the United States. They're travel managers or ad hoc organizers for: sports team trips, girlfriend getaways, military and family reunions, school-based educational trips and all types of group travel.

We excite, inspire, surprise and involve them, providing plenty of easily accessible, usable information about preferred destinations. Blogs, tips, trends and value offers deliver practical and creative ideas to help them make their travel decisions.

Become an advertising partner and **we'll bring out the best in your destination**, service or product.

1. You'll reach approximately **15,000 planners** not found through other media outlets. These group travel managers are actively searching for destination information. Don't you want to be there?
2. You'll get added impact: **You're guaranteed at least 10 leads** every time your print ad runs in our high-quality, award-winning quarterly magazine.
3. You'll realize measurable, cost-effective results. These group travel managers are **one more critical component** in today's visitor market that will bring business to your destination. We do the hard work for you by identifying and enticing the decision makers.



Circulation

