

# Groupaway

GROUP TRAVEL INSIGHTS

## 2010 E-Newsletter Information

### Travel Report

Deliver your valuable special offers or timely news direct to the in-box of group travel planners every other week. Sponsorship opportunities include Planner's Tips and Destination Spotlights.

Leaderboard Sponsor (728 x 90)

### Groupaway Report

GROUP TRAVEL INSIGHTS

**More Group Travel ...**  
Connect E-News brings you news you can use to plan, service and improve your specialty meetings and events. Learn more at [GroupTravelPlanner.com](http://GroupTravelPlanner.com).

**Featured News**

**Travel officials suspect blacklist**  
Tourism officials believe some leisure destinations have been blacklisted and labeled inappropriate for government meetings or other gatherings according to several news reports. Potential image problems, the recession and ongoing financial crisis are trumping travel deals in supposed blacklisted destinations such as Orlando, Las Vegas, Miami and Aspen.

"We've heard from individuals within government agencies that this unwritten list exists," Geoff Freeman, senior vice president of the U.S. Travel Association, told eTurbo News. "Based on what we've heard, I would expect it to be quite significant." [\[Read more ...\]](#)

**ABA survey reveals booking and cancellation intentions of planners**  
The Professional Convention Management Association (PCMA) released the results of a U.S. Meeting Planner Intentions Survey June 8, revealing budgets and image concerns as challenges facing meeting planners. The national survey of 518 professional meeting planners was designed to measure the current economic and media impact on the conventions industry. Fifty-five percent of the respondents were association meeting professionals, with the remaining 45 percent serving as corporate, incentive or independent meeting planners.

According to the survey, 67 percent of meeting planners expected their total annual budget for off site meetings to decrease this year and more than half thought this trend would continue into 2010. [\[Read more ...\]](#)

Medium Rectangle Sponsor (300 x 250)

#### E-News Specs

Leaderboard Sponsor

- 728 x 90 banner
- Text ad: 30 words of text, logo and linking URL

Medium Rectangle Placement

- 300 x 250 banner
- Text ad: 30 words of text, logo and linking URL

**Specifications:**

**File Type:** JPG or GIF or Flash

**Maximum File Size:** 20k, Animation allowed

**Text Ads:** 30 words of copy, hyperlink and logo

**Deadlines:** Newsletter ads are due 10 days prior to issue date.

#### POWER POINTS:

- **Leads** — You want them. We have them. Ask your account representative about our program.
- **Links** — To your Web site and/or video presentation. Tell us what you want.
- **Timely broadcasting** — Deliver your destination news — upgrades, special values, new developments — in your desired format.
- **Exposure** — Your message, supported by our target-rich content, in front of a well-qualified, valuable market segment.
- **Impact** — Connect with qualified decision makers via a successful, creative, informative vehicle that enhances your marketing message.
- **Distribution** — Groupaway Report reaches more than 4,000 group planners every month and subscriptions continue to grow.