

BUYER'S GUIDE DIRECTORY

ADVERTISE IN THE OFFICIAL BUYERS GUIDE DIRECTORY

The annual Group Travel Industry Buyers Guide Directory has a one-year shelf life and serves to educate group travel planners on how to better use CVBs and tour operators in their planning, trade associations in the industry and other information to help them be informed buyers.



September 2023 Issue



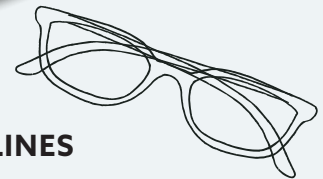
CIRCULATION

PRINT: 14,000

DIGITAL: 16,000

TRADESHOW DISTRIBUTION: 500

TOTAL CIRCULATION: 30,500



DEADLINES

Space: August 4, 2023

Materials: August 11, 2023

2023 EDITORIAL INCLUDES:

- **Association Interviews with ABA, NTA, USTOA & SYTA**
- **Travolution: Cultural Trends Reshaping Tourism** — Drawing on research from travel and sociology to identify trends in the broader culture that today's travel professionals should be watching.
- **On-Demand Education** — Online resources that can help travel planners and other tourism pros grow their organizations.
- **Travel Tech Platforms** — Showcasing various platforms available for travel planners and tour companies to streamline operations, manage logistics and increase sales.
- **Small Towns, Big Value** — Ways smaller destinations offer enhanced value for travel planners, with examples and case studies from successful towns around the country.

NET ADVERTISING RATES (per ad)

1/6 Page*	\$1,100
1/3 Page*	\$1,400
1/2 Page*	\$2,300
2/3 Page*	\$2,700
Full Page*	\$3,400
2-Page Spread*	\$6,200

*Free Listing Included

GROUP
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TRAVEL LEADER

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