

# ONSITE FAMS

**GROUP**  
THE  
TRAVEL LEADER  
INC.



**OnSite**

WITH THE GROUP TRAVEL LEADER

**GROUP**  
THE  
TRAVEL LEADER

**select**  
TRAVELER

**GOING ON FAITH**  
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS



# BRING GROUP TRAVEL PLANNERS *TO YOUR* DESTINATION WITH OUR ONSITE FAM TOURS



## OnSite

WITH THE GROUP TRAVEL LEADER

PROMOTION	We'll get the word out to our audience of more than 13,000 group travel planners through magazine articles, email blasts and social media posts.
REGISTRATION	We'll gather applications from group travel planners interested in attending the trip, help you select the best candidates and coordinate the details of their visit.
ATTENDANCE	We'll send 1-2 of our staff members on the FAM to help you host your guests, manage logistics, keep things on time and document the experience on social media.
COVERAGE	After the trip, we'll produce an eight-page article in The Group Travel Leader or Select Traveler magazine highlighting your destinations, hotels and meeting venues for our entire audience.

GTL-ADVERTISING.COM

GROUPTRAVELLEADER.COM

## MEET *THE* SALES TEAM



ADVERTISING SALES MANAGER

**TELISA RECH**

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859.334.1708



ADVERTISING SALES MANAGER

**ASHLEY DELUCIA**

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859.334.1718



859.253.0455

**GROUP**  
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# ONSITE FAM PACKAGE

## OUR RESPONSIBILITIES

- We will be responsible for recruiting 10-15 top-tier meeting planners from among our qualified readership and will help you select the best applicants.
- We will be responsible for acquiring detailed profiles of all respondents—not just those you select. Those leads can be kept for use in future marketing efforts at no additional cost to your organization. On average we receive 40+ registrations to attend the FAM.
- Our writer will attend the FAM for the purpose of helping to host the group, create social media exposure during the FAM and to write an eight-page feature article highlighting the trip in an upcoming issue of Small Market Meetings magazine.



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## ONSITE FAM PACKAGE

TOTAL NET COST: 25,000

INCLUDED IN PACKAGE

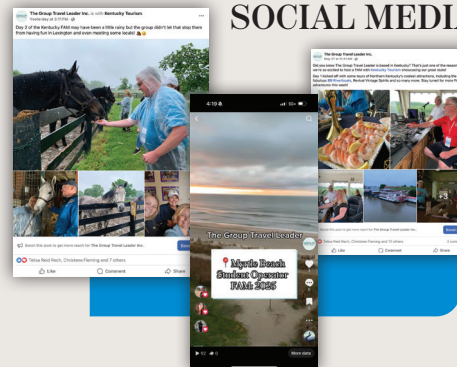
### FAM ANNOUNCEMENT



### DISPLAY ADS



### SOCIAL MEDIA



8-PAGE FEATURE

# ONSITE FAM PACKAGE

## HOST RESPONSIBILITIES

- Host is responsible for determining how many participants they want to attend the FAM and arranging complimentary lodging, transportation and meals throughout the program.
- Host will need to confirm all arrangements in writing for selected participants no less than 60 days in advance of the trip. The FAM should be 4 days/3 nights.
- Host will need to provide a point person from start to finish who will be the primary host of the group on the FAM.
- Hosts will be responsible for supplying airfare or travel stipends for meeting planners as needed.
- Host will be responsible for supplying us with their logo and supplemental photography.

**PAYMENT TERMS:** \$12,500 will be billed upon signing the contract and \$12,500 will be due when the the feature FAM article runs in our magazine.

**CONTRACT DEADLINE:** We must have a signed agreement at least six months in advance of the FAM trip date.



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# PRINT & EBLAST PROMOTION SAMPLES

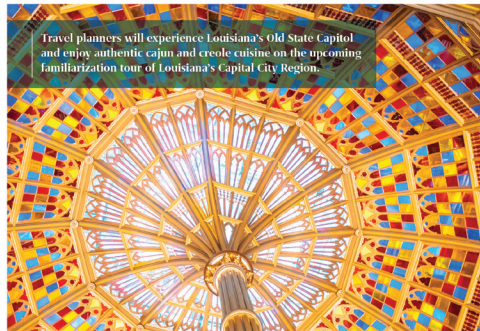
## PRINT FAM ANNOUNCEMENT

### Join Us for a Trip to Louisiana's Capital City Region

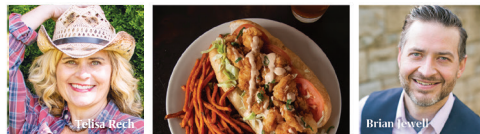
The Group Travel Leader is taking a trip to Louisiana's Capital City region, and we want you to come along! Our friends at Louisiana Office of Tourism are arranging a familiarization tour of Baton Rouge and surrounding communities, and they're inviting our travel planner readers to attend. The tour will take place March 20-24 and will include Baton Rouge, St. Francisville, Tangipahoa Parish and other communities in the Capital City region. You'll join Brian Jewell, our VP and executive editor, and Telisa Rech, our advertising sales manager, as they explore the area with our Louisiana hosts. The five-day tour will include:

- **Louisiana Arts and Science Museum** — Enjoy "dinner under the stars" in the state-of-the-art planetarium at this popular Baton Rouge attraction.
- **Louisiana State Capitols** — Explore architecture and colorful characters in the historic and contemporary capitol buildings in Baton Rouge.
- **Global Wildlife Center** — Get up-close and personal with hundreds of animals at this massive outdoor wildlife refuge.
- **The Myrtles** — Tour the St. Francisville historic site known as one of the most haunted homes in the United States.
- **Authentic Cajun and Creole Cuisine** — As the Year of Music in 2024 comes to a close, kick off the Year of Food in 2025 with a bounty of Louisiana's signature flavors.

Louisiana Office of Tourism will host your hotel accommodations, meals, admissions and other expenses. Participants are responsible for their own travel to and from the region. You can apply to attend this FAM tour at [grouptravelleader.com/la-fam](http://grouptravelleader.com/la-fam). Space is limited, and applications close January 15. Don't miss this opportunity to join us March 20-24 in Louisiana's Capital City region!



Travel planners will experience Louisiana's Old State Capitol and enjoy authentic cajun and creole cuisine on the upcoming familiarization tour of Louisiana's Capital City Region.



PHOTOS COURTESY VISIT BATON ROUGE

**MARCH 20-24, 2025**



REGISTRATION CLOSES: JANUARY 15, 2025

You can apply to attend this FAM tour at:

[GROUPTRAVELLEADER.COM/LA-FAM](http://GROUPTRAVELLEADER.COM/LA-FAM)

If you have any questions, call Telisa at 859-253-0455.



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## EBLAST FAM ANNOUNCEMENT/REGISTRATION LINK

### JOIN US FOR A FAM TO KENTUCKY



MAY 25-29

Kentucky Tourism is inviting our student and youth travel planner readers to explore favorite student stops in Lexington, Louisville and Bowling Green.

The tour will take place May 25-29 and will include Kentucky Horse Park, Louisville Slugger Museum & Factory, Kentucky Kingdom, National Corvette Museum and Mammoth Cave.

If selected, you will be a guest of Kentucky Tourism. All accommodations, sightseeing, transportation and meals are included once participants arrive for the FAM. No travel expenses to and from the region will be reimbursed.

The deadline to apply is March 13.

[Register Here](#)

For more information or help registering for the FAM:

Contact Brady Wine at 859-253-0455 or email him here.



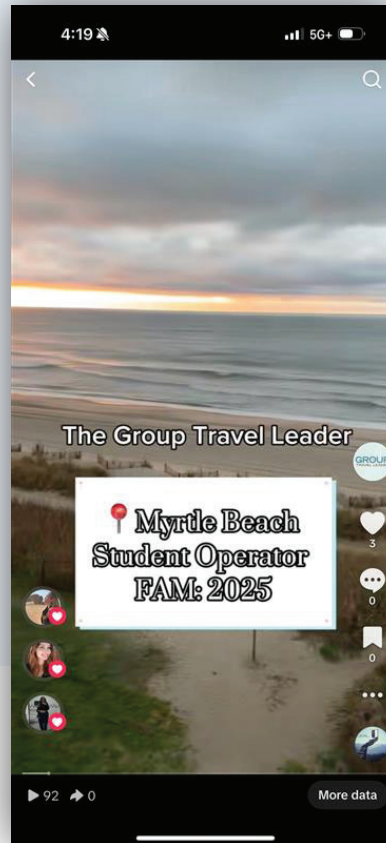
TEAM KENTUCKY | New Kentucky Home

Join us in Kentucky, May 25-29, 2026

[Register Here](#)

# SOCIAL MEDIA PUBLICITY SAMPLES

TIKTOCK POST FOR MYRTLE BEACH, NORTH CAROLINA FAM



FACEBOOK POST FOR KENTUCKY FAM



FACEBOOK POST FOR LOUISIANA FAM

