

## Do You Provide Travel Industry Services?

Welcome to Group Leaders of America ... We help 20,000 Travel Planners make travel plans for 4.5 million group travelers! If you are a member of the Travel Industry (CVB, Hotel, Restaurant, Attraction, Tour Operator, etc.) that is interested in group business ... GLAMER offers access to over 20,000 travel planners who organize tours for 4.5 million seniors and boomers who belong to AARP Chapters, Bank Travel Clubs, Church Groups, Retirement Villages and Senior Organizations. [READ MORE](#) about The GLAMER Advantage and how GLAMER leads the industry as the nation's largest organization for senior group travel.

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### The GLAMER Advantage

- GLAMER leads the industry as the nation's largest organization for senior group travel.
- GLAMER holds Chapter Meetings in 58 cities coast-to-coast bringing together the travel industry and more than 20,000 senior group travel leaders.
- Direct mailing available to more than 60,000 qualified senior group travel decision makers.

### Group Travel Mart: Make New Sales Contacts Now

- You can create your own GLAMER Group Travel Mart Exhibit Space right now!
- Your Group Travel Mart Exhibit will be emailed to 5,000 Qualified Group Leaders and 1,000 Unaffiliated Tour Operators with our next monthly issue.
- You can create special offers and change your Exhibit as often as you want to.
- [CLICK HERE](#) to create and preview your no-obligation Group Travel Mart Exhibit Space now, or contact Tammy Knox at 800-628-0993 or by emailing at [tknox@glamer.com](mailto:tknox@glamer.com).

### GLAMER Chapter Meetings bring solid sales contacts:

- GLAMER Chapter Meetings are the most efficient and cost effective in the industry
- Meet face-to-face with qualified group leaders at a cost of around \$2.50 per group leader.
- 20,000 Travel Planners make travel plans for 4.5 million seniors at our GLAMER Chapter Meetings.
- GLAMER Chapter Meetings are the #1 source of information for senior groups.
- [CLICK HERE](#) to see our current schedule of Chapter Meetings.

### GLAMER Group Leaders ...

- buy an average of \$1.5 billion dollars in domestic and international group travel every year.
- buy on average \$75,000+ of travel for their organizations.
- are the largest, most active, most revenue-producing segment of the leisure travel industry. As a matter of fact, the senior market produces 75% of the group travel business!
- on the average, plan 6 overnight tours with 36 passengers each.on the average, plan 9 day trips with 40 passengers each.
- are ready to buy travel from you at the next GLAMER Chapter Meeting.

### GLAMER Group Leaders represent:

- Bank Clubs
- AARP Chapters
- Senior Centers
- Church Groups
- Retirement Villages
- Corporate and Federal Retirement Groups
- Other 50+ Groups

### Why are GLAMER Chapter Meetings so effective?

- Face-to-face contact: GLAMER Chapter Meetings give you the opportunity to exchange information, present your

sales message, and showcase your product to an average of 75 qualified group leaders per day in an easy, efficient forum.

• Follow-up information: After the Marketplace, you'll receive important follow-up profiles on the group leaders who attended. GLAMER's Group Leader Profile Report that you receive as part of your exhibit package is the best in the industry and is available only to GLAMER Chapter Meeting Vendors. The profile includes information on the type and size of group, number of years leader has planned trips, group travel history, if group plans and escorts own trips, and even the group leader's telephone number. An added value is information about where groups want to travel.

• Mail Lists: We provide the most qualified lists of Group Travel Planners in the industry. You may select mail lists by geographic region or by travel interest of the group. Seniors read their mail! Contact Corinna Ferree at 1-800-628-0993 or email [cferree@glamer.com](mailto:cferree@glamer.com).

• Host a Chapter Meeting: Host your local GLAMER Chapter Meeting and have the Travel Planners experience what you have to offer first hand. It's easy, inexpensive, fun and results in group business. Can you host a Chapter Meeting? These folks have... Queen Mary; Granbury Texas CVB; Milwaukee Public Museum; Gateway Clipper Fleet; Mountaineer Resort; and Quinalt Casino! Contact Audrey Jensen at 1-800-628-0993 or email [ajensen@glamer.com](mailto:ajensen@glamer.com).

• Sponsorships: GLAMER designs sponsorships big and small to put you in front of the senior group... from nationwide video presentations to regional brochure distribution. Sponsor presentation time is available at local Chapter Meetings. Call Tammy Knox at 1-800-628-0993 or email [tknox@glamer.com](mailto:tknox@glamer.com).