

Today's Internet Extends Marketing Reach

Even in a global pandemic, one online reference dominates.
 Small leisure group trips are now **planned** and **booked** online.

WEBSITE	URL	GLOBAL RANK	PAHEMIC PEAK OCT - DEC 2020
			MONTHLY VISITS
TRIPinfo Digital Platform	TRIPinfo.com	348,651	42,994
Sports Travel	sportstravelmagazine.com	1,905,107	13,217
Leisure Group Travel	leisuregrouptravel.com	1,572,356	11,186
Groupize	groupize.com	1,830,702	8,578
American Bus Association (ABA)	buses.org	2,449,428	< 5,000
Group Leisure and Travel	groupleisureandtravel.com	3,757,521	< 5,000
GroupTravel.org*	grouptravel.org	3,778,108	< 5,000
National Tour Association (NTA)	ntaonline.com	5,301,208	< 5,000
Student & Youth Travel (SYTA)	syta.org	6,086,563	< 5,000
Group Leaders of America	grouptravelleader.com	6,611,561	< 5,000
Reunions	reunionismag.com	6,905,924	< 5,000
Groups Today	groupstoday.com	8,970,067	< 5,000
Group Travel Planners	grouptravelplanners.com	9,655,793	< 5,000
Premier Travel Media	ptmgroups.com	10,331,294	< 5,000
Shop America	shopamericatours.com	11,914,070	< 5,000
Select Traveler	selecttraveler.com	16,204,494	< 5,000
Group Tour Media	grouptour.com	17,410,223	< 5,000
Group Travel Network	grouptravelnetwork.com	21,112,112	< 5,000

*SimilarWeb metrics for Dec 2020

Source: 10/2020 - 12/2020. SimilarWeb, trusted online audience comparison since 2007.