



Upon selecting your travel program, follow these simple steps and guidelines to ensure you maximize publicity and encourage as many people as possible to join your travel program:

Plan ahead

- Begin promoting the trip early, so people have time to clear their schedules and participate.

Leader

- Appoint one person to assist in telling people about the upcoming travel program and booking reservations. This person should already have a well-established relationship with many people as well as an outgoing personality, with the ability to easily speak with people. Consider offering them an incentive to do this for you.

Local outreach

- Ask restaurants and other businesses to display your travel program brochure in a prominent location. Perhaps they have something they want to promote and will create a trade with you. Remember senior centers, community centers, churches and more.
- Always maintain an ample supply of brochures so that you do not run out.

Aid - Solicit help from prominent people in the community

- These people will know more people and be able to spread the word to a larger number more rapidly. Encourage them to share the information at meetings and/or clubs they attend.

Online

- Create a landing page for your brochure/information on your website. Utilize hyperlinks and images to make the page user-friendly and more interesting to look at.

Social Media

For very little cost many promoters have gained great success with targeted ad campaigns on social media in and around their location.

The demographic you are looking for is:

- 45 year-olds and above
- Likes travel
- Likes vacations
- Likes the destination, country, region you are offering
- Likes adventure
- Likes history
- Likes culture/education

Add the information to your social media sites and utilize hashtags, mentions and images as often as possible.



E-blasts

- Send an email with the travel program information, include plenty of photos, to your email distribution list. Encourage them to forward and share the email. Be sure to distribute to your lists of past travelers and family/friends.

Email Signature

- Include a link with an image in the signature line of all staff emails. This should connect to your brochure and provides another area to show your travel program to more people.

Calendar

- Be sure the travel program is on all calendars you or your members have access to.

Share

- Bring brochures to various events or places where people will see them (i.e. lunch areas, common areas, surrounding businesses that allow it) and post it in visible areas.

Visual

- Share a PowerPoint presentation of the travel program on available television screens. Include the information of how they can make reservations.

Publications

- Plan to run the travel program details, with photos, in any print publications you have. Remember to do the same in e-newsletters.

Media

- Speak with local media (newspapers, websites, blogs, magazines, etc.) about including the travel details in their outlets to reach more people. Inquire about submitting a press release with the information. Consider TV and radio opportunities – perhaps they will work a trade with you or find another way to publicize the information to viewers and listeners.
- There are many publications that are free or very inexpensive to advertise in that cater to the mature American 55+ age bracket. These are great sources to gain travelers.

Promotion is everything – Spread the word and you will have a successful program