

Group Leisure E-mail Broadcasting Service

What is it? A service which enables you to send your sales message to thousands of group travel buyers via e-mail.

Who does it go to? Over the years, we have compiled a comprehensive database of e-mail addresses including group travel organisers, coach operators, travel buyers and travel trade. Sources include members of groupleisure.com, visitors to the Group Leisure & Travel Trade Show, etc. All have opted in to receive information and can opt out in future if they so wish.

How many e-mail addresses are there? The current database consists of over 2,600 addresses.

How does it work? You send us the e-mail to our specification and we send it to the database after sending you a proof. If you require any creative work from us, this is available at an additional charge.



▲ Some examples of recent e-mail broadcasts.

How much does it cost?

1 mailing	= £595
2 mailings	= £995 (a saving of £195)
3 mailings	= £1,295 (a saving of £490)
4 mailings	= £1,595 (a saving of £785)

All must be booked and invoiced at once and mailings must be all sent within six months of the first broadcast. All rates are subject to VAT at the current rate.

Why would you use this service? It's cheaper than print for starters and can do so much, including links to specific areas of your website. Whether you are launching a new brochure, sales drive or product, this is a great way of broadcasting the message.

You can also use our school travel e-mail service, targeting over 9,000 schools in the UK. Discounts apply for using both services, call us for details.