

REUNIONS MAGAZINE EDITORIAL PROFILE

Reunions magazine is the only periodical focusing on reunion organizing – individuals who are committed to their family, class or military group. Our goal is to research, capture, share and create information about reunions to help readers make informed decisions. Our readers turn to us for information about reunion locations, products, services, attractions and activities. And they're always looking for reunion specials and bargains.

Reunions magazine is reader driven. We welcome submissions, suggestions, requests, questions and comments. We respond with answers, ideas, leads, tips, trends, inspiration, encouragement, motivation and information. We educate, inform and entertain.

The reunion marketplace is growing. **Reunions magazine** is where reunion services and products meet reunion consumers. Reunions celebrate relationships and reunion organizers want their relationship with you to produce success.

DEMOGRAPHIC TARGET AUDIENCE

Reunions magazine readers organize and make buying decisions for their family, military, class and other reunions. The average reunion will purchase rooms, meals, catering and banquets, entertainment, souvenirs, tours and activities.

It is estimated that there are approximately 350,000 reunions each year in the US; 200,000 family, 150,000 class, and 5-7,000 military reunions. Each reunion averages 50 members and many reunions are three-day events.

Seventy one percent (71%) of the respondents to a survey of family reunion organizers conducted by **Reunions magazine** and East Stroudsburg (PA) University, Hotel, Restaurant and Tourism Department are between ages 40 and 69; median age 50-59. Informal surveys indicate their income is above average.

Reunions require activities and services for all ages and abilities. Family reunions, of course, always include children while military reunions almost never do.

Family and military reunions typically involve travel for their meetings. Destination and location decisions are as varied as the groups making them. They look for reunion friendly locations with special amenities,

sufficient rooms, adequate facilities, benefits, services and assistance. They prefer places that work with groups and have access to activities and attractions that enhance the enjoyment of members.

GEOGRAPHY

Reunions magazine is circulated nationwide. Family and military reunions relocate regularly, often to destinations where no member lives, so they rely on expertise and reunion resources at destinations. Reunion sales specialists become part of each reunion's organizing team.

CHARACTERISTICS OF REUNION ORGANIZERS*

Gender

Female 76%
Male 24%

Age

Under 40 10.4%
40-59 40.6%
60-79 40.5%
Over 80 or unknown 8%

Ethnicity

Caucasian 76%
African American . . 13%
Native American . . . 2%
Others or unknown . . 9%

REUNIONS

Number of attendees*

16-50 26%
51-100 40%
101-200 28%
Over 200 6%
* Average 50

Length

3-5 days 39%
1 weekend day 29%
2 weekend days 22%
6-7 days 9.5%

Frequency

Annually 46%
Every 2 years 28%
Every 3 years 1%
Every 5 years 10%
Other or unknown . . 14%

Month family reunions are held

June 20%
July 38%
August 28%
September 6%
October 5%

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Average spent per person

\$1-\$100	40%
\$101-\$500	46%
More than \$500 . . .	8%

Accommodations used for past reunions

Hotel/motel	23%
Friends and relatives . .	15%
Campground	14%
Resort	11%
Cabins, villas, cottages, condos	12%
Ranch	4%
Bed & Breakfast	5%
River & ocean cruises . .	4%

Factors used to decide where to have reunion*

Convenient location*	19%
Reasonable lodging cost*	18%
Reasonable travel cost*	16%
Variety of recreational activities at destination . . .	14%
Same place every year	10%
Variety of accommodations*	6%
Variety of cultural activities	6%
Other	11%

*59% of factors are location/lodging related

Most important destination factors

Convenient location	27%
Same place every year	19%
Reasonable lodging cost	14%
Variety of recreation	9%

Activities planned for upcoming reunion

Entertainment, cultural events	22%
Sports outing (golf is #1)	15%
Worship	12%
Tours	12%
Special ceremonies	11%
Meetings	11%
Special celebrations	8%

CONCLUSIONS*

The variety of race and ethnic backgrounds of survey respondents shows that reunions are common among many American families. There is, however, no typical reunion event. Reunions reflect the organizer's skill and experience, the group's heritage and special interests. Frequency of reunions also varies with almost half gathering annually and others every other year or less.

Accommodations used are in every classification and cost per person from budget (under \$100) to expensive (over \$500). Summer reunions seem to be the only commonality among reunions investigated for this report.

*From a survey of family reunion organizers conducted by **REUNIONS MAGAZINE** and East Stroudsburg (PA) University, Hotel, Restaurant and Tourism Department.



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