

SCHNEIDER Publishing

Schneider Publishing Partners with Longwoods International

LOS ANGELES—Schneider Publishing has partnered with Longwoods International, one of the most highly respected market research consultancies in the world. As a result of this partnership, Longwoods International will serve as an authoritative source for data related to the markets Schneider Publishing serves.

“We are thrilled to partner with Longwoods International in order to serve as an even better information resource for our readers and clients,” said Timothy Schneider, president and CEO of Schneider Publishing, which publishes *Association News* and *SportsTravel* magazine. “Longwoods is the preeminent leader in travel marketing and advertising research, and we look forward to the information that will be made available for the industry through this new partnership.”

Data points—including total room nights generated, total spending and other key measures—will be drawn from Longwoods’ various studies, including the Travel USA Survey. The Travel USA Survey has been conducted quarterly since 1990 and is considered the largest ongoing study of the nation’s business and leisure travel.

“Partnering with Schneider Publishing is a valuable long-term investment for Longwoods International,” said Bill Siegel, founder and CEO. “We are impressed with Schneider Publishing’s support of the travel industry and know that through this partnership, Longwoods will extend its reach into the key group markets Schneider Publishing serves.”

Under the terms of the partnership, Schneider Publishing will publish new travel-related research created by Longwoods International and the readers of *Association News* and *SportsTravel* will receive an exclusive look at the material before it is released to any other media outlets. For example, Schneider Publishing is currently previewing the findings of a white paper that Longwoods is creating on the economic development value of tourism advertising.

Authored by Siegel and Longwoods International Chairman George Zimmermann, the white paper will consider findings based on a survey of 18,000 consumers across 10 different destination-marketing campaigns. In every case, tourism advertising by a destination and the resulting subsequent visitation significantly improved the image of that destination not just as a place to visit, but also for a wide range of other economic development objectives.

Zimmermann, who led the efforts of Travel Michigan during the time that the Pure Michigan brand was established, has served on the U.S. Department of Commerce Travel and Tourism Advisory Board as well as on the boards of the U.S. Travel Association and the National Council of State Tourism Directors. He now authors a “Destination Marketing” blog on both *AssociationNews.com* and *SportsTravelMagazine.com*. His current post includes a link to the economic development study. He will also be presenting a session on the topic at TEAMS ’15 in Las Vegas.

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For further press information, please contact Ann Shepphird: Ann.Shepphird@SchneiderPublishing.com or (310) 577-3700.

About Schneider Publishing:

Schneider Publishing is the parent company of *Association News*, America’s most-read magazine for association executives, and *SportsTravel*, the sports world’s event magazine. Schneider Publishing organizes the TEAMS Conference & Expo, the world’s largest gathering of sports-event organizers, and Meetings Quest, North America’s longest-running series of trade shows for meeting planners. TEAMS ’15 will be held November 9–12 in Las Vegas. TEAMS ’16 will be held September 26–29, 2016, in Atlantic City. The group travel markets served by Schneider Publishing generate 106 million hotel room nights annually.

About Longwoods International:

Established in 1978 as a market research consultancy, Longwoods International is a respected leader in brand strategy and ROI research. With offices in Toronto, Michigan, Arizona and California, Longwoods conducts strategic market research for public- and private-sector clients throughout North America, Europe and the Pacific Rim.

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