



ROAD SCHOLAR[®]
SPONSORSHIP

Road Scholar at a Glance

Not-for-profit Road Scholar is the world leader in educational travel for lifelong learners, serving more than 135,000 people annually with programs in over 100 countries throughout the United States and at home.

Founded as Elderhostel in 1975, Road Scholar has served more than 6 million lifelong learners over the past 50 years. Our programs combine travel and education to provide experiential learning opportunities featuring an extraordinary range of topics, formats and locations.

For more information, please visit us at roadscholar.org/about.

ROAD SCHOLAR[®]



The Not-for-profit World Leader in Educational Travel.

1975

Founded as a not-for-profit organization

Then known as Elderhostel, the organization began on college campuses in New England.

28%

Average number of participants who are solo travelers

Of this group, 85% are women, 60% are married and still traveling solo.

135,000

Participants served per year

Road Scholar serves lifelong learners from across North America.

4,775

Learning Adventures in over 100 countries and all seven continents

Road Scholar hosts programs around the world and online.

72

Average age of a Road Scholar participant

Road Scholar programs are open to adults ages 50 and up.

6 Million

Number of participants who have traveled with Road Scholar since its founding.

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Road Scholar's Reach

Our community of active and interested participants is more than 700,000 strong. We communicate through a wide range of channels, including direct mail, email, search engine marketing, social media, influencer, radio and television messaging.

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80K
FOLLOWERS
ON INSTAGRAM

367K
FOLLOWERS
ON FACEBOOK

200+
ROAD SCHOLAR
AMBASSADORS

1 Million+
ACTIVE CONTACTS IN
OUR EMAIL DATABASE

160 Million
EMAILS SENT
EACH YEAR

2 Million+
HOUSEHOLDS
REACHED THROUGH
DIRECT MAIL

18K+
MONTHLY BLOG
READERS

Road Scholar's Audience

Road Scholars are no ordinary travelers. They are **lifelong learners** over the age of 50 from diverse cultural and professional backgrounds.

They are **students of the world** and the guests you hope to sit next to at a dinner party. They lead interesting lives because they're interested in everything.

Road Scholar attracts adults who are **open-minded and intellectually curious** — and these shared characteristics often create a quick and lasting bond among participants.

25%
RETIRED
EDUCATORS

53%
NETWORTH
\$1M+

70%
FEMALE
TRAVELERS

67%
BETWEEN
AGES 60-79

ROAD SCHOLAR®



Why Partner With Road Scholar?

Connect your organization with the world leader in educational travel for lifelong learners.

- **100,000+** participants each year
- Programs in **100+ countries**
- **500,000 nights** booked annually
- Exceptional satisfaction: **NPS 77**

ROAD SCHOLAR[®]



Amplifying Your Destination's Story With Trusted Travel Voices

Reach a broader, diverse network of culturally curious travelers
who trust these authentic voices.

As a proud underwriter of “Joseph Rosendo’s Steppin’ Out,”
“Samantha Brown’s Places to Love” and “Fly Brother with Ernest White
II,” Road Scholar connects with millions of curious travelers. We’d love
to discuss how our partnership can share your destination with their
highly engaged audiences.



ROAD SCHOLAR[®]



Our Esteemed Partners, Past & Present



ROAD SCHOLAR®

Co-Marketing With Road Scholar

- We create and promote your destination or service to Road Scholar's audience
- Turnkey execution by our in-house creative team
- Shared visibility through trusted storytelling
- Catalogs & brochures, Email, Social media, Web content & More

Ready to get started? Email us at partnerships@roadscholar.org

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Digital Lead Campaigns

Search and Display Lead Generation: A paid search result (via search engine marketing or Facebook/social media marketing) that drives traffic to a dedicated landing page. We collect contact information from interested leads. Leads receive a targeted email and print campaign (dependent on contact information provided). Leads also receive a telephone call (if phone number is provided). We can track leads generated and enrollments from those leads.

Price per campaign: **\$10,000**

Campaign can be 1 month, 3 months, 1 year – cost is in the initial set-up.

Potential Reach: **500 leads**

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The screenshot shows the Road Scholar website's landing page for "Learning Adventures with Your Grandchildren". At the top right, it says "Call us toll free 1 (800) 392-2170 Mon-Fri, 9am-3pm ET". The main heading is "Travel for People Who Love to Learn". Below this is a registration form with fields for First Name, Last Name, Email, Phone, Address, Country (set to United States), State, City, and Zip Code. There is a checkbox for "Join our email list for news about special offers and exciting new destinations!" and a red "Tell me more" button. To the right of the form is a text block titled "Learning Adventures with Your Grandchildren" describing the benefits of the program. Below the text is a photo of a woman and a young girl. Further down, there is a section titled "Experiences Include:" with a list of activities. At the bottom, there is a section titled "Here's what people are saying:" with two testimonials and photos of people.

ROAD SCHOLAR® Call us toll free 1 (800) 392-2170 Mon-Fri, 9am-3pm ET

Travel for People Who Love to Learn

Enhance the special bond you have with your grandchild on a learning adventure that you'll both enjoy. Journey to a national park or immerse yourselves in an iconic city. Join in activities like snorkeling, hiking, rafting, STEM programs, or tracking wildlife. Whether your grandchild is eight or 10, jam-packed, age-appropriate experiences await. See the world through the eyes of your grandchild as you introduce them to new places and they make new friends. From building a robot together to boarding a whale-watching expedition, your grandchild will carry these lifelong memories into adulthood.

First Name: _____ Last Name: _____
Email: _____
Phone: _____
Address: _____
Country: United States State: _____
City: _____ Zip Code: _____

Join our email list for news about special offers and exciting new destinations!

Tell me more

This site is powered by WordPress and the Google Privacy Policy and Terms of Service apply.

Learning Adventures with Your Grandchildren

Experiences Include:

- Learning adventures organized by interest and age.
- Programs such as international explorations, fully-immersive city adventures, national parks and monuments, animals and wildlife, and getting up-close to nature.
- A variety of activities from horseback riding to canoeing, walking to bike riding.

Highlights:

- Your grandchild will put the phone down and focus on adventure and learning away from their parents, experiencing special, one-on-one time with you during their formative years.
- You'll come away with a new perspective as you see the wonder in the eyes of your grandchild.
- Get a gentle push out of your comfort zone as you learn things you wouldn't wish other adults and try activities you never thought you'd try.

Here's what people are saying:

"This was a fabulous, educational and fun experience for my almost-12-year-old grandson and me. It was our first grandparents trip, and we both are quite willing to take another one. The places visited were great selections, lively and well-managed. And the people we met on the trip were friendly."

— SHARON, BAKERSFIELD, CALIF., CLASS OF 2019

"New York City was a life-changing program for my granddaughter. I highly recommend it."

Direct Enrollment Campaigns

Search and Display Direct to Program/ Collection:

Paid search drives traffic to a specific program page or collection looking for a direct enrollment. Leads who come to our website following this path receive a targeted email campaign of relevant programs. We can track leads generated and enrollments from those leads.

Price per campaign: **\$10,000**

Campaign can be 1 month, 3 months, 1 year—cost is in the initial set-up.

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Sponsored results



Road Scholar

<https://www.roadscholar.org>

Peru Tours for Seniors | Road Scholar - Specialized tours for seniors

From Machu Picchu to the Amazon, explore with ease and comfort. Experience Peru's magic with specialized tours for seniors. Designed for Age 50+ Group & Solo Programs. Non-Profit Organization. 2026 & 2027 Enrolling Now. Educational Adventures.

ROAD SCHOLAR®



Catalog Request

Contact Us

Sign in / Register

Find a Trip

Browse Trip Collections

Why Go With Us?

★ View Special Offers

Have a Question?

Make a Donation



Dense tropical jungle provides sanctuary to indigenous communities and stunning wildlife. Steep mountains give way to historic cities and ancient ruins. Incan festivals are celebrated among colorful plazas and colonial architecture. Our learning adventures in Peru cover every facet of this fascinating and complex nation.

Modeled Display Acquisition Campaign

Targeted leads see Road Scholar ads on other websites. Ads are designed to promote a specific program, location, collection, etc.

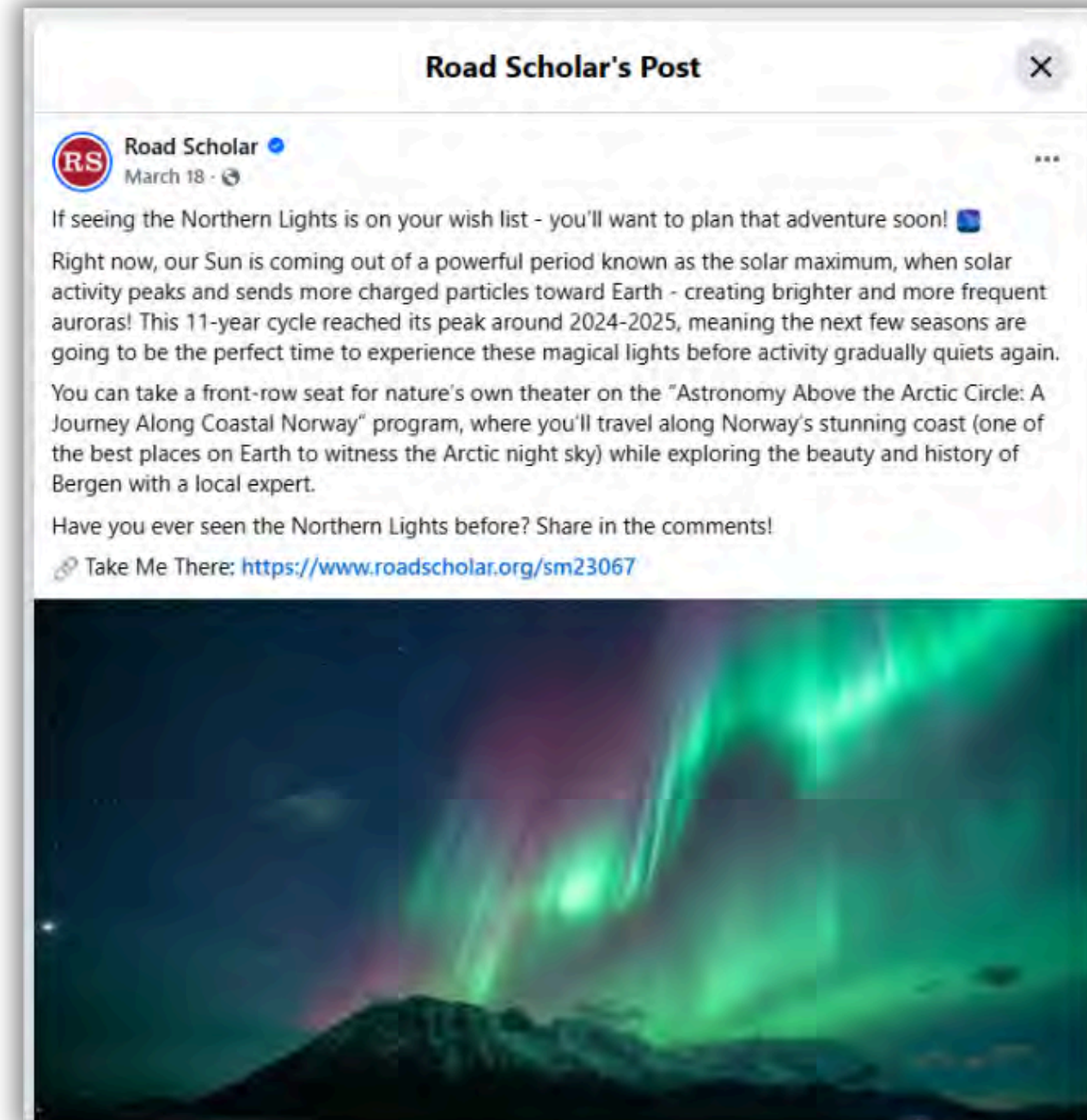
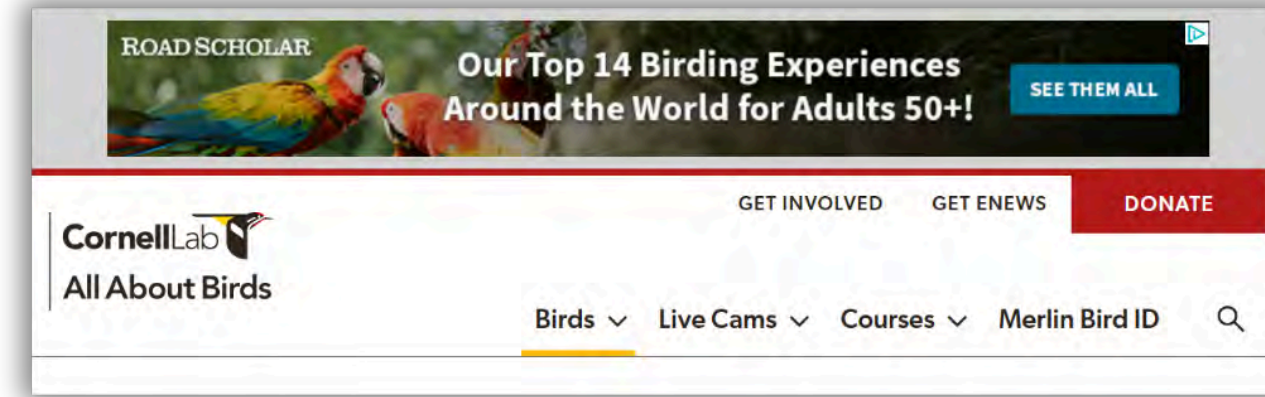
Price per campaign: **\$10,000/ month**

Social Media Boost

We create a Facebook post with a direct link to your program or web landing page and boost it for a targeted audience.

Price per piece: **\$1,000 per post**

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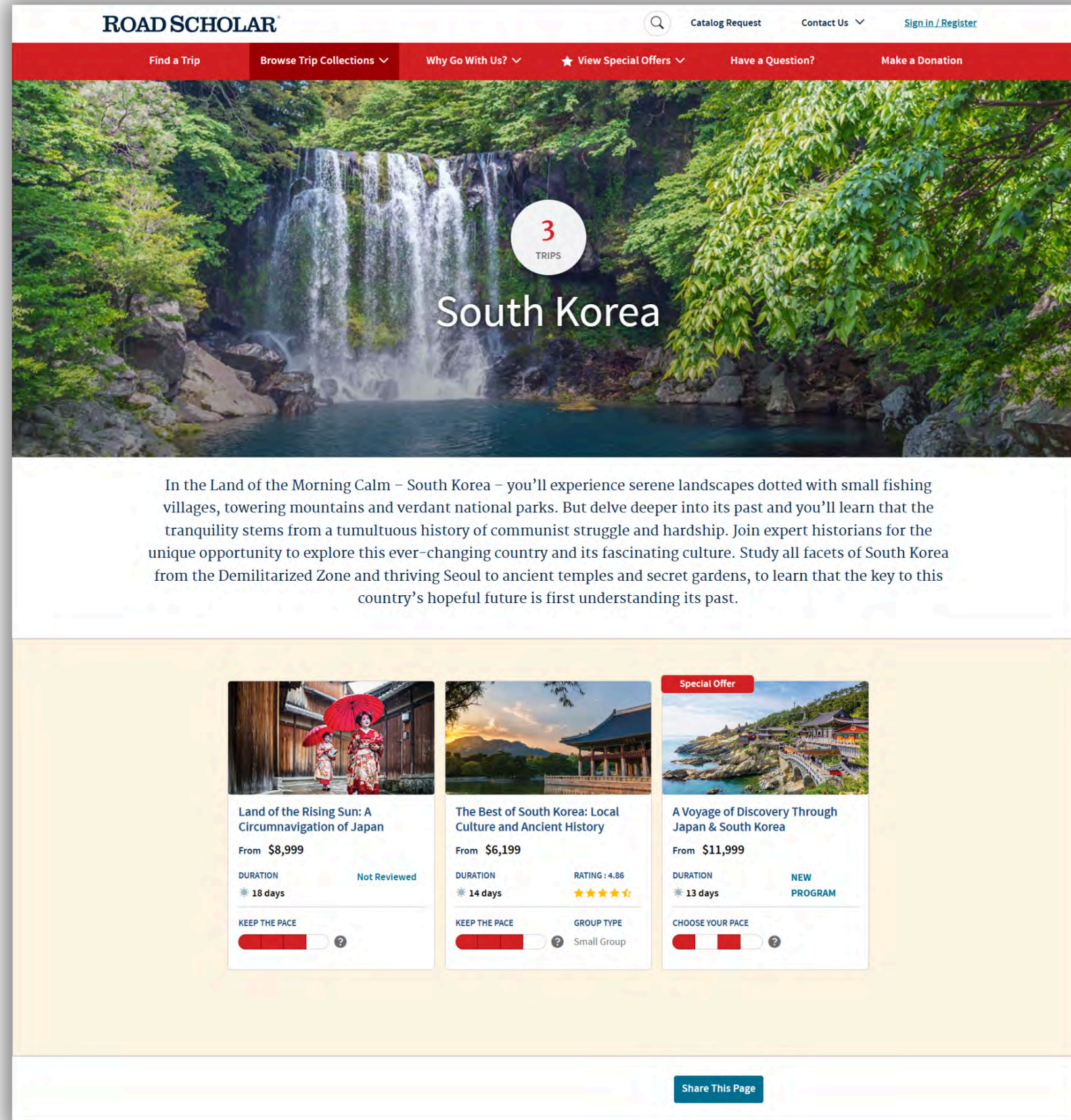
Homepage Tile Feature

The Road Scholar homepage features a rotating carousel of images that drives traffic to different Collection pages in the website.

Price per tile: **\$5,000/week**

Potential reach: **10,000 page views/week**

[Link to our homepage](#)



Web Collection

Road Scholar Collection pages are dedicated landing pages focused on a specific location, interest or provider. Each Collection page gets a dedicated URL, a unique hero image, hero and body copy, and lists all programs related to that location, interest or provider. A Collection page can be added-on to other campaign opportunities like email, social media posts, digital paid marketing, video or homepage feature.

Price per Collection: **\$1,000**

[Link to Collections](#)



Content-Driven Landing Page

Road Scholar content pages are dedicated landing pages focused on a specific location, interest or provider. These differ from Collection pages in that additional marketing collateral can be combined into a single landing page, and dedicated copy space allows for direct links to product pages. Each landing page gets a unique URL and can be added on to other campaign opportunities like email, social media posts, blogs, digital paid marketing, video or homepage feature.

Price per piece: **\$3,000**



[Road Scholar Blogs](#) ▸ Atlantic Canada: A Surprising Culinary Hotspot

Atlantic Canada: A Surprising Culinary Hotspot

RS BY ROAD SCHOLAR
3/20/2026



At a Glance:

- Atlantic Canada's culinary scene is rich and diverse, extending far beyond its world-renowned seafood.
- Each of the four provinces is famous for specific seafood, like New Brunswick lobster, Nova Scotia scallops, PEI oysters and Newfoundland & Labrador snow crab.
- The region has a strong Acadian heritage, which is reflected in unique traditional dishes like rappie pie and *fricot*.
- Exploring local foods, from Blueberry Grunt to Jiggs' Dinner, offers a direct connection to the area's culture and history.

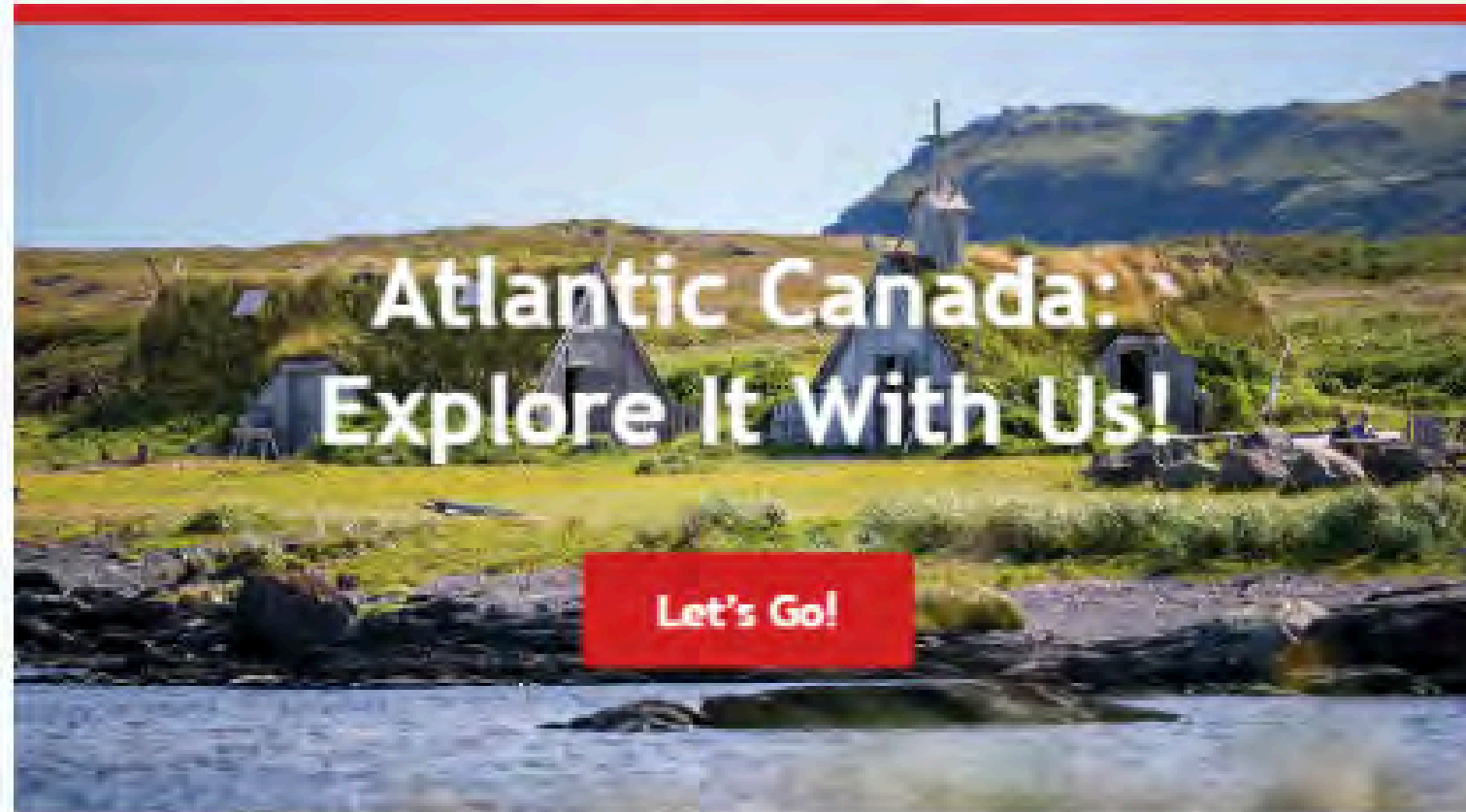


Blog Post

A blog post on the Road Scholar website is usually 300-500 words and can be tied to an email campaign, a Collection page, a content page or social media post.

Price per piece: **\$1,000**

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The Canadian Atlantic provinces of New Brunswick, Newfoundland & Labrador, Nova Scotia and Prince Edward Island offer something for everyone – including students of history, connoisseurs of coastlines and those who love adventure in the great outdoors. On these journeys, you can explore the region's Indigenous heritage, Viking settlements, French forts and British towns. You can witness mammoth icebergs, stunning rocky shorelines and phenomena like the incredible tidal bore in the Bay of

Single Program Focused Email Campaign

Have a dedicated email campaign created solely for your program. Single Program Emails can contain multiple photos, itinerary highlights, featured experts and more. We can also place your company logo in the bottom 1/3 of the email campaign.

Price per piece: **\$5,000**

Potential Reach: **150,000 Households**

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ROAD SCHOLAR Catalog Request Contact Us Sign In / Register

[Find a Trip](#) [Browse Trip Collections](#) [Why Go With Us?](#) [View Special Offers](#) [Have a Question?](#) [Make a Donation](#)

Online Program
Online Lecture: Forgotten Civilizations of Asia Minor
 Program No. 25733PDIG [Share](#)


[Overview](#) [Dates & Prices](#) [Reviews](#)

PROGRAM AT A GLANCE DURATION
 1 hour [Start Enrolling →](#)

Asia Minor was once home to remarkable civilizations that rivaled the great powers of the ancient world. In this engaging lecture, historian Volkan Yazici introduces the Hittites, Urartu Kingdom and the Lycian people while exploring legendary rulers. Learn how these cultures influenced politics, mythology and regional history and why their stories still matter today.

SEE RELATED PROGRAMS
[History](#) [Online Lecture](#)

General Notes
 Your online lecture will take place live over the course of 1-2 hours. All times are listed in the EASTERN time zone. If you live in a different time zone, please adjust your schedule accordingly. This live online experience uses Zoom Webinar, an easy-to-use web video service that includes closed captioning. All you need is an Internet connection and your computer. You will receive a confirmation email when you enroll, and a reminder email one week and one day before, as well as the morning of the event with a link and instructions on how to tune in. You will not be pictured on screen during the lecture, but you will have the opportunity to ask the instructor live questions using the Q&A box. Unless otherwise noted, all those who enroll in this program receive access to the live event as well as a recording of the lecture that you can watch any time within the two weeks following the live event.

Featured Expert
 **Volkan Yazici**
 Volkan Yazici was born in the southwest Aegean region of Turkey and has lived in Istanbul since he was two years old. He has been a professional group leader since 2005, leading throughout Turkey for Americans and other English-speaking groups. Specializing in art history and architecture, Volkan finds it rewarding to introduce Turkey "as it is" to Road Scholars through both on-site and online programs.

Please Note:
 This expert may not be available for every date of the program

DATE AND TIME
 Join us on Monday, June 22, 2026, at 1 p.m. (ET)/ 10 a.m. (PT), for a one-hour lecture and Q&A to learn about past civilizations across Asia Minor and how they shaped the ancient world.

HAVE QUESTIONS?
 Prefer to enroll or inquire by phone?
 We can help. Give us a call, and we can answer all of your questions!
 Call 800-454-5768

HELPFUL LINKS
[Add to Wishlist](#)
[Share](#)
[Cancel/Transfer Policy](#)

[Start Enrolling →](#)

Free Lectures

Our free Online Lecture series is offered to Road Scholar participants around a specific destination, region or interest. Each lecture partnership includes a marketing email supporting the lecture, its own product page and inclusion in web search and Collection pages. Lecture recordings are usually made available for up to two weeks after the lecture date for participants to view at their leisure.

Price Per Lecture: **\$10,000**

Potential Reach: **1,000+ enrollments**

[Link to current free lectures](#)



Dedicated Program Video

Use in social media, the Road Scholar website and email campaigns.

Price per piece: **\$10,000**

(Road Scholar matches 25% up to \$2,500 per video)


Potential Reach:

2,000 views

Catalog/Brochure Positioning Spread

Full page pricing with discount is based on frequency within a given year. Fractions are available in 1/3 and 2/3 multiplied by full-page pricing.

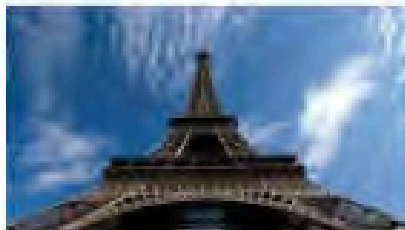
Frequency	1x/ Year	2x/ Year	5x/ Year
Catalogs	\$8k/Piece	\$7k/Piece	\$6k/Piece
Brochure	\$2k/Piece	\$1.5k/Piece	\$1k/Piece




**We Make it
Easy to Say
Bonjour!**

From the sunlit Loire Valley to Paris's sophisticated charm, explore France with our expert instructors. Discover art, cuisine, medieval architecture and history.

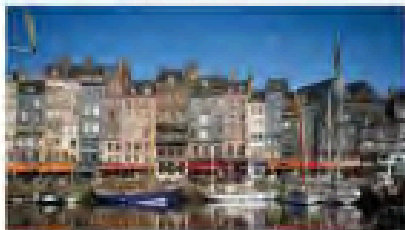
Learn more at roadscholar.org/BonjourFrance



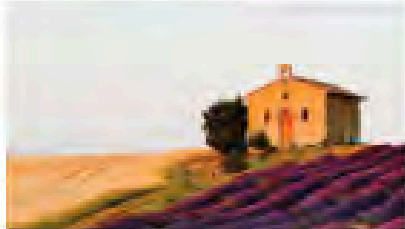
**Independent Paris:
People, Places, Culture**
PROGRAM #10034GVF, PG. 54



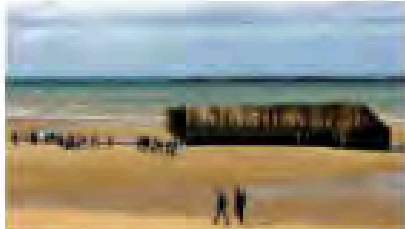
**Southwest France:
Bordeaux and the Perigord**
PROGRAM #14253GVF, PG. 55



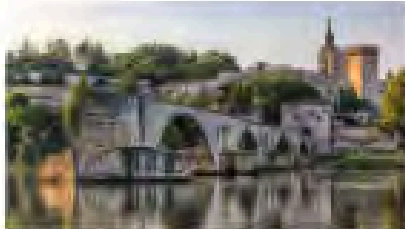
**The Best of Northern France:
Paris and Normandy**
PROGRAM #21095GVF, PG. 56



**The Best of Southern France:
Provence and the Cote d'Azur**
PROGRAM #21096GVF, PG. 56



**The Seine:
D-Day Beaches to Paris**
PROGRAM #12416GVF, PG. 126



**French Art Voyage: Paris,
the Rhône and the French Riviera**
PROGRAM #22040GVF, PG. 126

For the most up-to-date program information visit www.road scholar.org 13

Single Program Letter

Letters can be 2-4 pages with details about a single program, including itinerary highlights, a day-by-day itinerary, multiple photos, lodging descriptions, instructor bios and more.

Price per piece: **\$0.50**

Potential Reach: **10,000 circulation**

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ROAD SCHOLAR

Elderhostel, Inc.
PO Box 56033
Boston, MA 02205-6033
www.road scholar.org

January 2026

Dear Friend,

SPECIAL OFFER:
Enroll early
and save \$100!

Food in Alaska follows the rhythms of light, weather and tradition. The people who farm, forage and fish here read the landscape with care — and we've curated a journey that lets you study how they do it up close and alongside experts. We invite you to join us for **On the Road: From Wilderness to Table in Alaska**.

Most who go to Alaska stay on familiar routes. This program steps into the interior and the west side of the Kenai Peninsula for a close look at communities many never reach. You'll spend two nights in Soldotna and two in Homer, with Anchorage bookending a 9-day study of how people connect to the land through food. Your Group Leader is also your expert Study Leader, so insight stays with you throughout the program.

You'll learn about edible plants on a foraging hike in the woods outside of Anchorage. In Homer, you'll meet the people behind oyster and kelp farms and see how coastal communities adapt to changing conditions. In Soldotna, you'll examine tools and traditions that helped homesteaders survive Alaska's interior. You'll also visit the Alaska Native Heritage Center for a look at the region's Indigenous cultures and the long-standing connections between community, land and food. Meals along the way highlight local producers, small-scale farms and wild ingredients gathered during your field experiences.

This is the first program of its kind at Road Scholar. It blends hands-on learning with a rare look at food systems shaped by geography, resilience and deep local knowledge. Alaska's fjords, glaciers and mountains set the stage, but the focus stays on the people who thrive here.

To learn more or enroll, call us at (800) 454-5768, Monday through Friday, 9 a.m. to 6:30 p.m. ET, or visit roadscholar.org/TasteAlaska26.

With warmest regards,

Maeve Hartney
Chief Programs Officer

Visit roadscholar.org/TasteAlaska26 | (800) 454-5768

**On This Journey,
You'll Experience...**



→ Foraging in the wild



→ Alaska Native Heritage Center



→ Musk Ox Farm



→ Soldotna Homestead Museum



→ The Homer Spit

Turn over to learn more! →

Dedicated Brochure Mailing

Destination-, Interest- or Provider-specific, these 4- to 8- panel mailers are a great way to send a focused direct mail campaign to a targeted audience.

Price Per Piece: **\$0.50-\$0.75**

Potential Reach: **10,000 Minimum Circulation**

Why Go to Greece with Road Scholar?

EPIC EXPERT-LED DISCOVERY
Gain exclusive access to local scholars and experts while learning about ancient sites and modern culture — on board and ashore.

ICONIC & HIDDEN TREASURES
Climb the legendary Acropolis. Investigate historic UNESCO World Heritage Sites like Delos and Knossos. Venture off the beaten path to Chios, Milos and Patmos.

CULTURAL IMMERSION
Experience the vibrant cities of Athens, Istanbul and Ephesus with expert-led lectures and free time to soak up local life.

Welcome to Our 2026 Campus of the Year!
Voyages More Epic Than Mount Olympus

It's Official — Greece is the Word!
INSIDE: Your Sneak Peek at Our 2026 Campus of the Year

YOU'RE HEARING IT FIRST!
Our 2026 Campus of the Year is Greece! From the Acropolis to whitewashed islands, dive into mythology, archaeology and Mediterranean life with our expert-led adventures. We expect these programs to fill quickly — don't miss out. Save your spot early.

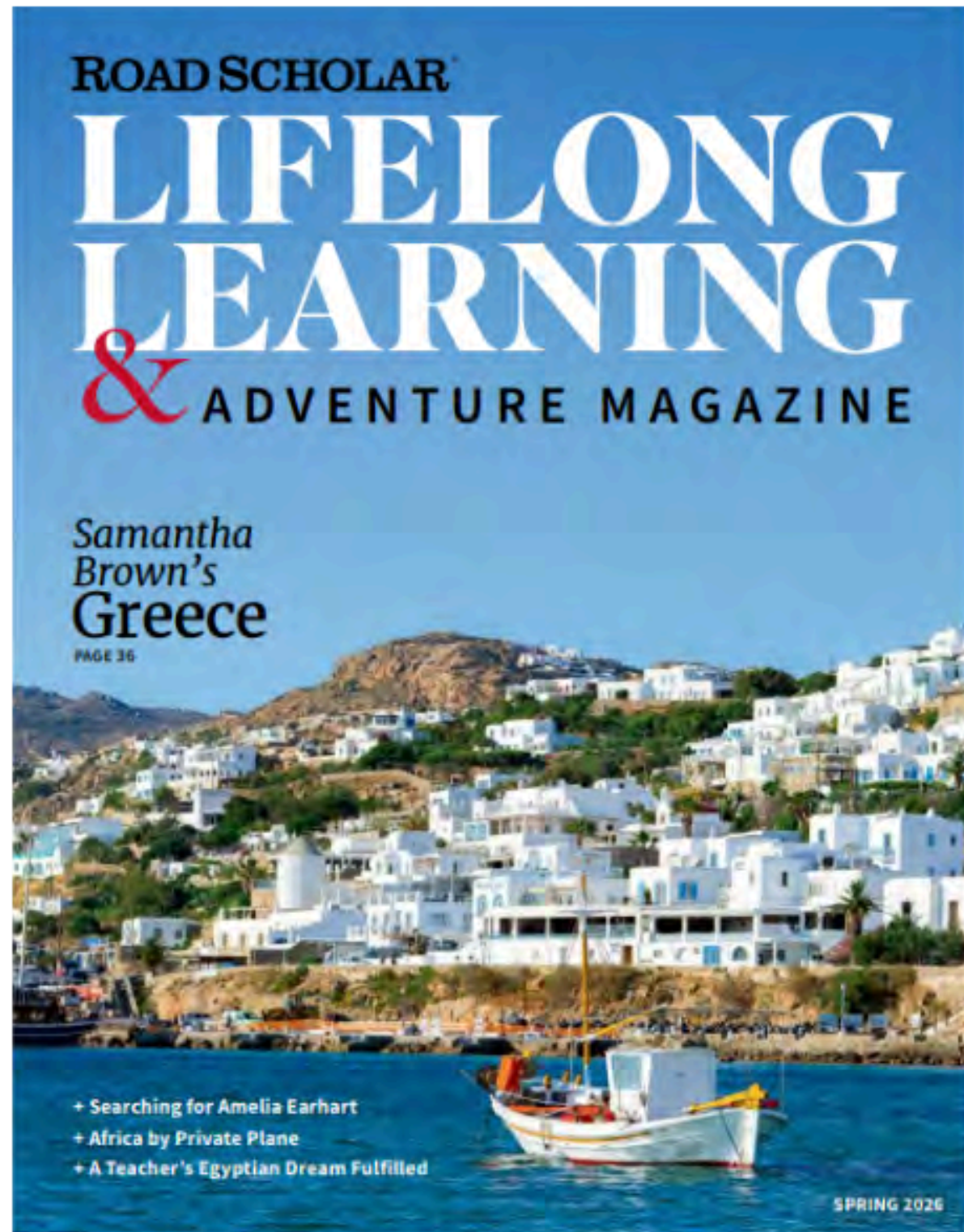
Scan this QR code to explore our entire Greece collection or visit us online at roadscholar.org/ExperienceGreece

Jewels of the Aegean: Discover the History of the Greek Islands
Board a small ship for an inspiring voyage through the Greek Islands, stopping to learn about the history of Santorini, Crete, Karpathos, Delos and more.
Length: 11 Days / 10 Nights | Meals: 25
Refer to 2490MPT online or when calling.
2026 Dates: Apr 21, Apr 28, May 5, Sep 22, Sep 29, Oct 6
Per-person prices starting at: \$6,299 DBL | Singles at added cost

Classical Greece: Islands of the Aegean
Sail from one idyllic island to the next as you learn the secrets of ancient Greece and explore scenic villages.
Length: 11 Days / 10 Nights | Meals: 25
Refer to 2288MPT online or when calling.
2026 Dates: Apr 21, Apr 28, May 5, May 12, May 19, Sep 1, Sep 8, Sep 15, Sep 22, Sep 29, Oct 6, Oct 13
NEW LOWER PRICE: From \$6,499 \$4,999 DBL | Singles at added cost

The Greek Isles & Ephesus — A Small Ship Voyage
Sail through history and culture on this Floating Campus voyage, exploring Athens, the Greek Isles and Ephesus while uncovering ancient wonders and hidden local gems.
Length: 11 Days / 10 Nights | Meals: 25
Refer to 2538MPT online or when calling.
2026 Dates: Apr 14, Apr 21, Apr 28, May 5, May 12, Sep 1
Per-person prices starting at: \$6,999 DBL | Singles at added cost

The Greek Isles & Istanbul: A Voyage Through History & Culture
Explore ancient ruins, vibrant islands and the beauty of Istanbul on this Floating Campus voyage from Athens through the Greek Isles and Turkey's storied coastlines.
Length: 13 Days / 12 Nights | Meals: 30
Refer to 2538MPT online or when calling.
Your Vessel: M/Y Variety Voyager
2026 Dates: Sep 8, Sep 15
NEW LOWER PRICE: From \$6,499 \$7,499 DBL | Singles at added cost



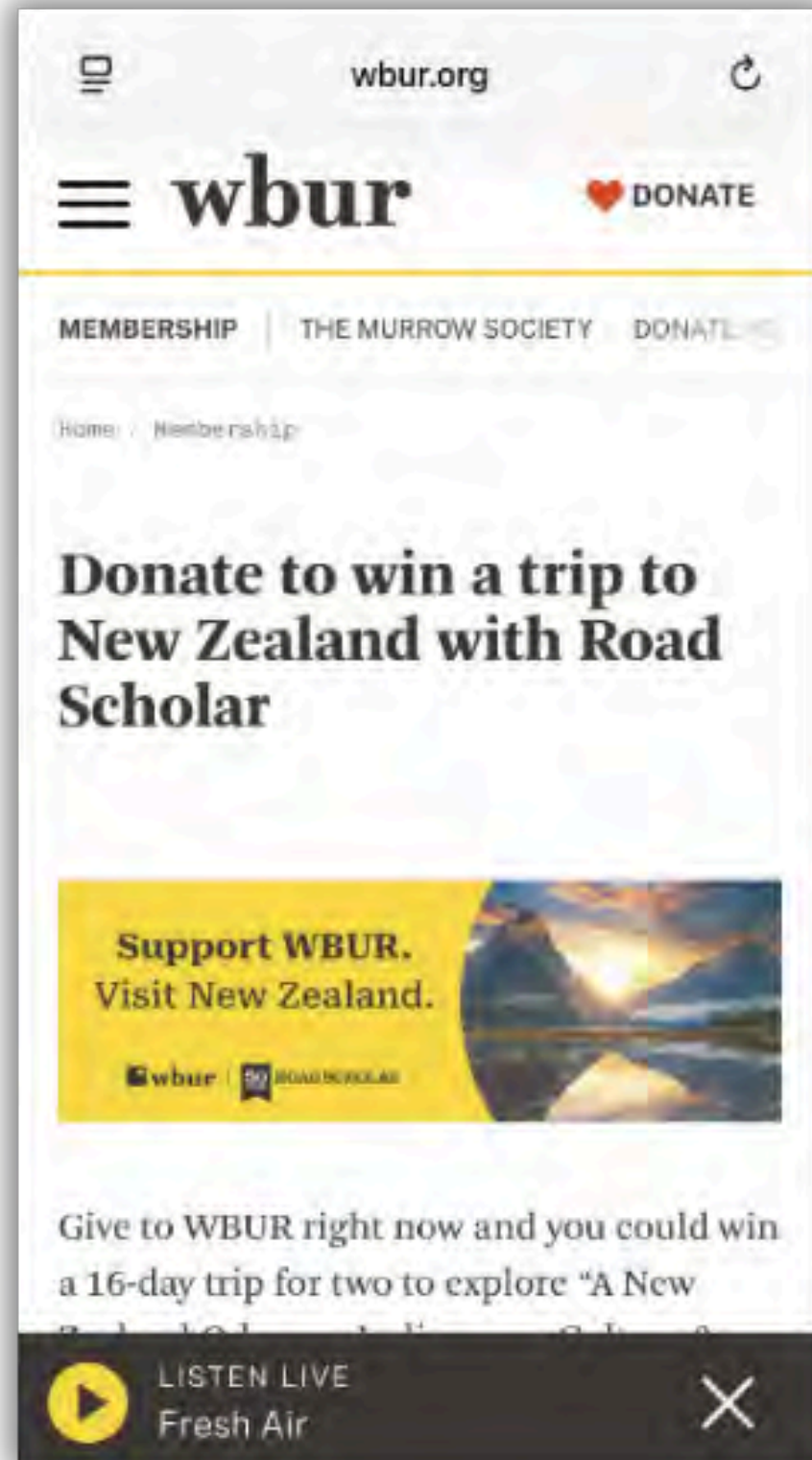
Sponsored Content

Destination focused content is featured in our semiannual magazine. Included is a two-page article written by Road Scholar's creative team with opportunity for input and review from your team.

Circulation: **150K**

Two-Page Spread: **\$5,000 per Publication**

ROAD SCHOLAR®



Partner Giveaways

By partnering with Road Scholar, you can feature your destination to a vast and engaged audience. We collaborate with national partners, from NPR to Wheel of Fortune, to create exciting program giveaways.

Program Giveaway: **50% of Program Cost**

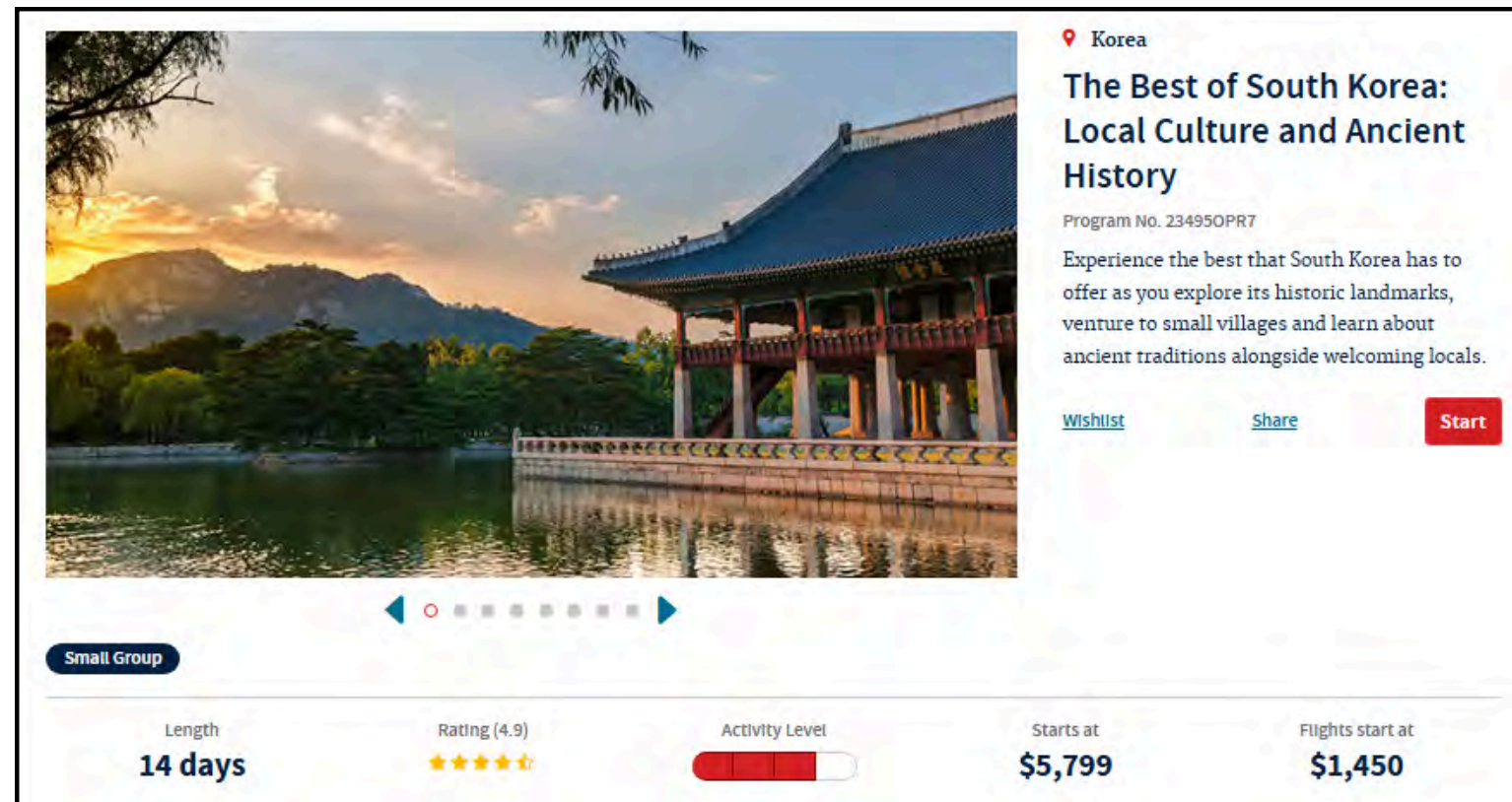
ROAD SCHOLAR®



Example Campaigns

Imagine your **Korea**

X **ROAD SCHOLAR**[®]



The screenshot shows a travel program listing for "The Best of South Korea: Local Culture and Ancient History". The main image is a scenic view of a traditional Korean pavilion with a blue roof and red pillars, situated on a stone platform overlooking a calm body of water. In the background, there are lush green mountains under a soft, hazy sky. To the right of the image, the text reads: "Korea", "The Best of South Korea: Local Culture and Ancient History", "Program No. 234950PR7", and a description: "Experience the best that South Korea has to offer as you explore its historic landmarks, venture to small villages and learn about ancient traditions alongside welcoming locals." Below the description are links for "Wishlist", "Share", and a red "Start" button. At the bottom of the listing, there are several key metrics: "Length 14 days", "Rating (4.9) ★★★★★", "Activity Level" with a red progress bar, "Starts at \$5,799", and "Flights start at \$1,450". A "Small Group" badge is also visible on the left side of the listing.

In 2019, the Korea Tourism Organization (KTO) approached Road Scholar with **the goal of promoting tourism to Korea** among our participants. At the time, Road Scholar did not offer any programs in Korea.

While onsite travel remains our primary focus, we also offer a robust lineup of At Home programs designed for those unable to travel. In collaboration with KTO, we **hosted a free Online Lecture** highlighting the fascinating aspects of Korean culture.

The **overwhelming interest** from participants inspired us to **develop an onsite educational travel program to South Korea**. The response exceeded expectations, and the program quickly gained momentum.

Today, we're proud to **offer more than 10 departure dates for our South Korea program**, reflecting the strong enthusiasm and demand from our community.

Dedicated Email:

26% Open Rate | 2.6% Click Through | 500k Email Accounts

Free Virtual Lecture: 850+ Enrollments

Homepage Tile:

142 Clicks | .9% General Conversion Rate

465k+ Visits to the Homepage in the Time it was Featured