



PRODUCT FEATURE

Travel

Quality, innovative and dependable products...
Featuring a single must-have product for every travel professional...



Travel Document Holder (5089)

Cruise lines, airlines, visitor bureaus, travel agents - treat your customers with a handsome travel companion that will take your advertising message around the world and back! Six pockets designed to hold tickets, passports, brochures, itinerary and more all in one secure holder.

- Size: 9-1/2" x 4-9/16"

AS LOW AS \$2.28 (C)



Luggage Tag/ID Holder (4225)

Your message could travel the world on these durable, necessary luggage tags. Includes clear loop and ID cards (shipped bulk).

- Size: 4-1/8" x 2-1/4"

AS LOW AS \$.90 (C)

Case History:

Travel Document Holder (5089) Luggage Tag/ID Holder (4225)

Objective:

A local travel agency wanted to develop strong relationships with its clients to combat declining sales to online "one-stop" travel shops.

Strategy:

The agency was looking for the right tool(s) in order to increase not travel package sales but also increased business for international destination bookings.

The agency decided upon a Travel Document Passport Case as well as a set of rigid PVC Luggage Tags with ID Holders. Both items were imprinted with the agencies name and phone number with the tagline "Enjoy Your Trip!"

When the travel plans were booked, the customers were provided the two items and instructed to keep everything from plane tickets, boarding passes and rental car agreements in the holder where they would be safe and secure. The agent also told the clients the holder makes an excellent and secure means to handle and keep safe important documents and passports when they travel outside of the country.

In order to move "top of mind" in the consumer's head, they included a complete set of logo'd PVC very durable luggage tags with ID cards for easy identification of their baggage.

Results:

The agency was pleased with the results of this "two-touch" marketing concept and generated numerous referrals within 45 days from the start of the promotion. In addition, they experienced increase repeat business for domestic travel and has developed a thriving foreign/exotic destination travel revenue center as well.