

Presentation solutions for Hotels, Resorts, & Travel Agents

Travel-ized Marketing Tactics

Two marketing trends that experts see in the hospitality industry are greater moves toward authenticity and personalization. The pros at Expedia urge those in the travel business to pursue “brand differentiation” and develop marketing materials that stand out.

Custom printed marketing materials can carry all three of these objectives without exceeding the checked baggage limit. Considering the crowded and competitive digital marketing space, businesses in the travel and hospitality industries should consider the power of print to reach these goals when planning their next marketing strategy.

Authenticity and Your Brand

Travelers don't just want a trouble-free stay, they want a memorable one. Well-designed printed materials that convey the authentic personality of your brand will suggest to clients the unique options you offer that are sure to delight.

- › Presentation folders (hold the details of a customer's travel package)

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- › Key card holders
- › Welcome cards and door hangers
- › Restaurant menus
- › Local attraction maps

Personalization

People love getting mail that's “just for them,” so why not personalize mailers by age, interest, or previous purchases? Surveys by universities and the U.S. Postal Service have shown that print materials are more compelling and better remembered than digital ads, and a marketing plan that includes both channels can be up to 35% more effective. Select what to send based on what you know about your customers, then consider:

- › Postcards to promote seasonal offers: spring break getaways, family vacations, destination weddings.
- › Mailers to encourage website visits to check out your travel tips, location reviews, and other expert content.
- › Rich-media mailers for a “you are there” virtual tour of hotels, landmarks, and other key locations.

