



printech

*Everything you need
to market your business*

a marketing field guide to

Travel & Leisure

Deliver exceptional
experiences

Differentiate
your brand



Accommodations

The events of the past two years have changed the way people think about travel. To some it has triggered a whole new sense of adventure; while others seek out more remote options.

From vacation rental properties, B & B's and resorts to campgrounds and RV parks, travel businesses are being forced to re-examine their priorities, redefine their target markets, and use marketing budgets in smarter and more diverse ways.

Regardless of your niche, we provide print solutions to help differentiate your brand and align your messaging with new customer expectations.

at a glance

- 71% of U.S. adults plan to take a domestic vacation in the next six months, and 37% are planning both domestic and international vacations in the coming year (MMGY Travel Intelligence, Expedia)
- Largely due to the continuation of remote work, extended weekends are on the rise in the US, where three- and four-day weekends with families are up 70% (AirBNB)
- Properties in rural destinations are enjoying some serious surges in popularity. According to Vrbo, demand for cabin rentals is up 25%

Accommodations

REINFORCE YOUR BRAND

- Highlight the features and benefits of your location in a full-color **Trifold Brochure** or **Presentation Folder with Stepped Inserts**
- Branded **Pens** and **Note Pads** in each room help build name recognition and provide reminders long after the trip is over
- Increase efficiency with **Custom Forms** for registration and cleaning checklists

PUT YOUR CUSTOMERS AT EASE

- Provide assurance that their accommodations have been thoroughly cleaned and sanitized with custom **Post-it® Notes**
- Educate and inform with full color **Flyers** outlining “Things to See and Do” during their stay - or a map of the local area
- **Door Hangers** can be used for parking passes or to make no-contact housekeeping requests

MAKE THE EXPERIENCE MEMORABLE

- Add a personal touch with a handwritten welcome or thank-you note on a folded **Note Card**
- Use variable data to personalize **Direct Mail** pieces with the recipient’s name and travel preferences
- Use QR codes on **Marketing Materials** to drive the user to your website or social media for current promotions, weather conditions, or online booking

Quick Tips

Targeted direct mail campaigns are a great way to reach groups planning events such as destination weddings, sabbaticals, reunions, car club runs, sustainable experiences and retreats.

77% of travelers are more likely to book a property with flexible cancellation policies, according to Expedia. Highlight your flexibility if guests need to make last-minute changes or cancellations; providing peace of mind should the need arise.

According to Booking.com, 81% of travelers say they want to stay in a sustainable accommodation in the upcoming year. Make sure to highlight your eco-friendly practices in your digital and print communications.

Main image: Presentation Folder with Stepped Inserts; Letterhead; Brochure; Business Card
Left: Custom Post-it™ Note **Middle:** Full-color Folded Note Card **Right:** Note Pad and Custom Pen



Increase brand
visibility

Drive interest and
engagement



Experiences & Attractions

The experience economy (where experience creates economic value) has been developing for years. The trend is especially apparent in the travel industry, where mainstream tourism attractions are becoming a thing of the past.

Today, more and more travelers are willing to pay for those bucket list adventures and authentic cultural experiences that make for a "once in a lifetime" trip.

Companies poised to capitalize on this trend are marketing their services as much more than just an activity - creating a unique and meaningful experience.

at a glance

- More than 3 in 4 millennials (78%) would choose to spend money on a desirable experience or event over buying something desirable, and 55% of millennials say they're spending more on events and live experiences than ever before (Eventbrite)
- 65% of U.S. traveler respondents indicated they want to have authentic experiences representative of the local culture they're visiting (Booking.com)
- Travelers aren't just craving new tastes and places, they're also yearning for the feeling of being excited and exhilarated once again (41 percent), with 11 percent willing to try daring or high adrenaline activities and experiences and 24 percent looking to have an unforgettable night out (Expedia)

Experiences & Attractions

YOUR BRAND TELLS A STORY

- Make a professional and lasting impression with staff members dressed in branded **Apparel** items or full color **Name Badges**
- Provide water with branded **Water Bottle Labels**
- **Magnetic Signs** turn company vehicles into mobile billboards
- Use branded **Outdoor Labels, Decals** and **Asset Tags** to identify rental equipment

PUT YOUR BUSINESS ON THE MAP

- Direct customers to your location with **Durable Banners, Feather Flags, Sandwich Boards** or **Yard Signs**
- Use retractable **Banner Stands** to advertise in a hotel lobby or at trade shows, exhibitions and events
- Place **Rack Cards** or **Flyers** with discount coupons at leisure venues where people are relaxing and thinking about their next adventure
- Raise awareness for a specific market through targeted **Direct Mail** campaigns

INSPIRE LOYALTY

- Follow up with **Postcards** to promote discounts for occasions like birthdays, holidays or anniversaries
- Use **Gift Cards, Coupons** and loyalty **Punch Cards** to encourage return visits, referrals and positive reviews
- Branded souvenirs such as **Mugs, Shirts** and **Tote Bags** will remind guests about their experience and continue generating impressions long afterwards

Quick Tips

Partnering with local hotels, resorts, vacation rentals and campgrounds to provide discounts or create vacation packages can help you reach new markets and acquire new customers.

83% of travelers worldwide believe that sustainable travel is important (Statista). Highlight your efforts to preserve the environment in your marketing materials, print on recycled/recyclable stocks, provide clearly marked recycling receptacles and encourage eco-friendly behaviors from your guests.

Main image: Feather Flag; Sandwich Board; Durable Banner; Window Decals; Poster **Left:** Outdoor Label **Middle:** Magnetic Sign **Right:** Full-color Rack Card



Build
trust

Build
excitement



Transportation

Leisure travelers are happy to be on the road again after too much time spent stuck at home. As travel volumes increase and business travelers also return, customer experience is emerging as the primary challenge of the recovery.

Customer safety and satisfaction is high on the priority list - at the same time loyalty is up for grabs. This is forcing transportation companies to roll out fresh and creative marketing tactics to engage and connect in meaningful ways.

We've compiled a few marketing ideas to help public transportation, vehicle rental and ride sharing brands hit full-throttle and take the lead in front of their competitors.

at a glance

- Consumers report that overall exposure to other travelers and boarding a flight are the top two anxiety-producing parts of traveling. A Booking.com survey reported that 46% of travelers are afraid of contracting the virus while taking public transportation
- 59% of families are more likely to drive instead of fly on their next trip (Vrbo)
- 79% of travelers want to use more environmentally friendly transportation, and 69% want to reduce the carbon footprint of their vacation (Booking.com)

Transportation

ENHANCE CUSTOMER EXPERIENCE

- Increase efficiency with **Custom Forms** for rental agreements and bills of service
- **Safety Seals** on rental car doors provide assurance of cleanliness and sanitation
- Repositionable **Window** and **Wall Decals** communicate passenger requirements and safety practices for public transportation
- Encourage repeat business with **Gift Cards** and discount coupons printed on **Business Cards**
- **Punch Cards** are a great way to build loyalty

INCREASE BRAND VISIBILITY

- **Door Hangers** can be hung from the mirror of rental vehicles at pick-up, to advertise promotions or provide important reminders
- Place **Rack Cards** or **Brochures** in high traffic areas to highlight routes and service options
- Promote special offers and discounts through **Direct Mail** campaigns
- **Post-it® Notes** can provide alerts to rental customers whenever and wherever needed

BUILD AWARENESS AMID OPERATIONS

- Rental **Booklets** can be customized for each location with the address and phone number
- **Magnetic Signs** on vehicles clearly identify transportation companies and increase brand recognition
- Never miss a beat with vehicle service or checklist **Stickers**
- Dress up and distinguish staff and drivers with branded **Apparel** items and full color ID or name **Badges**

Quick Tips

Getting friendly with other local travel businesses marries services that relate to yours and extends the reach and influence of your brand. The independent hotel on the same street might need an added value service for guests. And flight providers or local attractions might be up for some joint marketing.

Customer loyalty is a rarity, with many customers stating they would have no problem booking with another brand or company if certain conditions were preferable. Loyalty programs are popular ways to keep customers coming back.

Main image: Business Card; Full-color Booklet; Custom Form Left: Door Hanger Middle: Engraved Metallic Name Badge Right: Custom Safety Seal



The background is a solid blue color. It features a large, light blue circle in the upper half. Inside this circle, there are faint, light blue icons of a speech bubble and a quote mark. Below the large circle, there are three overlapping circles of varying sizes, also in light blue, arranged in a descending pattern from left to right.

Reach,
resonate,
engage