

ADVANTAGE TRAVEL PARTNERSHIP

Advantage Travel Partnership, the UK's largest independent travel agent, shook things up by tapping into the letterbox to inspire consumers to 'travel yourself happy'.

Advantage Travel Partnership has individually owned 'member' locations across the UK that, as a collective, produce over £3bn of travel sales each year. A core benefit of membership is the marketing support that Advantage Travel Partnership provides to help members build their brand and attract customers.

OBJECTIVE

Advantage Travel Partnership wanted to attract more customers into independent 'member' stores across the UK, and build brand awareness by personally connecting with consumers through a two-part print and mail campaign.



METHOD

A letterbox drop was implemented over their January peaks and June 'lates' in 2016.

In January 2016, Advantage Travel Partnership compiled customer bookings and postcode sector rankings to determine who to appropriately target. From this research, as well as insight that indicates customers like to read and do their own research when planning holidays, a magazine was chosen as the ideal letterbox drop format.

The agency produced a 24-page magazine pushing travel ideas and recommendations to new and existing customers. The agency strayed away from the typical offer-based travel brochure and took a more editorial approach providing content to make family holidays unforgettable.

For the June peak period, a 12-page booklet was designed to launch consumers into action and book their dream holiday. Intended to evoke an emotional response, the cover featured the words 'One Day' crossed out and replaced it with 'Day One'. Consumers were fed with key facts and information about some of the finer travel details including baggage allowances and regional departures relevant based on consumer locations.

The agency took the extra step to personalise the campaign by creating two versions of the June booklet, one for mass market and one for up-market consumers to ensure they appropriately targeted their audience. The booklet reached nearly half a million consumers and 35,000 existing members.

“We work closely with our members to provide them with the tools they need to effectively grow their sales. With domestic and global politics so clearly impacting on consumer confidence, customers need reassurance that their holidays are safe and secure. It has therefore never been more relevant for members to highlight the many advantages of booking with them.”

Carolyn Hardy, Marketing Manager, Advantage Travel Partnership

RESULTS

Advantage Travel Partnership leveraging print and mail to attract consumers in store paid off. The campaign generated an 8.2% response rate which turned out to be the highest ever for a peak season campaign, while the average revenue per branch increased by 18%. The January magazine also reactivated consumers who hadn't booked with Advantage Travel Partnership in more than a year.



8.2%

Response Rate

Average revenue per branch increased by

18%

CONCLUSION

Letterbox marketing proved a win for Advantage Travel Partnership to target relevant consumers and effectively communicate a personal and inspiring message. Print's ability to create an emotive connection between brand and consumer helped to build brand awareness, reactivate dormant customers and ultimately increase sales.

The magazine and follow up booklet were successful in igniting the travel bug within new and existing customers while championing their knowledge and expertise on the industry.