

making a **LASTING IMPRESSION: HOSPITALITY**

Hotels, resorts, spas, and cruise lines have come to rely on bags as excellent marketing tools in their efforts to create continuous brand awareness and forge lasting relationships with their visitors, both business and leisure travelers. The creativity seen in their use of bags offers wonderful insight into how such a cross-functional promotional product can be leveraged for ever-increasing market exposure.

The Celebration Tote

Many travelers arrive at their hotel and are eager to unpack and start their visit. They've brought everything they need to carry with them yet still have one small dilemma...what do they carry all of this in when it's time to head out and enjoy the sights?

For one national hotel chain, their promotional consultant found the perfect solution – one that offered convenience to guests and highly visible branding for the resort. The central idea was to provide a complementary “excursion tote” that let guests comfortably travel about town and still easily carry all of their important “tourist” belongings with them.

Whether it was to the pool, the beach, an area park, or local museum, the “George”-sized Celebration Tote was perfect to carry towels, books, sunscreen, cameras, snacks, maps, and so much more.

What became a matter of convenience for visitors turned into a golden mobile branding opportunity for the hotel. Best of all, this durable, lightweight and affordable tote made its way back home with guests to continue its extended highly visible branding message.

