

making a  
**LASTING  
IMPRESSION:**  
**TRAVEL & TOURISM**

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 Reverse Trapezoid Eurotote

Just as with leisure travelers, hotels rely heavily on the business traveler for their success. A national hotel chain was looking for an elegant way to welcome its premier business travelers upon their arrival and turned to their promotional consultant for creative ideas.

The consultant's solution?...the Reverse Trapezoid Eurotote. The hotel's premier members received this unique bag upon check-in and each one contained a bottle of specialty water, gourmet snacks, and a coveted key to the hotel's concierge floor.

What made this choice of bags so creative was its distinctive shape, which in the eyes of the hotel's manager, symbolized a mountain or peak to be summited. Imprinted on the bag was simply the hotel's logo and a cleverly apropos tag line, "You Have Arrived!"



This tag line held a deeper reference than simply its literal sense of having arrived at the hotel. It also provided a figurative sense in that by receiving this bag, they had earned the rewards of their premier membership – a sense of accomplishment for reaching a pinnacle which was now being rewarded. And the message was further reinforced the moment they inserted their key to access the concierge floor!

For the hotel, the distinctive shape of the bag augmented their current branding campaign and resulted in an increase in business travelers qualifying for premier membership. They quickly realized that, when delivering an important message, it's all about the presentation!