



# TravelInk'd™

Global PR Services for the Travel Industry  
A division of ThinkInk

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VISIBILITY STRATEGIES THAT  
REACH YOUR CUSTOMERS,  
WHEREVER THEY ARE . . .

DESTINATION MARKETING  
BUSINESS & LEISURE TRAVEL  
AIRLINES & CRUISE SHIPS  
HOTELS & HOSPITALITY  
LOYALTY REWARDS & INCENTIVES  
TRAVEL TECHNOLOGY  
SPECIAL EVENTS & EXHIBITIONS

Based in the Miami with satellite offices in Los Angeles, Canada, the UK and Australia, **TravelInk'd** is the strategic PR arm of **ThinkInk**.

We are a full-service communications firm specializing in travel publicity on every corner of the globe. We help build reputations for global companies; we tell their stories to the world, to increase their visibility where it counts most. Need some great ink in the media? Want to be universally recognized by your customers? Contact us and let **TravelInk'd** tell your company's story to the world. Visit us at [www.travelinkd.com](http://www.travelinkd.com).

## TravelInk'd is Here, There...Everywhere



## THE TRAVEL AND DESTINATION MARKETING INDUSTRY: INSIGHTS, EXPERIENCE & INTELLIGENCE

Change happens quickly. Consumers rarely use travel agents as their primary booking channel. Major airlines have never faced as much competition from low-cost operators or an increased consumer demand for transparency. New hotel systems are rewriting the operations handbook for hoteliers worldwide, and corporate travel and meeting planners are competing with increasingly efficient communications technology. In fact, technology affects every aspect of the travel industry today. From hotels, to cruise ships, to airlines, to meetings and events to destinations—technology is revolutionizing the entire travel experience and the way in which companies build and support their operations. And all of this evolution continues at what seems to be the speed of light, given the proliferation of the seamless user experience required across mobile (tablets/smartphones) and social media. At **TravelInk'd**, we create awareness, instill beliefs, change behaviors and motivate actions to keep your company or destination at the top of the constantly evolving industry and on the radar of influential media, decision-makers and customers. Some of our strategies and methods are traditional, while others aren't, but they all have the same goal: increased visibility of your travel product or location.

### AIRLINE, LEISURE & BUSINESS TRAVEL

The past year may have given the airline industry some financial turbulence, but it remains a force to be reckoned with. Just a couple years since the worst recession in recent history, airlines are still predicted to generate \$4.9 billion in profits in 2012. New regions have emerged as high-growth areas while others see traffic declines. And consumers continue to change as well. The business traveler is no longer necessarily the corporate-card-wielding road warrior of yesteryear; more often, he or she is a web-savvy deal hunter on a budget—and on a powerful mobile device. The leisure passenger, once putty in a travel agent's hands, is now armed with an arsenal of fare comparison sites and OTAs—online sites that favor increased transparency and increases competition between carriers. As with most everything else, the web has forced the aviation industry to redefine its relationship with its customers and reconsider its pricing strategies. The airline industry experts at **TravelInk'd** understand this shifting landscape better than other PR firms: our clients include airlines and airline services companies, as well as booking platform designers and airline software developers. So whether you are in the business of flying planes, selling seats, catering to business travelers, or designing mobile travel applications to better serve today's 'always' connected jet setter, **TravelInk'd** can help you develop the PR and communications strategies to keep your business flying high.



## HOTELS, HOSPITALITY & TRAVEL TECHNOLOGY

The hospitality industry has endured many challenges in the last few years as well and in the process has reinvented itself. Although the main product offered at hotels has remained the same—after all, how much can a room and a bed change?—everything on an operational level has undergone significant change. Boutique and independent properties are gaining market share over the big-brand chains that used to rule the industry. The booking window is shrinking, with more customers booking on-the-go, in-flight or even while standing outside the hotel via their smartphone or iPad. The quick, easy and affordable online channel is available 24/7 to consumers worldwide. With each new change, the internal processes of a hotel need to adapt in order to remain successful. New technologies are emerging every day that affect the jobs of hoteliers, revenue managers, reservations agents and hospitality marketers alike. Get discovered, get inked and let **TravelInk'd** help keep your edge over the competition.

## CRUISE TRAVEL, MEETINGS, SPECIAL EVENTS & INCENTIVES

These segments are grouped together because they have one important thing in common—their astounding rate of growth. Even though there has been some recent controversy over the validity of this corporate expenditure, meetings, events and incentive travel account for nearly 25% of all travel expenditures in the US alone. The cruise industry has ballooned to more than 15 million American passengers in 2011, with many new luxury liners launched. In fact, the cruise industry is the fastest-growing category in the leisure travel market, with a 30-year average annual passenger growth rate of over 7%. The group and meeting travel market, including the increasingly popular hybrid of cruise event and on-ship meetings, topped \$91 billion in 2011. All of which indicates that these segments of the travel industry are too large to ignore. Which is why **TravelInk'd** never has. Many of our clients operate in these growing fields and some work with elements of all three. As such, we are familiar with both the business-to-business and business-to-consumer marketing dynamics demanded by these wide-ranging sectors, as well as the industry and mainstream publications that are most eager to hear your company's story. As we're based in Miami, we know firsthand the power of the cruise industry and the immense benefits the tourism market gains from meetings and incentive travel and we know how to leverage both to your company's advantage.

### SOME GREAT REASONS TO GET INK'D:

STRENGTH IN (SMALL) NUMBERS

STRONG MEDIA RELATIONSHIPS IN THE TRAVEL AND TOURISM INDUSTRY

ATTENTION TO AND QUICK IDENTIFICATION OF EMERGING TRAVEL TRENDS

RESPONSIVENESS TO CHANGING CLIENT, MEDIA AND MARKET CONDITIONS

TRANSACTIONAL RESULTS - LEAD GENERATION, REVENUE DEVELOPMENT AND AN EMPHASIS ON ROI

GLOBAL PERSPECTIVE FROM A TEAM OF MULTICULTURAL AND MULTILINGUAL EXPERTS

## THE PERKS OF PARTNERSHIP

**TravelInk'd** understands the ever-shifting permutations of the travel industry, and we never lose sight of the ultimate goal—to make one more sale, to land one more client, to put one more head in one more bed and to help you make the most money doing it. We leverage our years of experience in this field to develop effective and powerful messaging, and generate meaningful media coverage for your business or destination. In short, we know the travel industry inside and out. We understand your business, your target audiences and we know how to reach them. We have excellent relationships with the media outlets on four continents that cover your industry, and can leverage these relationships to the benefit of your company. Isn't it time for your company to get ink'd?

## THE TRAVELINK'D DIFFERENCE:

**WE REPRESENT THE TRAVEL INDUSTRY... HERE AND NOW**

**TravelInk'd** is more than just a travel-oriented PR firm churning out press releases. To us, strategic PR means "building the relationship with the public" first and foremost. It is no longer about simply crafting a message or placing a story, especially in a world where transparency and authenticity is so important. We strive to be a trusted advisor, an expert consultant, a developer of effective strategy and generator of fresh perspectives. More than anything, we are a partner to our clients, understanding the nuances of their industry and speaking the language of travel and tourism. We believe a partnership goes deeper than primary roles; we are also event planners, copywriters, agents, business advisors, crisis managers and designers. And we provide these services on four continents, effectively expanding the reach of your company worldwide. As a firm, we pride ourselves on our responsiveness and ability to find innovative solutions to complex challenges—skills particularly critical to the dynamic travel and tourism industry. **TravelInk'd** has never sacrificed these qualities in favor of a large corporate structure, allowing our clients to retain an independent, responsive PR partner with a global presence. So what are you waiting for? Isn't it time you got Ink'd?

**TravelInk'd** meets the needs of today's organizations, consumers and media the world over—taking you everywhere you need to be. We embrace social media, storytelling and relationship building and we speak the language of both travel and technology, not just PR. So whether you are developing the latest ancillary revenue platform, virtual meetings technology, a new social media app for the travel industry, the latest concierge program to build loyalty for your hotel brand or promoting your destination to the world, TravelInk'd has the visibility solutions to get your company ink. It's that simple.



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**THINKINK** We get your story  
in front of the people  
who need to see it<sup>TM</sup>