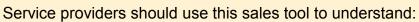# Caslon

Vertical Solution Map – Travel and Entertainment

Instructions for use: This map provides an overview of common communication objectives within the Travel and Entertainment market which can be solved with solutions powered by digital print. For each objective, specific challenges and solutions are identified with links to PODi case studies that illustrate successful implementations.

Service providers should use this sales tool to understand:
- o Common challenges within the travel and entertainment market
- o Solutions that you can build to meet your customer's needs
- o Which case studies will best demonstrate to your customer the power of digital print

Objective/Challenge	Solution	Cases
Encourage repeat business	- Remind customer of good experience with copy, images and offers that are relevant based on their previous visit or purchasing history - Offer discounts, coupons or the chance to win a prize in order to drive repeat traffic. For immediate and trackable response use QR codes or Personalized URLs - Use loyalty club or birthday club programs to drive business	- Automobile Association of America - Backroads - The Borgata Hotel - Club ABC Tours - JDB Fine Hotels and Resorts - Kennywood Park - Little Rock Convention & Visitors Bureau - Portland Beavers - RocketDog Racing - Wind Creek Casino

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Objective/Challenge	Solution	Cases
Obtain new customers	o Drive prospect to website or personalized landing page and gather information about their needs or interests. Tailor promotion of facility, services or destination based on information gathered o Send direct mail to highly targeted list of prospects and use personalization to gain attention of recipients o Provide highly personalized confirmation packet to guests who book a visit	o Bermuda Department of Tourism o Club ABC Tours o Exclusive Resorts o The Maine Office of Tourism o Pinehurst Golf Academy o Tourism British Columbia o Wakefield Wildcats o Walt Disney Parks
Drive B2B business for corporate events & meetings o Generate leads o Provide sales collateral for active leads	o Use direct mail to reach event planners. Offer an incentive to drive them to a personalized landing page o Customize collateral to meet the needs of the event planner	o Disney Destinations o Nemacolin Woodlands Resort
Manage event attendance	Develop event tickets or ID tags with: o Anti-counterfeiting measures o Specific information for the ticket holder o A design that is visually appealing and that will be a memorable keepsake	o Euro 2000 o Euro 2004 o Hampton Road Sports Commission
Manage collateral	o Reduce the number of pages printed and mailed to prospects by sending customized brochures instead of same-to-all catalogs o Develop a web-to-print solution that enables users to customize and order collateral on an as-needed basis	o ANWB o Clarion Hotel o DoubleTree by Hilton o Showtime Networks o Small Unmarked Bills o Tourism British Columbia