

IN THE TRAVEL INDUSTRY, **TOP NAMES** TURN TO INTEGRAM TO SHOW THEIR CUSTOMERS **THEY'RE VALUED!**



Turn to INTEGRAM for your direct-mail travel marketing, and you'll join the company of top names in your industry.

Market leaders like Regent Seven Seas Cruise Line and US Airways have turned to INTEGRAM when their mailed communications had to travel fast...and look world-class upon arrival.

Here are some ideas of when an expedited mailing—targeted at exactly the right prospects at exactly the right time—can drive business or greatly strengthen customer relationships.

When booking confirmations arrive quickly, customers know they're off to a good start

Satisfied customers are loyal customers. Delighted customers, even more so.

So why not excel at making a good first impression? Use INTEGRAM to speed booking confirmations out at impressive speed, and travelers will see you're on top of every detail from the start.



INTEGRAM lets you quickly modify your discounts as travel deadlines approach. Last-minute deals make preferred customers feel valued.



Some travelers face vacation with apprehension. Turn to INTEGRAM to alleviate their fears quickly if unforeseen concerns arise.

What's more, you can trust INTEGRAM to make totally professional impressions—and build your brand—even when processing mail at our fastest possible pace.

As departure or event dates approach, revise your direct mail offers without delay

If you're promoting cruises, flights, or event accommodations, you know you need to have every possible cabin, seat, or room booked by an absolute deadline. Savvy marketers often drop their price points, sometimes repeatedly, as that date approaches, and INTEGRAM, more than any other mail shop, is always ready to react and mail.

Travel industry marketers have used our expedited direct mail to go right at their very best prospects—when time is short—and delight them with “exclusive savings.” And those offers really stand out when they arrive in a hard copy, Air-Gram format, instead of getting lost in the typical prospect's daily flood of e-mail.

(over, please)

Last-minute deals can prompt Frequent Flyers to climb aboard

INTEGRAM has helped US Airways fill its planes, repeatedly, by speeding out direct mail promotions to a carefully segmented frequent flyer list. The campaigns generate stronger responses than e-mail efforts, which struggle with much more competition for attention.

Talk to INTEGRAM today to see if a similar solution makes fiscal sense with your particular business model.

Think of INTEGRAM first when communications have to travel fast

You can probably think of dozens of situations in which unexpected developments affect travel arrangements, or may unsettle your customers if not handled right away.

INTEGRAM stands ready to respond in the event of:

- Weather emergencies
- Natural disasters
- Security alerts
- Public health concerns
- Labor problems
- Political unrest
- Public-policy changes

At such challenging times, you'll find that not only can INTEGRAM produce your mailings at incredible speed, we can sit down with you to plot strategies and discuss all your possibilities.

After all, at INTEGRAM, we help clients face unexpected crises every day and turn them into opportunities. When uncertain situations catch you by surprise, you'll want INTEGRAM's experts on your side, helping you steer a clear course through potential trouble.

At INTEGRAM, we've met the needs of some of the biggest names in travel, and helped set a new standard of responsiveness in this time-conscious industry.

When a prompt response or a last-minute offer will help show your customers they're valued, INTEGRAM stands ready to deliver like no other mail service. Call us at 1-800-732-4138 today, and let's talk about how quickly you can be seen as a leader in customer service in today's competitive travel industry.



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INTEGRAM is Ready to Respond. Call now: 1.800.732.4138!