



BRAND
CHAMPIONS

BRAND CHAMPIONS' GUIDE TO WINNING THE TRAVEL MARKET

ARE YOU ENGAGING THE EAGER TRAVELLER?

As we emerge out of the past couple of years, it's apparent that travel is facing a shift from it's previously structured 'peak' sale periods, meaning all the hard work we used to do of ramping up brand messaging before Christmas may be a thing of the past, at least for now.

2022 is now about capturing your audience and their engaging with their itch to travel, to explore, to spend time with loved ones on sunny beaches or snowy hills. That itch is ready to be scratched, and as we move out of restrictions, people are ready to get booking.

But how does your brand stand out?
Are you front of mind or one of many?
Do you know who your customer is?

How can the next 12 months be your biggest year yet?



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This is a short version of the
Brand Champions **TRAVEL** guide.

**To get a full copy please email:
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