



THE WORLD'S GREATEST
VACATIONS

DIRECT MAIL



IN TRAVEL

// 2021-22 REPORT

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MESSAGE FROM OUR CAPTAIN

Dear Colleagues,

This White Paper contains independent research from responsible, reputable firms, which leads to the conclusion: when used properly, direct mail is the most cost-efficient one-step bookings tool and lead generator for two-step bookings.

Junk mail is junk only in the hands of the wrong person. *The World's Greatest Vacations* recipients have requested to receive our literature from travel's leading suppliers, or they've otherwise qualified via the targeting model we created 30 years ago and refined after every season.

Most data herein is on less targeted databases. That's why WGV's qualified list always surpasses them.

What do you think the median response rate for direct mail was in 1993 when I launched Treasure Chest and pre-internet? Hint: It was 1/2 of one percent, though our partners captured a 3% response rate based on the qualified database and premium envelope design.

Direct mail's median response rate in 2021? As high as 9%. This report documents the facts and the "why."

Again, our partners get over these medians based on our consumer following and 1,000,000 weekly digital impressions before and after direct mail.

The World's Greatest Vacations will only include leading travel suppliers whom we feel our audience will find interest and can be guaranteed success.

Those who've worked with us know my passion is great and genuine. We want to be helpful and hold ourselves accountable.

Challenge me. Set the bar high. Ask for additional assistance. Zero risk and big reward, guaranteed.

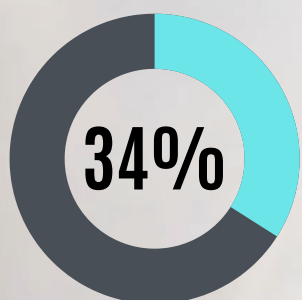
I hope this whitepaper is a supportive resource for your strategic planning and budget approval processes.

Richard Shane, Founder

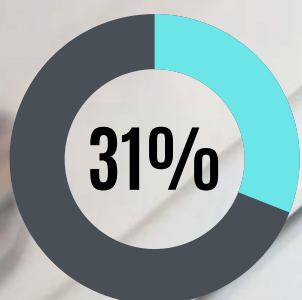
A CHANGED

2021

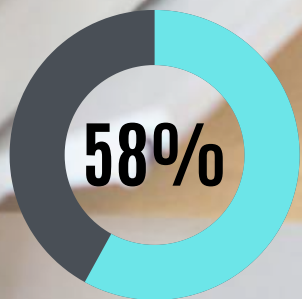
"During the pandemic consumers have embraced direct mail like never before. This has created real momentum for the marketing channel, as well as unique opportunities for marketers looking to forge relationships with consumers in an up-close, tangible and highly efficient way right in those consumers' own homes." -AdAge ¹



are spending more time reading direct mail ads now vs. before the pandemic



are more excited to receive their mail each day vs. before the pandemic



of U.S. workers (Sept. 2021) are always or sometimes working from home

WHAT ARE WE DOING WITH MORE TIME AT HOME?

We read our mail.

We shop.

In a 2020 study:



58% of millennials

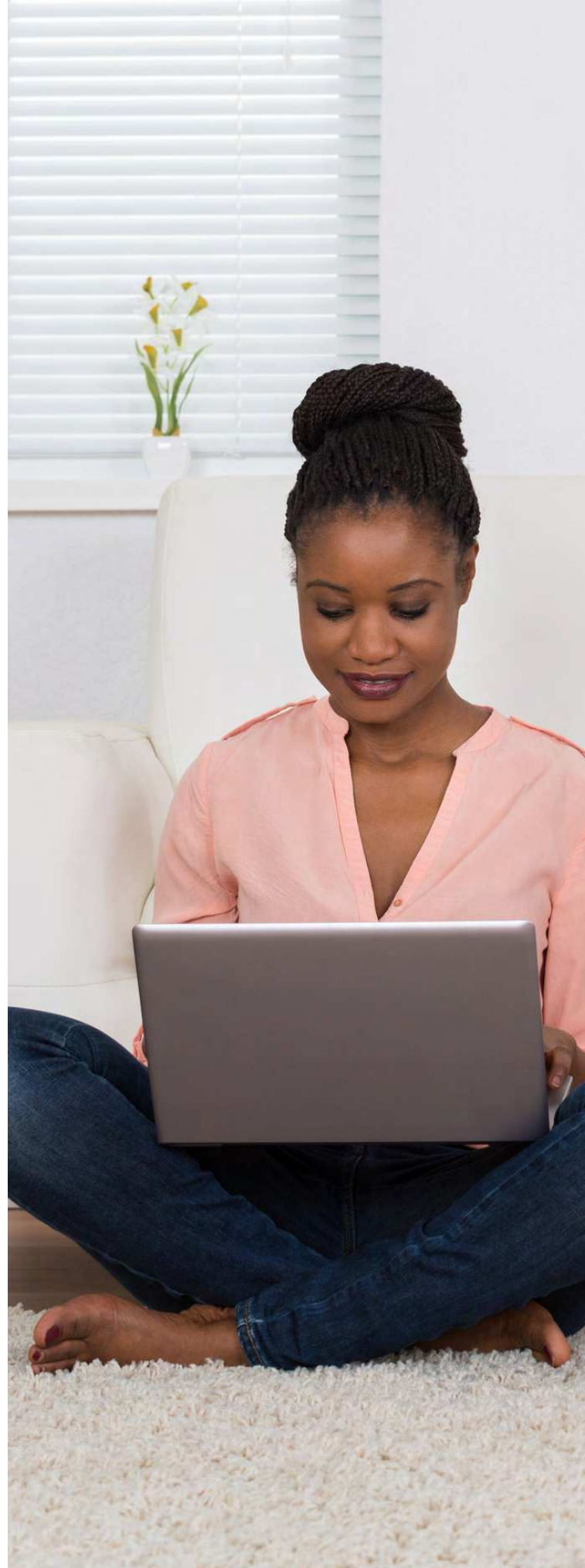


62% of Gen X



65% of the affluent
(HHI \$100K+)

said they'd made a
purchase in the past 30
days because of direct
mail advertising.²



LOOKING AHEAD

Direct mail stands to be a steady force in the digital waves.



Direct mail is also becoming an advertising alternative as brands find a way to prepare for Apple and Google's upcoming privacy changes, which will make it harder for marketers to track consumer data and personalize. While digital advertising is becoming, 'much more expensive.'

- Vogue Business⁴

Facebook often raises its ad prices as they become more effective, and so the cost of customer acquisition — the term marketers use to determine how much it costs to make you buy something — keeps climbing. The cost of a stamp, on the other hand, is not up to Mark Zuckerberg.

- Vox⁵

Digital marketing will be harder to track after the implementation of GDPR in the EU and the California Consumer Privacy Act, making direct mail and direct mail promo codes a more trackable piece of the marketing pie.

- Travel Weekly⁶



63%

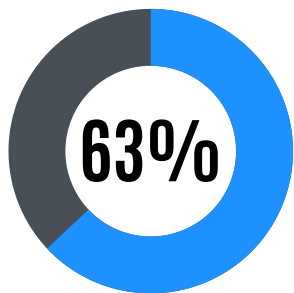
of direct to consumer brands invest in direct mail strategies.¹⁹

Digitally-native DTC (direct-to-consumer) brands like Wayfair are turning to direct mail. Successful strategies include: breaking out of inbox clutter, driving customers to their website via a discount code, tracking purchases, acquiring more data, and sharing costs by advertising in a co-operative direct mail package. They can attain the clean look of their social media ads, but on a bigger scale.⁷

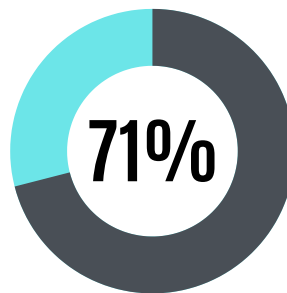
CUTTING THROUGH DIGITAL CLUTTER

In a time when 67% think it's important to "switch off" from screens⁹, direct mail's appeal really lies in its ability to deliver an unsaturated environment; the mailbox is not as cluttered as other media channels right now. It is tactile, which can leave a lasting impression on the recipient that strengthens recall and brand awareness.²

BY THE NUMBERS: DIRECT MAIL vs. DIGITAL



DO read
printed
marketing
addressed to
them at home.



DON'T pay
attention to
online ads
(59% don't always
trust them).⁹



Direct mail gets opened, and kept
an average 17 days.



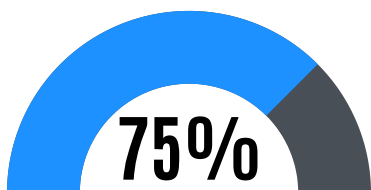
Of emails get opened.¹¹

1+ MINUTES

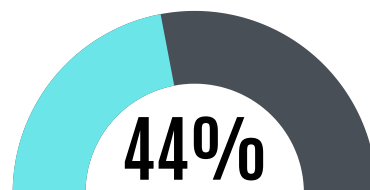
Dedicated to 82% of direct mail.¹⁵

11 SECONDS

Lifespan of an email.⁸



Immediate brand recall for direct mail.



Immediate brand recall for digital ads.¹¹

100's VS. 10

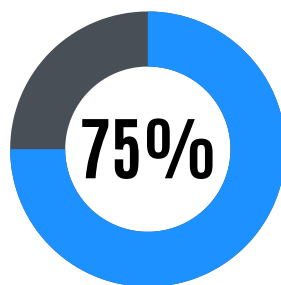
"[People] get hundreds of emails a day, but they only get ten pieces of a mail a day, if that many. From a numbers perspective, email is a much noisier environment."⁷



WE LIKE

OUR MAIL

That's why it's a solid foothold for marketers.



of American consumers say they prefer being contacted by brands via direct mail because they can read it whenever they want.¹¹



2/3 of us sort our mail every day.¹³



81% of people look forward to seeing what they've received in their mailbox.¹²



59% enjoy getting mail about new products.¹¹



96% will read and 37% will keep marketing they subscribed to.



~65% at least read mail marketing they haven't subscribed to.¹³

OUR *BRAINS* LIKE OUR MAIL

Neuroscience research using EEG brain waves, eye-tracking and fMRI brain scans have shown that paper-based content ads and mail offer special advantages in connecting with our brains. Across summaries of several studies comparing digital media and ads to direct mail, the physical marketing is:

01. More real

Involves more emotional processing, important for memory and brand associations, leading to greater emotional response a week later.¹⁵

02. Easier to understand

Engages viewers for more time(.15) with direct mail requiring 21% less cognitive effort to process.¹⁴

03. More memorable

Better engages with spatial memory networks, with direct mail eliciting a 70% higher brand recall.¹⁵

02. More meaningful

Causes more activity in brain areas associated with value and desire in advertising, suggesting greater 'internalization' of ads.¹⁶

03. Far more persuasive

Direct mail drives a motivation response at least 20% higher (even more if other senses are engaged).¹⁴

An fMRI brain scan image showing a cross-section of a human brain. The image is in grayscale, with various brain structures visible. The scan is used as a background for the right side of the infographic.

21%

less cognitive effort

70%

higher brand recall

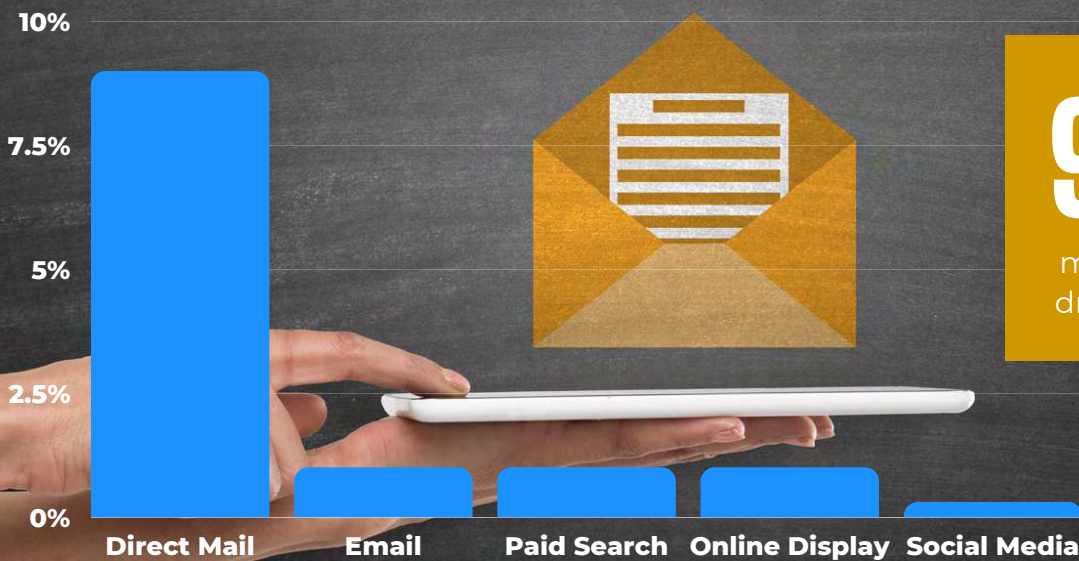
20%

higher response

THE RESULTS

SHOW

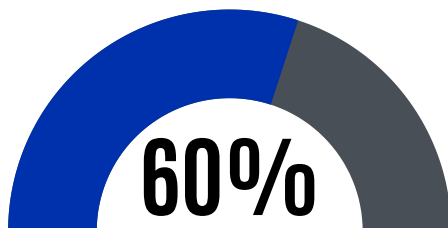
Direct mail drives higher response rates versus digital tactics, delivering the best ROI to boost your bottom line.



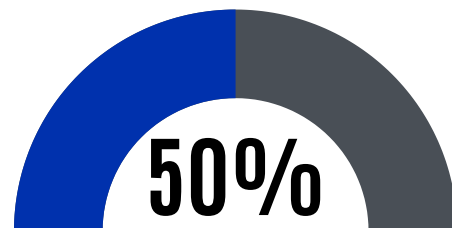
9x's

more likely to drive behavior.¹¹

Source: Data & Marketing Association



of direct mail recipients will visit a company website.¹¹



of consumers have tried a new product/service/place in the past 6 months after receiving ad mail.¹³



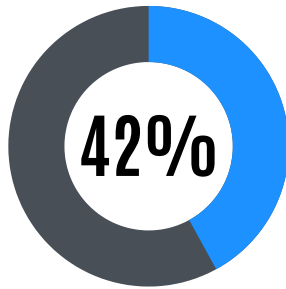
MORE items purchased and MORE money spent than people who *didn't* get that piece of direct mail.¹¹



10% try a new TRAVEL product/service after receiving ad in mail.¹³

EXTRA IMPACT IN TRAVEL & LUXURY

Luxury brands are leaning into traditional analogue marketing as a way to cut through the noise online and connect with consumers at home.²²

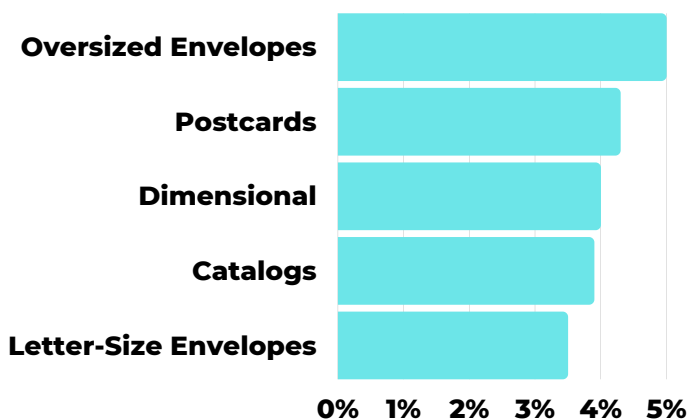


of purchases in high-consideration categories have been influenced by direct mail.¹⁹

ACTION IS SIGNIFICANTLY HIGHER

for those with a household income of \$100K or higher.¹

“Based on the new research... use print more heavily for things like fashion, luxury items, distinctive brands, etc. Not only will print be able to communicate the unique properties of the offering, it will allow greater emotional impact to drive purchases.”¹⁶



Here's where
ENVELOPE PACKAGES WITH INSERTS
can be beneficial, allowing for longer copy and more details. Recipients who read this format may be more likely to engage. The additional information will help establish trust so that they will contact you for more information or purchase.²¹

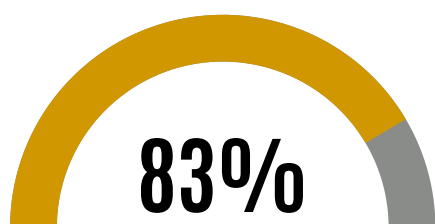
Proof Points

In 2019 Nordstrom's decided to move to a digital-first program and eliminated direct mail for their Nordy Club loyalty program. They saw a reduction in foot traffic in their stores and it impacted their quarterly sales.²⁰

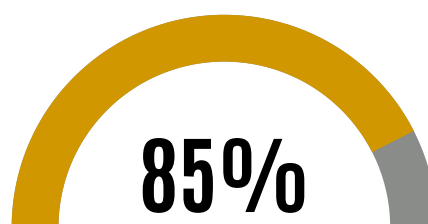
Like a thick Apple product box or a high-end wedding invitation, a physical piece as it's own experience and a premium association for your vacation marketing taps into the sensory haptic memory, specific to touch, for an important effect.

FOR THE TRAVEL MARKETERS

Direct mail gets the largest piece of the marketing budget for travel marketers.¹⁷

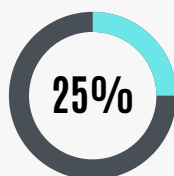
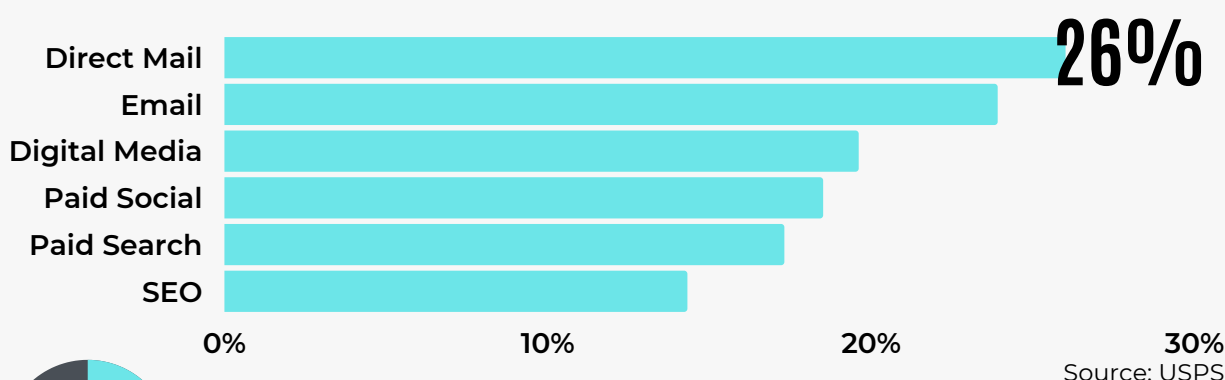


of travel industry marketers agree direct mail makes their objectives more achievable

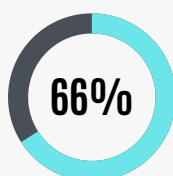


reported direct mail as a cemented strategic marketing channel to drive purchase and awareness alike

TRAVEL INDUSTRY MARKETING BUDGET ALLOCATION BY CHANNEL:



of travel direct mail budgets are spent on new prospecting.



of direct mail travel marketers will send are in a postcard-size format (versus 46% catalogs).¹⁷



"With digital campaigns we typically saw something like a 3% response rate - that's within target. But with direct mail we were seeing a 7% - in that range. That's a pretty good deal for us."¹⁷

- VP of Strategic Consulting, Travel Industry

"Our clients have reported an average 9% ROI based on complimentary data match back for our bi-annual, premium direct mail and digital program to a qualified, opted-in audience of travelers."

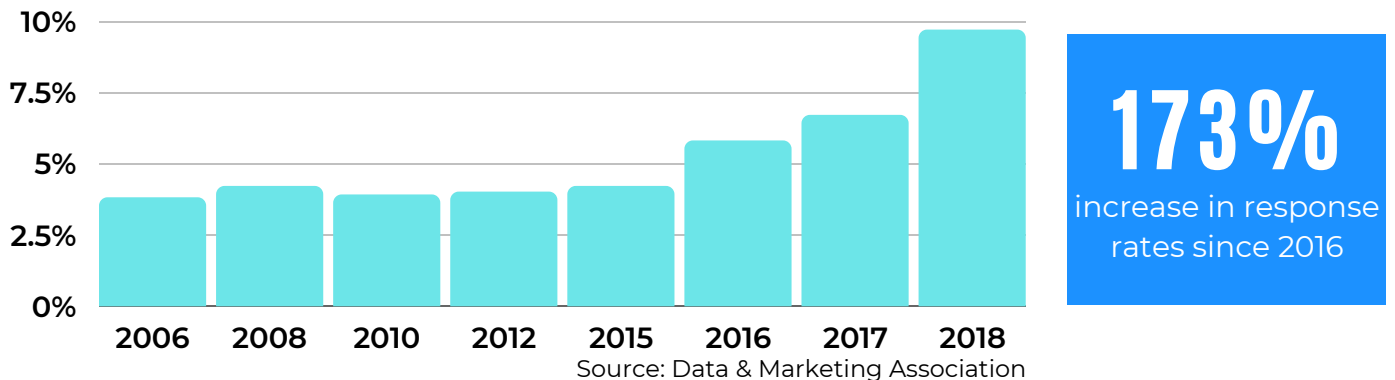
- Richard Shane, The World's Greatest Vacations



MYTH BUSTING

01. MYTH: It's an outdated tactic

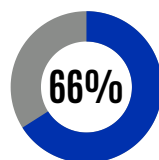
Direct mail is a \$44.2-billion industry. It's the second largest ad spend (after teleservices at \$45B) and it's growing by billions of dollars a year.¹⁰



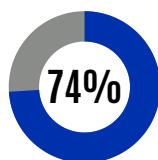
02. MYTH: It's only for older audiences

While consumers aged 45-54 are the demographic most likely to respond to direct mail pieces¹¹, direct mail works for a broad swatch of ages, including younger consumers, because almost every consumer has a physical mailbox.

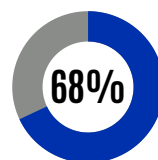
HERE'S WHO SAYS THEY'RE READING PRINT ADS & INSERTS:



Millennials



Gen Xers

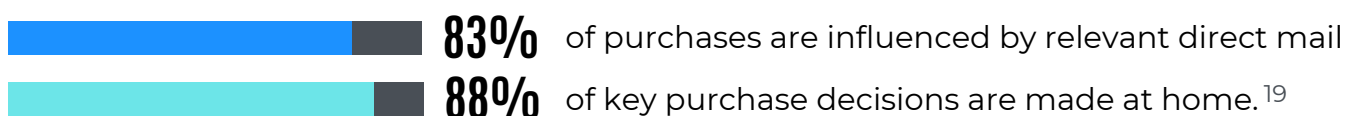


Boomers

Direct Mail results are significantly higher among millennials and those with a household income of \$100,000 or more.¹

03. MYTH: It's too expensive

For every \$167 that was spent on direct mail in the U.S., an average of \$2,095 in products or services was sold. That's a 1,300% return on investment.¹⁰



You can't afford NOT to be there.

THE OMNI-CHANNEL APPROACH

Smart marketers know that “rather than an all-digital world, a multi-channel approach that leverages the unique benefits of paper with the convenience and accessibility of digital will perform best.”¹⁵



63%

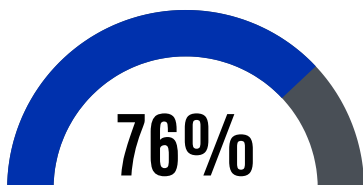
increase in response rates with direct mail + digital, 40% increase in conversions.



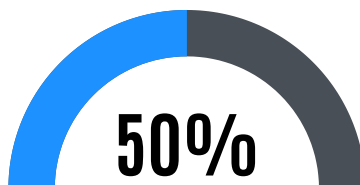
52%

of consumers say when they see an ad both in print and digital media, they are more likely to remember the message AND notice the ad.¹⁵

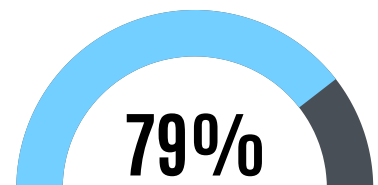
HOW TRAVEL MARKETERS USE DIRECT MAIL:



with email



with digital and social ads



to drive web traffic (most immediate goal)¹⁷

MULTI-CHANNEL WINS

“Marketers should take advantage of the unique properties of both paper and digital. Paper is more impactful and memorable than digital, and maximizes sensory appeal (tactile stimuli). Digital can compliment by offering instantaneous access, localization, powerful personalization and targeting, audio and video, and more.”¹⁵

“Direct mail has been a bedrock of marketing plans for decades. Even with the rise of digital media, it remains an indispensable way to connect with consumers as part of a holistic, omnichannel campaign.”¹

CONSUMER CYCLES

Just like vinyl records left for dead (for those over 40 who remember them), direct mail used properly is the highest grossing sales generator!



The New York Times

Vinyl Is Selling So Well That It's Getting Hard to Sell Vinyl

Left for dead in the 1980s, vinyl records are now the music industry's most popular and highest-grossing physical format. Getting them manufactured, however, is increasingly a challenge. ²³

Want to learn more about why top travel brands trust *The World's Greatest Vacations* omni-channel platform and how it can work for you?

WATCH OUR VIDEO:

theworldsgreatestmarketing.com/wgv-explained/



SOURCES & CONTACT

1. <https://adage.com/article/valassis/marketing-movement-direct-mail-hot-streak/2342491>
2. https://intelligence.valassis.com/rs/275-QRU-089/images/This-Direct-Mail-Moment-eBook.pdf?mkt_tok=Mjc1LVFSVS0wODkAAAGAFr72MfZdQbbXIOXnreCeT4geYW7pNJd8eDEmyhFb2fW0ahVatkyB2BPW_-GTPEPaSATI9A9SVCThoVcF-bTEKZojWIYE8E_SBb5fY_Z
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13. [https://postalpro.usps.com/mnt/glusterfs/2019-02/Fall%202018%20Mail%20Moments%20\(January%2031,%202019\).pdf](https://postalpro.usps.com/mnt/glusterfs/2019-02/Fall%202018%20Mail%20Moments%20(January%2031,%202019).pdf)
14. https://www.canadapost-postescanada.ca/assets/pdf/blogs/CPC_Neuroscience_EN_150717.pdf
15. <https://www.forbes.com/sites/rogerdooley/2015/09/16/paper-vs-digital/?sh=bd7790e33c34>
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23. <https://www.nytimes.com/2021/10/21/arts/music/vinyl-records-delays.html>

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