

# News & Notes

TRAVEL • MANUFACTURER • RETAIL • ASSOCIATION

TRAVEL

## Meetings Mean BIG BUSINESS



The Convention Industry Council released a study: The Economic Significance of Meetings to the U.S. Economy, revealing the U.S. meetings industry directly supports 1.7 million jobs, a \$106 billion contribution to GDP, \$263 billion in spending, \$60 billion in labor revenue, \$14.3 billion in federal tax revenue and \$11.3 billion in state and local tax revenue. The research quantifies the economic contributions made by the 1.8 million meetings, trade shows, conventions, congresses, incentive events and other meetings that take place across the country. A total of 205 million people, representing domestic and international delegates, exhibitors and organizers attend the 1.8 million meetings. Including direct, indirect and induced contributions, meetings activity provides \$907 billion in total economic output to the U.S. economy. Total economic output also includes a \$458 billion value-added contribution to GDP, 6.3 million full-time and part-time jobs, \$271 billion in labor income including wages and salaries, benefits and proprietors' income, \$64 billion in federal tax revenue and \$46 billion in state and local tax revenue.

SOURCE: WWW.MEETINGSMEANBUSINESS.COM

### U.S. Travel Association Unveils Plan to Improve Airport Security

**T**he U.S. Travel Association and a panel of travel and security experts unveiled a groundbreaking plan to improve security at America's airports and reduce the burden on travelers. Among the most notable recommendations are the creation of a trusted traveler program and a requirement that travelers be allowed to check at least one bag at no additional cost to the ticket price as a means to reduce the

amount of luggage going through the security checkpoint.

According to a 2010 survey conducted by Consensus Research, American travelers would take an additional two to three flights per year if the hassles in security screening system were eliminated. These additional flights would add nearly \$85 billion in consumer spending and 900,000 jobs to the American economy.

SOURCE: WWW.USTRAVEL.ORG

### FORTUNE Magazine Ranks Most Admired Airlines



**F**ORTUNE magazine has ranked Delta the most admired airline worldwide in its 2011 World's Most Admired Companies airline industry list.

The airlines ranked second through 12th in the *FORTUNE* industry list, in order, are: Singapore Airlines, Southwest Airlines, Lufthansa Group, Air France-KLM Group, Cathay Pacific Airways, United Continental, Qantas Airways, British Airways, All Nippon Airways, US Airways Group and AMR.

In addition to ranking top overall in the airline industry list, Delta ranked No. 1 among airlines in long-term investment, quality of management, global competitiveness and social responsibility.

SOURCE: DELTA AIR LINES

**NATIONAL  
TRAVEL  
& TOURISM  
WEEK** MAY 7-15, 2011

**WHY TRAVEL MATTERS**

### Gearing Up for National Travel and Tourism Week

**N**ational Travel and Tourism Week (NTTW) was first established in 1984 to champion the power of travel. This year, NTTW will take place in destinations throughout the country from May 7-15, 2011. A key component of NTTW is Travel Rally Day, taking place on Tuesday, May 10, which will bring together travel workers from all sectors to highlight travel's value as an economic force and job creator. NTTW not only unites the tourism community but also reminds our lawmakers and media how powerful the industry is. ■

## New Research Measures Business Travel Spending Relative to Top-Line Company Growth

New research conducted by American Express Global Business Travel and the Global Business Travel Association Foundation (GBTA) benchmarks the travel spending businesses require to help support their growth.

The findings indicate business travel is a contributing factor in helping companies drive revenue:

- To reach optimal revenue potential, keeping all other factors constant, the study indicates U.S. industries could increase business travel spending by an average of just over 4%.
- The percentage of under-spend varies when looking at specific industry sectors — business services, entertainment and sports sectors typically already operate closer to optimal levels while banking and finance, pharmaceutical and retail companies could likely benefit from greater business travel spending growth.
- The economy-wide average return on investment to business travel spending is about 20-to-1, meaning that for every \$1 strategically invested in business travel, businesses have seen an average of \$20 in additional gross profit.

SOURCE: WWW.AMERICANEXPRESS.COM

## Vote Means Jobs and Billions for the Economy

Hundreds of thousands of jobs and billions of dollars for the U.S. economy are one step closer, thanks to a Senate vote to reauthorize funding and programs for the Federal Aviation Administration (FAA).

"This bill creates and supports jobs," says Roger Dow, president and CEO of the U.S. Travel Association. "We're very thankful for the strong support the senators showed the traveling public."

A 2008 U.S. Travel Association survey found that air travelers avoided 41 million trips from May 2007 to May 2008, or slightly more than 100,000 trips per day because of aviation congestion. That translates into a \$26.5 billion loss to the U.S. economy. The Senate FAA Reauthorization bill will reduce delays and airport congestion by accelerating airport modernization efforts through implementing the NextGen air traffic control system, converting the nation's air traffic control from a ground-based system to one that uses GPS.

SOURCE: WWW.USTRAVEL.ORG

## Leisure-Based Travel Agencies Say "Yes!" to Increased Revenue

The American Society of Travel Agents (ASTA) released a *Leisure Trends Report* showing a large percentage of leisure-based travel agencies saw increased revenue (51%) and transactions (49%) last year when compared to 2009, a positive trend that agents expect to see continue through 2011 when 94 % expect to make a profit.

Agencies reported the strongest rebound in sales for rail (52%), hotel (51%), tour/package/group (48%) and insurance (44%).

Among the reports other findings:

- The largest percentage (20%) of agencies that plan to make changes in regards to employment say they will increase their number of employees.
- More than half (56%) of the agencies that have Independent Contractors (ICs) plan to increase the number of ICs with whom they contract.
- Cruises (71%) were the top trip under consideration by agency clients.

SOURCE: WWW.ASTA.ORG

# Hartmann Acquires Boyt Luggage

Celebrating 110 years, Boyt Luggage is pleased to announce its new relationship with Hartmann, a leader in luxury travel goods.

Peter Cameron, chairman of Hartmann, says Boyt will operate as a stand-alone subsidiary. Jeff Thaw, a 35-year veteran of the luggage industry, will continue in his current position as president, running operations. Boyt's sales force will also continue to market the brand under his direction.

Frank Johnston, COO of Hartmann, comments on the combination of the two businesses, "With the success of Hartmann's direction over the past few years confirming its place as a leader in the luggage world, this new opportunity will help lead to our next phase of growth." □

## Swany Walkin'Bag Wins About.com's 2011 Readers' Choice Award for the Best Luggage Brand

Swany Walkin'Bag, doubling as a cane and chair, was recognized as the Best Luggage Brand by the About.com 2011 Readers' Choice Award. Developed by CEO Etsuo Miyoshi, a polio survivor, the bag comes with a curved "lean-on" handle, acting like a gliding handrail that supports up to 250 pounds and a built-in-seat that supports up to 300 pounds.

Mr. Miyoshi said he suffered with aches and pains in his back and legs for years. "Who knew a bag could make all the difference? As a polio survivor, I needed a bag I could lean on and sit on, so I invented Swany Walkin'Bag and I knew others would benefit from it." □



Winner of the About.com's 2011 Readers' Choice Award for Best Luggage Brand

## Kobold International Opens U.S. Website

David Sebens, managing director of Kobold USA, announces that Kobold International has established a U.S. brand website, [www.KoboldTravelware.com](http://www.KoboldTravelware.com).

"Now that we have the infrastructure and creative support elements in place to support our brand site, we can easily support other U.S. selling sites, both from U.S. brick and mortar retailers, as well as better quality, image enhancing websites," says Sebens.

All Kobold product collections are featured in the new web store, including Kobold's best-selling umbrella groupings: Zenith, Absolute, and Classic. Also featured are Kobold's three luggage and business collections: Zendo (in leather or Zendura nylon), the lightweight colorful Personal Collection of carry-ons and totes, and the Dreieck designer collection, both collections characterized by a combination of high-quality, durability and a unique design point of view that utilizes bold colors, patterns and unique materials. The Zendo and Personal companion collections feature Kobold's Total Protection Guarantee. ■

## KIVA Designs Invites You to Make it GreenGear

KIVA Designs, the travel goods leader in providing savvy carry-all design solutions, is rolling out the GreenGear Initiative in 2011 in an effort to design and manufacture all travel goods using the most environmentally-conscious, inventive methods. This initiative is a company-wide commitment to make environmentally-conscious decisions with every step of design and manufacturing. Over 70% of KIVA's products are now made of 100% recycled materials, with an effort towards achieving an even higher percentage.

"Our customers travel the world and know the importance of protecting our precious planet," states Magi Raible, president of KIVA Designs. "So by manufacturing our luggage using 100% recycled content fabric, we've shown that we can maintain quality and value while reducing the environmental impact that results from constantly producing fabric from the earth's limited petroleum reserves. We also educate the consumer about the need to purchase luggage and travel accessories that are built to last and can be used in multiple ways." ■

## Briggs & Riley Pays Tribute to Specialty Retailers

Briggs & Riley Travelware took advantage of The 2011 Travel Goods Show to pay tribute to the specialty retailers who achieved 4-clock retailer status with the company. These specialty luggage dealers are among a premier group of retailers that offer at least 75% of styles in each of Briggs & Riley's five collections. Briggs & Riley acknowledged the retailers for their commitment to the brand and for creating loyal believers in Briggs & Riley. Retailers were featured on a large poster displayed in the Show booth and were also given an engraved pen commemorating their status. A comprehensive offering of business benefits, enhanced web presence, store signage and operational perks rounded out the Briggs & Riley offering.

"As our mutual long-term success is intertwined, we look forward to collaborating with our 4-clock retailers on ideas on product, marketing and sales that will enhance the customer's in-store and on-the road experiences," notes Laura Ballereau, brand manager, Briggs & Riley Travelware. ■

## European Flair from Paolo Pascal Inspires Travel Goods

Luggage leader Travel Concepts has added travel goods inspired by Italian fashion designer Paolo Pascal to the Travel Concepts brand.

"We created our Travel Concepts Collection to give consumers everywhere the opportunity to buy trendy, high-end luggage at affordable prices," says Harry Sheikh, Heys USA CEO/president. "We believe this collection will bring a new level of fashion to Travel Concepts with its European influence and textured design."

Each Pascal-inspired collection contains six beautiful pieces of various use and dimension. "With a variety of colors to choose from, and a croco-textured exterior, Heys USA is excited to make this Italian-influenced addition to its catalog the next 'must-have' in travel goods and accessories," says Sheikh. ■

## Travelon Honoree of 2011 International Home + Housewares Design Defined Award

Travelon® Smart Tubes™ is the 2011 International Home + Housewares Show's Design Define Award honoree. Retailing at \$15.99-\$24.99, Smart Tubes™, the original silicone bottle, are made of food grade silicone so you can create and transport travel size quantities of any variety of personal care products (shampoo, conditioner, hair gel, cologne or even salad dressing). Patent-pending to be spill proof and leak proof these two- and three-ounce-sized tubes are security-friendly and carry-on compliant when toting liquids through airports. ■



## LAT56° Products Premiere in the United States and Canada



LAT56° products are now available to U.S. and Canadian consumers through a California-based specialist online distributor who is running a promotional campaign to raise the profile of LAT56° in the U.S. and Canada. The company is also actively looking for a U.S. retail distributor to build upon the brand's online presence and to assist with breaking into the premium U.S. retail market. For more on the brand, visit [www.lat56.com](http://www.lat56.com). ■

**Come and get it! LAT56° products are now available to U.S. and Canadian consumers.**

## JOBY Receives Utility Patent

**J**OBY, innovative and award-winning consumer products company and creator of the world's best selling camera tripod, received a utility patent for its GorillaPod family of products.

"Our ball and socket technology has long been recognized as innovative and unique," says JOBY CEO Forrest Baringer-Jones. "We are honored that the U.S. Patent Office has recognized our efforts with a patent that confirms the novelty of the GorillaPod line." ■

**GorillaPod's flexible tripods offer a unique approach to camera stability.**



## High Sierra Signs USSA Agreement; Hires Artist Korakrit Arunanondchai

**H**igh Sierra Sport Company will continue its agreement with the U.S. Ski and Snowboard Association (USSA), the national governing body for Olympic skiing and snowboarding, to supply all categories of bags to all U.S. Ski Team and U.S. Snowboarding athletes and teams, as well as the new U.S. Freeskiing program. The agreement calls for High Sierra to continue manufacturing customized backpacks, boot bags, ski and snowboard bags and duffels through the 2019 winter season. With the announcement, High Sierra becomes one of the first licensees for the new U.S. Freeskiing brand just announced in January by the USSA.

The company also recently hired Korakrit Arunanondchai, a 24-year old graduate from the Rhode Island School of Design, to create High Sierra's famous Blue Wash pattern for the brand's 2011 daypack line.

"Korakrit inspirations were in sync with our High Sierra daypack team," says Scott Vermillion, VP of design and product development, for High Sierra. "Korakrit also has an outstanding portfolio which includes work for Dell laptop computers and Electrolites shoes."

"It was a great experience to work with the High Sierra team. My creation of the Blue Wash pattern brings out a kind of quiet outburst for the end user," says Arunanondchai. ■

## It's...in the Bag! Unwraps Successful Sale

Overwhelmed with total pandemonium, It's...In the Bag! in Palm Desert, California ran the annual "St. Panties Day Sale" for Exofficio Give-n-Go Underwear to create some "undercover excitement."

"We had folks everywhere going nuts over our undies...as this is the 3rd annual St. Panties Day Sale we have run and our customers wait just for this special event," says owner Chuck Weisbart.

"Wash undies in the shower and they dry in an hour. Seasoned travelers save room by packing just one or two pairs of the underwear, which are odor resistant, lightweight, moisture-wicking and breathable," says Weisbart. ■

## NLDA News

The National Luggage Dealers Association (NLDA) gathered for its 86th annual winter convention in Chicago before and during the Travel Goods Association Show. The membership was excited to see previews of the NLDA-produced sale flyer and check out new products from vendors in the showroom and at The Travel Goods Show. The entire membership is appreciative of manufacturing partners and looking forward to another successful marketing campaign this spring and summer.

While in town, the Association hosted a lively social event for its members at Chicago Whirly Ball, a bar and grill joint that houses WhirlyBall, a fun game combining bumper cars, lacrosse and basketball; Futuristic Lasertron® laser tag, pool, video games and more. ■



**John Mori, Frank Fine and Michael Noymer enjoy a game of whirly ball.**

## Summer Show Update

**A**ll qualified buyers are invited to attend the 8th annual Summer, Luggage, Gift and Travel Goods Show, June 23-24, at Navy Pier in Chicago, IL. Buyers will be able to see and order merchandise from over 120 different manufacturers, including the latest trends in luggage, travel accessories, leather goods for home and professional use, along with lots of unique gifts, games and toys. The breadth of fabulous show specials will help offset attendee expenses. Vendors: don't delay — booths are selling out fast. For more information, including exhibitor and attendee forms, please go online to [www.nlda.com](http://www.nlda.com), call the NLDA office at 847-998-6869 or email inquiry at [nlda.com](mailto:nlda.com). ■