

Go Travel recognized in Lima Airport Partners awards

By **Hibah Noor** on March, 17 2014 | Gifts & Children's Products



Go Travel's dedicated kiosk in Lima Airport triumphed in the recent Lima Airport Partners (LAP) awards, continuing the travel accessory expert's upward trend in the Latin American region.

The booth was rated by the airport's mystery shopping survey program, where it proved to offer a winning combination to consumers. Gaining top scores for customer service and sales assistance, Go Travel also ranked highly overall, coming sixth out of the 68 selling spaces reviewed.

Evaluating quality and customer service, the LAP's mystery shopping survey program rated each outlet based on a number of predefined indicators including customer service, infrastructure, the appearance of its personnel and the variety, assortment and overall look of the kiosk. Reinforcing the effectiveness of Go Travel's proven in-store formula of engaging point of sale units combined with colorful, informative and eye-catching packaging, the company obtained a near-perfect score of 98%, winning third place in the Assisted Sales category.

Offering outstanding feedback for the booth's product range, customer service and appearance, Go

Travel also came out top in the General category. Ranking alongside a number of prestigious brands including H.Stern and Hugo Boss, the company was awarded 6th place out of all establishments at the airport. Giannina Núñez from Class Complements in Peru, who runs the Go-Travel kiosk in Lima, commented: “We have gained great satisfaction obtaining recognition from a company with such high standards. At the same time, we feel proud to place Go Travel in such high standing”.

Les Hansen, Vice President of Sales in Latin America for Go Travel added, “Ranking so highly in the LAP awards, at such an early stage for the brand in Latin America and against such established competition, is incredibly rewarding. We are delighted to have found such an excellent partner in Class Complements who share our vision and are really helping to propel the brand in the eyes of consumer at Lima airport.”

Go Travel opened the kiosk in May 2012 in conjunction with Class Complements S.A.S. It has received an exceptionally positive reception from travelers and this, combined with the latest feedback from the LAP awards, is an encouraging start for Go Travel in 2014 as it pushes forward in the Latin American market.

For more information about Go Travel visit www.go-travelproducts.com. For information on sales in the Latin American region, contact Les Hansen at les@design-go.com.