

Go Travel to spark travel retail channel growth



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Go Travel has joined specialist PR agency Essential Communications as the UK-based travel accessories company eyes travel retail channel growth across its growing range of products.

Go Travel General Manager Steve Worden said: “The timing feels right to target growth in travel retail. We see 2022/2023 as an opportunity to take advantage of the continued recovery in travel retail and have a more critical eye on our range planning with target consumers in mind.

“We are looking to further develop our travel retail business, reinforced by the strong position we hold within domestic markets. For example, we’ve always had a strong presence in tourist destination department stores in major cities including London, Hong Kong, New York, Singapore, Paris, plus we have built up an enviable category offer among high street retailers. This shows us how we can build on our domestic market success to reach more travelers.”

Row Holland, owner and Managing Director of Essential Communications, said: “We are delighted to be working with Go Travel at this crucial time of sector recovery and as the business targets growth in global travel retail. The company is working on a number of new product developments over the next 12-24 months, as a result of strategic range and customer profiling analysis, which will translate into a more dynamic offer for travel retailers.”

Go Travel has identified four categories within its travel accessories offer and sees opportunities to strengthen existing ranges accordingly: electricals, comfort, luggage accessories and everyday essentials.

“We’re being critical of our current offer and want to develop in line with the changing needs of consumers and our retail partners,” noted Worden.

“Electricals is a strong credible offer. It’s now core to our business and our plan is to strengthen our position globally.

“Comfort is a key area for development. We’re building more visibility around our hero products, for example our Dreamer pillow range, which continues to evolve. We’ve worked on customer profiling to target specific types of travelers, so that new products are developed with those customers in mind.

“Luggage accessories gives us an opportunity for a different sales mix. Our plan is to refresh this category over the next two years.

“Everyday essentials will become a more important seasonal opportunity for Go Travel. We plan to offer summer shop products, incorporating an extended range for airports and for hotels. It’s about defining the right product mix for seasonality,” said Worden.