

# Go Travel to focus on premiumization at TFWA WE



## Go Travel Ultimate 3.0 travel pillow

Go Travel will be returning to TFWA World Exhibition & Conference in Cannes in October, with a focus on premiumization and innovation via its new travel pillow, the Ultimate 3.0. Launching its brand redesign and advertising campaign to the travel retail industry at the trade show, Go Travel will also reveal its widest offer of travel retail pillows, travel accessories and adapters.

Made from soft luxurious fabric, with multi-close setting, the Ultimate 3.0 travel pillow features hypoallergenic properties and a non-slip rear panel designed for comfort. The travel accessory will be available for market delivery in January 2023 and is the result of 12 months of product redesign and consumer research.

Go Travel's full range of pillows will also be on display at the show, with a wider offer of its Dreamer Colors – now with matching eye masks. The Dreamer range extension is a pre-cursor to the rollout of a premium offer of pillows, eye masks, blankets and carry cases, which will take place over the next year, as dedicated ranges for travel retail partners.

Joining the comfort range will be the redesigned Memory ZZZs 485 travel pillow, which provides new colors and targets younger Gen Z and Millennial customers with a more contemporary and functional design.

"The Ultimate 3.0 is the result of extensive redesign, consumer research and our focus on product innovation over the last 12 months. We are delighted with this hero product, which is set to launch into the marketplace in January 2023.

"This laser focus on our core travel pillow ranges is due to customer feedback and the need to build our ranges based on traveler needs. We now have a wider offer with a price-point and product to suit<sub>1</sub>

different customer groups,” says Stephen Worden, General Manager at Go Travel.

The company is also celebrating its new brand identity and supporting graphics via a refreshed stand design at TFWA Cannes and travel retail ad campaign. Promoting its core products, the ad campaign launched in May and underscores Go Travel’s commitment to expanding its ranges based on targeted growth in the travel retail market.

## **Four pillars**

The four pillars of Go Travel’s category growth: comfort, luggage accessories, electricals and everyday essentials – each of which will see expanded ranges on display in Cannes.

“Right now, comfort and electricals are where we are seeing demand for newness. Comfort and premiumization in our travel pillows have been a real focus for development and we’ve responded with more luxurious products and regional variations as per our travel retail partners’ requests.

“Electricals is also a key area where we have been updating and strengthening our product offer – now featuring the new Go Travel branding. This category is where we are doing the most to innovate and reduce our plastic usage in packaging,” says Worden.



New products such as the four-in-one device charger and plug socket will also be featured at the show

## **Reducing plastic**

Go Travel’s goal is to reduce 90% of plastic across its core adaptor range, for rollout in 2023. New products such as the four-in-one device charger and plug socket will also be featured at the show.

The focus now is on clear product imagery and information displayed on the front of card-only packaging – the only remaining plastic is used to encase the plug socket in a protective case, designed to minimize damage in transit. During 2023, all adaptor ranges will be updated to feature this packaging.

## **New GTR sales appointment**

Timea Gyongyi joined Go Travel in July 2022 to strengthen its GTR new business and sales team. Within Timea's role as Sales Executive she will be working with existing and new partners, leveraging her seven years of experience in the travel retail market.

Visit the Go Travel team in the Yellow Village, B24.