

Travel Blue puts Cannes spotlight on products for Gen Z consumers



Backpacks and standout badges are included in the Travel Blue portfolio for this year's TFWA World Exhibition

Travel Blue, a global leader in travel accessories, will showcase its Gen Z portfolio of products on its impactful new stand at TFWA Cannes (Yellow F33), giving operators the chance to attract Gen Z shoppers and maximize the sales opportunity this exciting and important upcoming generation of shoppers presents.

By 2028, Gen Z will account for 1.2 billion of the 4.5 billion global passengers, outnumbering Millennials as the largest airline passenger group, with 70% planning to travel more by 2028. By that time, Gen Z are expected to account for approximately two thirds of duty free shoppers, demonstrating the importance of engaging this demographic group.

Following the successful launch of Travel Blue backpacks exhibited at TFWA Asia Pacific in Singapore, the company has introduced new colorways, including olive, khaki, blue and green as well as a range of personalized pins and badges. The expanded backpack range is lightweight and affordable, priced from approximately US\$65 to US\$100, and the pins and badges are highly collectable and feature national symbols and cultural icons, such as monuments, food specialties and famous local tourist destinations. These solutions, tailored for different global markets, fit exactly with Gen Z's purchasing demands, combining personalization and functionality.



Reusable stainless bottles are a key part of the Travel Blue offer

The Travel Blue range of high-performance and reusable stainless steel hot-cold water bottles will also be on display. They are made from high quality stainless steel with double-walled vacuum technology and keep drinks hot for up to six hours and cold for up to 12 hours. Strong, sturdy and lightweight, the bottles are available in four retro colorways and feature a screw top lid with a silicone seal with a special flow adjuster to control the delivery of hot or cold drinks.

The luggage collection, also launched at TFWA Singapore, includes five styles in various sizes and up to seven colors. The carry-on hardshell cases are made from polypropylene, a strong, lightweight material that withstands the rigors of modern travel. The cases are expandable, have embedded TSA locks and feature double 360-degree reinforced spinner wheels and an easy-to-grip handle integrated into the shell. Prices range from US\$129 to US\$169, with a 10-year global warranty, reinforcing Travel Blue's commitment to quality and customer satisfaction.

"Gen Z consumers present a step change in buying behavior," said Daniel Levin, Travel Blue Managing Director. "They are looking for products that are affordable, sustainable, personalized and functional. Gen Z are more impulsive than previous generations but are highly selective, only choosing products that fulfil their needs and preferences.

"For these shoppers, the final decision to purchase happens in store so the range must quickly engage them and offer all the benefits they demand. All these qualities are found in the extensive Travel Blue portfolio. We have a great opportunity to work with our partners to provide a compelling offering to capitalize on the potential of Gen Z passengers."

Travel Blue products also include an extensive accessories portfolio that aligns with Gen Z trends,

including neck pillows and essential electronics, such as cables, adaptors and chargers.

“We really look forward to meeting existing and potential partners in Cannes, showcasing our extensive portfolio and discussing how together we engage with Gen Z now and in the future.” Levin added.