

Have data will travel

Embarking on its first ever direct mail campaign, Travellers Choice has discovered the value of using a quality database.

Owned by member agencies operating under a co-operative structure, Travellers Choice is a travel call centre with a network of 180 travel agencies throughout all Australian states and territories.

Its corporate office is located in Perth and provides a range of marketing programs, member services and benefits.

"We represent leading tour operators and offer a range of holidays, from family packages through to extensive independent travel itineraries. One of our major focuses is coming up with effective ways to promote the range of travel packages," explains General Manager Marketing Lyn Le Provost.

While Travellers Choice had conducted years of successful promotional activities, until recently it was yet to try direct mail marketing. "We had a very specific target market that we wanted to reach and we thought direct mail presented the best opportunity for doing this," says Lyn.

Having identified its target market as people aged between 45 and 65 years, fitting within a certain income level and interested in travelling in the near future to destinations such as Europe, Asia, Canada and Western Australia and the Northern Territory, Travellers Choice sought Geospend's assistance in providing a targeted database.

Using the profile of Travellers Choice target market, Geospend created a database of names derived from responses to the Australian Lifestyle Survey.

"The voluntary survey is distributed to over six million households annually and asks questions about individuals' lifestyles, demographic information, leisure interests, and purchase intentions," explains Australia Post's Mark Micallef, Major Account Manager for Industry Partners. "It's a gold mine for businesses that want to target a particular market."



Lyn Le Provost and Emma Lewis of Travellers Choice with Australia Post's Mark Micallef.

Using the database provided by Geospend, Travellers Choice sent out to ten thousand potential customers a promotional package including an eye-catching brochure and personalised letter.

"The results were fantastic and our sales figures showed a dramatic increase," says Lyn. "Return rates were also very low, with only 50 packs being returned."

"In our opinion it worked very well and we're planning follow-up activities during the year."

For more information visit
www.travellerschoice.com.au

Key Points

- Travellers Choice identified the characteristics of its target market and decided to tailor a direct mail campaign to this market.
- Geospend used these characteristics to create a database of ten thousand look-alike prospects.
- A direct mail campaign using this database delivered increased sales and an incredibly low rate of returned mail.