

Tailored Travel – making group holiday experiences desirable and easy to book



Client objective:

Tailored Travel provides accompanied cultural tours and holidays for a mature audience. It is dependent on organisers of senior community organisations around the UK, such as U3A, to sign up their peers for group holiday experiences.

The annual tour brochure is the mainstay of Tailored Travel's marketing strategy and suits the demographic it serves better than other marketing formats. It is mailed out to club stewards at the beginning of every year. The customer journey typically entails the club steward sharing the holiday brochure with fellow members and then converting those members into 'bookings' on a chosen tour, ensuring the trip has enough subscribers to make the holiday a worthwhile 'group' experience for those attending.

Cartouche was tasked with printing a brochure and two critical sales tools – the suggested itineraries and the booking form – with the key objective of ensuring an easy and enjoyable booking experience for organisers, upon whom business was reliant.

Cartouche solution:

With the brochure playing such a critical role in the sales process, we knew it was essential to deliver a product that was vibrant and persuasive and would bring to life exciting holiday opportunities in vivid detail. It needed to reflect the quality of service delivered by Tailored Tours to its clients. At the same time, the print quality required to be robust enough to withstand being passed from member to member within each organisation.

The bespoke itineraries, which organisers use to support their 'sales pitch', aimed to entice and delight readers by reflecting the adventure of discovering new places to visit - thus making each tour an easy sell for the clubs and organisations.

We gave significant consideration to the print production of the booking form. We know a booking form that cannot be completed easily or where print contrast is not strong enough, can lead to confusion and frustration and, most importantly, be catastrophic for sales. We took the time to understand the client's needs, research their audience and recognised how essential it was for the forms to be clean and easy to read. This was particularly important for club and society organisers managing multiple bookings.

Successful outcome:

Cartouche produced an alluring and colourful printed brochure that was robust and fit for purpose while inspiring Tailored Travel's audience to embrace a new holiday adventure.

The brochure, itineraries and easy-to-read booking forms ensured the buyers' journey was a smooth and simple one, building brand loyalty and encouraging repeat business for Tailored Tours.

Reprographics and proofing took place just before Christmas and the green light was given to print before the new year. The high-fidelity brochures were printed and mailed out in time to land on the mat during Friday or Saturday of the first week in January.

The product helped Tailored Travel to enhance market awareness and achieve greater penetration of its niche market, ensuring business could continue and remain sustainable throughout the COVID pandemic.



Work undertaken for Tailored Travel demonstrated our ability to turn around complex projects to tight deadlines, in a format that was sympathetic to the client's specific needs. Our express distribution service gave Tailored Travel complete peace of mind their products would be with their customers in time for the peak purchase window at the beginning of the year. We welcome enquiries from clients who need a trusted and knowledgeable print service where technical challenges are overcome with ease, colour and quality metrics surpassed and deadlines always achieved.