

# News & Notes

TRAVEL • MANUFACTURER • RETAIL • ASSOCIATION

TRAVEL

## Travel Promotion Act Closer to Law

Congress moved a step closer to turning the Travel Promotion Act into law after the House of Representatives passed bipartisan legislation. The legislation creates a public-private partnership to promote the United States as a premier travel destination and better explain U.S. security policies. Once the Act is enacted into law, the program is expected to create up to 40,000 new jobs.



“The need for travel promotion has never been greater,” said Roger Dow, president and CEO of the U.S. Travel Association. “As the recent vote of the International Olympic Committee demonstrated, the United States must invest in better explaining its security policies and attracting foreign travelers. The Travel Promotion Act is a ‘win-win’ for our economic and diplomatic efforts.” □

SOURCE: U.S. TRAVEL ASSOCIATION

## TSA Implements Secure Flight Program

To remedy some of the problems caused by airlines matching passenger data to the “no-fly” list meant to identify potential terrorists, the Transportation Security Administration (TSA) has implemented its Secure Flight program. This requires passengers to provide more detailed information, including full name, date of birth, and gender to the airlines, which are in turn provided to the TSA, who will run names through a database. The TSA plans to have the program in place for 100% of domestic flights by early 2010 and for all international flights by the end of 2010.

If a flyer’s name is incorrectly matched with a suspected person, TSA will provide a redress number, which the passenger will use to prevent being flagged in the future. □

Source: International Airline Passengers Association

## Creative Luggage Fees

Just as consumers have adjusted to checked baggage fees, United Airlines has added a new wrinkle — Premier Baggage service. For a \$249 flat rate, non-elite passengers can check two “free” bags for one year and will allow up to eight companion passengers (made under the same reservation) to use the baggage benefit. The charge will cover United domestic and international flights. United Airlines says the Premier Baggage service will be an option linked to frequent flyer accounts.

If your trip is a cruise with Crystal Cruises, you may want to bypass having the airlines handle your luggage at all. Crystal Cruises has partnered with Luggage Concierge to offer the opportunity to have your luggage delivered from your front door to your stateroom. And in 2010, two of those bags will be delivered for the price of one. The idea is to reduce one of the biggest stresses of travel — lost luggage. □

Sources: International Airline Passengers Association, Crystal Cruises

## Cutting Back on Travel May Not Save Money



Looking for ways to cut costs, many businesses have eliminated or severely restricted travel. However, two recent studies show that cutting travel may actually be hurting long-term profits. The first report, commissioned by the National Business Travel Association and American Express Business Travel and conducted by IHS Global Insight, concludes that companies are potentially missing out on \$193 billion in profits by not traveling. A second study from Oxford Economics found that each dollar spent on travel can generate \$3.80 in profit and \$12.50 in increased revenue. □

Source: USA Today

## H1N1 Isn't Expected to Alter Holiday Travel Plans



Despite the H1N1 epidemic, 94% respondents to a national survey say they have no intentions on changing their travel plans. The survey, released by Mondial Assistance, the world’s largest travel insurance and assistance company, also found that 60% percent of Americans have holiday-related travel plans and have no intentions of changing their plans. A similar study conducted by the U.S. Travel Association affirmed travelers’ determination to complete their trips. □

Source: Southeast Tourism Society

## Two Luggage Products Win Awards at the Motivation Show

Of the three products that won the People's Choice Award at the Motivation Show, first and second places went to innovative cases. The Heys USA BioCase was voted as the most innovative new product. Made of 100 percent polycarbonate, nearly indestructible to protect belongings inside, the BioCase features an exclusive biometric security system that stores up to eight fingerprints. Second place went to the Swany Walkin' Bag, which can replace briefcases and shoulder bags. It also includes a retractable seat.

The Motivation Show assists business professionals who are looking to maximize customer satisfaction, build customer loyalty, and increase profitability. The Show's attendees voted for the People's Choice Awards. ■



Heys USA BioCase

Swany Walkin' Bag

## Hartmann Website Redesign

To better showcase its classic luggage design, Hartmann launched a new look for its website, www.hartmann.com. Along with the website redesign, Hartmann has developed a new logo, as well as photography, packaging and print collateral, which will update the look of the brand. Visitors to the site will also have the opportunity to get news on the travel industry and find out about the latest product launches in the "What's New" section. "We are very excited about sharing our new brand positioning and feel that our website represents our leadership in the travel goods industry," said Tricia Foley, creative director. ■



## U.S. Launch of David Jones and Roots

Two popular Canadian brands are now available in the U.S. Montreal-based Holiday Group, Inc., launched its David Jones and Roots brands into the U.S. market during the 2009 Accessories the Show New York. The David Jones collection includes luggage, wallets and handbags that feature the hottest trends in colors and textures. Roots is best known for its athletic wear and athletic accessories like gym bags. ■



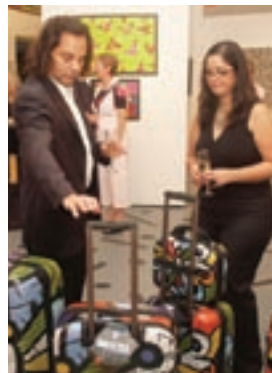
## Heys Introduces Its New Britto Collection

Heys recently introduced its new Britto Collection at an invitation-only party in Miami Beach. The uniquely patterned and colorful, yet lightweight, luggage collection features modern art designs created by pop-culture artist, Romero Britto. Britto's artwork has been incorporated onto the luggage using an exclusive manufacturing process. The Britto sets include heavy duty zippers and a cushioned handle grip, with stylized, fully-lined interiors that are customized to compliment the shell art, as well as a built-in divider and a mesh pocket.

"A magnificent, first-of-its-kind addition to the travel goods industry, travelers can easily spot their bags on the airport luggage carousel, the cruise port, or the rail station platform. Heys customers rely on us for premier fashion designs that feature the best of functionality in travel goods," says Harry Sheikh, Heys' president and CEO. ■



(Top) With glorious ceremony, each of the four Britto Collection sets were unveiled at a private reception for VIPs and the media at the Britto Gallery in Miami Beach.




(Left) Tom and Viviana Pedrazas selected Britto Butterfly luggage for their next travel experience.

(Bottom) Romero Britto (left) was presented with a Heys ceramic watch from the Raku Collection. Mercedes Anglade, Heys' Art Director, made the presentation at the Britto Gallery where the Britto Collection of luggage was unveiled for the first time at a private reception.



## Bagot Leather Goods, Luggage Plus Wins Major Award


**K**ingston, Ontario-based Bagot Leather Goods, Luggage Plus won the "RDÉE Lauriers de la PME 2009" for a small-to-medium enterprise/business in the commerce division. The award recognizes the top Francophone Enterprise in Ontario. The family-owned business will be automatically entered in the national competition in November. 



From left to right: Ron Paquette, Therese Paquette, Guy Paquette

## Radley London Enters U.S. market


**R**adley London opened its new U.S.-flagship store at the Roosevelt Field Mall in Garden City, NY, officially entering the American market. The store features the entire seasonable collection of handbags and small leather goods. Luggage designed especially for women will be introduced next year.

"We've had great success selling through Bloomingdales and Lord & Taylor and will expand our presence in the U.S. through quality specialty stores, our transactional website and by building additional stores in the future," says Dan Brausch, president of Radley and Co., North America. 



Bradley staff, left to right: Janice Suarez, Radley London Store Manager at Roosevelt Field Mall; Dan Brausch, President, Radley & Co., North America; Amy Sparks, UK Field Marketing Executive; Lacey Johnson, Marketing and Merchandising Manager; Sven Gaede, CEO Radley & Co.; and Vera Kolovic, National Sales Director.

## Bucks for Baggage

**"C**ash for Clunkers" isn't just for cars — you can also trade in your old luggage. The Baggage Cheque in Edwards, CO, is promoting Bucks for Baggage where customers trade in their old bags and receive between \$10 to \$20 for trade-ins. 

## NLDA News




Jack Fischer

**N**ational Luggage Dealers Association (NLDA) membership coordinator, Jack Fischer, retired on September 1, 2009, after 44 years in the industry. Fischer spent the past 15 years at NLDA, after 29 years with Kaehler Travelworks.

"The time has come to move on to the next phase of life that has been full of the usual twists and turns but, ultimately, has been very gratifying," Fischer wrote in a letter sent to NLDA members. The next phase in his life? Spending more time with family.

"Our grandchildren choose to live with their parents 600 miles away," he wrote, "and seeing them [only] twice a year is unacceptable."

The Summer Luggage and Travel Goods Show will be held June 23-24, 2010 at the Navy Pier in Chicago, IL. For more information log onto [www.nlada.com](http://www.nlada.com). 

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