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FOR IMMEDIATE RELEASE:

Travelpro® and Atlantic® Luggage Go Social!

*-- Two Leading Travel Industry Brands Continue Reaching and Educating Digital Customers
About the Art & Science of Travel --*

Boca Raton, FL – May 9, 2016 – Travelpro® and Atlantic® Luggage, two of the most iconic luggage brands in today's highly competitive market, have undertaken a lofty goal – to increase awareness of their brands, products and collections through a synthesis of social media strategies. Using a combination of creative blogs, reviews, promotions, and branding partnerships with films and other media outlets, Travelpro and Atlantic luggage seek to more effectively bring increased awareness and brand loyalty to their customers – frequent business travelers, family travelers and flight professionals.

One successful example of their use of multi-media rich global platforms is the intriguing work done with international travel writer Mark Eveleigh as he used and reviewed the Travelpro® T-Pro® Bold™ line during his three-month journey down the Amazon River. This 'real life' approach to the brands is shared throughout all of the social media sites – blogs, Facebook – which added another 1,000 followers monthly for Travelpro and 2,024 for Atlantic Luggage since February -- Twitter, Pinterest and Instagram, that concentrate less on advertising and more on providing information, advice, sharing ideas and encouraging people to explore the world around them.

"Through our emphasis on social media, Travelpro and Atlantic Luggage are connecting with our customers in unique and important ways," said Scott Applebee, Vice President of Marketing for the Travelpro family of brands which includes Atlantic. "Ultimately, we want to provide practical travel-related content, so a new generation discovers that adventure is only as far away as the closest airport or seaport."

Travelpro also teamed up with prestigious Hollywood productions which featured their luggage in their films – *Last Vegas*, starring Michael Douglas, Robert De Niro, Morgan Freeman and Kevin Kline; *Paul Blart: Mall Cop 2* with Kevin James; and *Baggage Claim* starring Paula Patton. The value of these partnerships was increased by the use of sweepstakes contests in which winners could travel -- all expenses paid -- to Las Vegas or Hollywood and win Travelpro luggage as part of the prize package.

Blogs launched by both Travelpro and Atlantic Luggage serve not only as the home for press releases, contests and videos but places to cover a variety of topics of interest to travelers, such as the most effective ways to pack suitcases, how to survive long layovers and missed flights, plus the best travel apps, cost savings and websites available. After these blogs premiered, account followers on Twitter have now reached over 35,000 -- utilized this media to share breaking new articles and breaking travel news. Results included increased traffic to the corporate web sites and thousands of visitors to the blog sites. Interactivity is also a critical component, as these social media sites provide forums for comments, questions and concerns, underlining the importance of

feedback to always improve the customer experience. In fact, questions posted to Customer Service have a 100% response rate, which is virtually unheard of in the field.

Atlantic Luggage recently introduced a new integrated marketing campaign, 'Because Life's a Trip,' which includes a series of blogs that are relevant to budget-conscious family vacationers, and a social media presence on Facebook, Twitter, Pinterest and Instagram.

You can visit Travelpro and Atlantic on these various social media channels:

- [Travelpro Luggage Blog](#), [Travelpro Facebook](#), [Travelpro Twitter](#), [Travelpro Pinterest](#), [Travelpro Instagram](#)
- [Atlantic Luggage Blog](#), [Atlantic Facebook](#), [Atlantic Twitter](#), [Atlantic Pinterest](#), [Atlantic Instagram](#)

About Travelpro International

For over 25 years, Travelpro International has prided itself on design innovation and durability in crafting the highest quality luggage for travelers worldwide. Since transforming the ease of modern day travel with The Original Rollaboard® wheeled luggage, Travelpro has been the brand of choice for flight crews and frequent travelers on every continent. The company is dedicated to building a lifelong relationship with our customers by consistently meeting and exceeding their expectations.

Among many other honors received, in 2015 *The Wirecutter*, a cutting-edge source known for promoting the 'best gadgets and gear for people in the know' tested 31 bags over the last three years and determined that the Travelpro® Platinum Magna™ 2 22" Expandable Rollaboard® Suiter is the best carry-on bag on the market. The Travelpro® Crew™ 10 22" Expandable Rollaboard® Suiter received the 2nd place award.

Please visit Travelpro at www.travelpro.com for a full list of the latest products and retail locations. Follow us on Facebook at www.facebook.com/TravelproINTL and Twitter: @TravelproIntl.

About Atlantic® Luggage

Since 1919, Atlantic® Luggage has prided itself on crafting lightweight and affordable luggage that goes the distance. As part of the Travelpro® family of brands, Atlantic offers a full range of luggage choices, from rolling uprights and quality Spinners to stylish garment bags and totes. Perfect for family travel, Atlantic Luggage ensures you will enjoy every moment of your journey. *Because life's a trip.*

Please visit Atlantic Luggage at www.atlanticluggage.com for a full list of the latest products and retail locations.

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