



Media information
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Go Travel’s new partnership with InMotion gathers pace despite the pandemic
Travel accessory leader increases visibility in North America thanks to strong opening

Following the initial success of its listing at InMotion, travel accessory expert, Go Travel has secured front-of-store Point of Sale installations at all 117 of the retailer’s North American stores.

InMotion, North America’s largest airport-based digital accessories retailer, will be the first to roll out Go Travel’s new “Quad” stand, alongside a dedicated stand for the brand’s latest memory foam pillow, the American Dreamer. This is one of the first pillows to roll off Go Travel’s new production line in Chattanooga, Tennessee and US production has allowed the brand to offer tariff-free designs to its North American partners. In addition, InMotion is also the first retailer to launch Go Travel’s new American Dreamer video content on large format digital screens at the front of store.

The pandemic downturn presented Go Travel with the opportunity to regroup and focus on key categories for future growth, investing in retailer support through in-store installations and premium video content. Encouragingly, InMotion is experiencing a brighter start to its recovery thanks to a stronger North American domestic travel market.

Go Travel products are traditionally strong impulse purchase products. The new, easy-to-navigate stands and prime positioning at InMotion present a much greater opportunity to increase footfall and thereby, boost conversion. The accessory leader hopes that increased visibility will drive sales performance across North American Travel Retail.



“The Quad” remains true to Go Travel’s fundamental approach to drive maximum revenue from minimum floor space. Designed to offer 360° visibility, the stand’s flexible layout emphasises the core pillow and travel adaptor categories for InMotion. With a footprint of just under 4.5sq ft, this four-sided display can hold 40 product types on 2 facings with another 2 facings dedicated to large capacity pillow stock holding.

In addition, InMotion is supporting Go Travel’s American Dreamer memory foam pillow launch with a dedicated front-of-store pillow stand, giving the consumer instant access and ease of interaction. The combination of new stands and premium animation content on large format displays, offers the immersive front-of-store experience for which InMotion is renowned.



General Manager of Go Travel, Steve Worden commented, “Comfort is core to the USA travel accessories market and pre-covid recovery is expected to be quicker in the USA as 80% of Pax is domestic. Partnering on American Dreamer with InMotion will allow us to focus on replicating the strong performance we see in our more established markets.”

Pete Newbould, Senior Vice President of InMotion added, “The American Dreamer hits a sweet spot for InMotion in terms of price and performance, and being “Made in America” gives it a unique selling point that will appeal to many customers. We are seeing signs of recovery in passenger numbers in recent weeks; domestic leisure passengers, for whom the American Dreamer is a perfect product, are returning to the air.”

For more information contact sales@go.travel or visit go.travel.

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Notes to editors:

Interviews available on request

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Company Information

Go Travel designs travel accessories with useful innovation for the everyday commuter, jetsetter, family traveller and even the home. Doorstep to destination, the brand improves every step of the journey, bringing ultimate travel comfort, packing organisation and reassuring luggage security. From iconic travel pillows to TSA locks, RFID to packing cubes, the range is broad and extensive, and includes over 200 much-loved accessories.

Recognising a gap for a co-ordinated range, Go Travel’s founder, Jack Rogers introduced the world’s first travel accessory collection back in 1978, creating a global market that Go Travel still leads today.

Over 40 years later, that pioneering spirit continues to define the brand as it creates industry-leading designs using a wealth of different technologies. Still offering the support and service of a family run company, Go Travel’s global operation sees its products distributed in over 110 countries worldwide, across thousands of retail locations.



A trusted and reliable travel companion, Go Travel strives to exceed existing standards and often sets them. Always evolving, always solving and never afraid to revolutionise, Go Travel's forward-focused designs ensure wherever you are in the world, exceptional travel isn't an exception.

Great travel starts at Go.