

# Extend your travel agency's reach

Travel experienced a boom in recent years and with Messito's intuitive mobile marketing platform travel agencies can continue to reap the rewards of this increase.

## Travel Agencies



## Facts

- The travel industry is being fundamentally changed by IT
- It's affected by changing customer demands, such as higher expectations of value and convenience
- Improved communications technology has widened the ways in which a travel agency can communicate with customers.
- Customers still look for package travel deals, which is good news for travel agencies

## Key benefits

- Inform clients of package holiday deals
- Seasonal offers
- All-inclusive offers
- Discounts when booking directly through a travel agency
- Additional benefits when booking through an agency

Combine Messito's SMS marketing facility with your website and social media platforms to increase your marketing channels and make sure you are reaching out to consumers via a variety of marketing touch-points.