

mailroom

Unlocking the Power of Direct Mail for Travel & Tourism



A practical guide to smarter, more effective campaigns from **CITIPOST MAIL**



Welcome to

“Unlocking the Power of Direct Mail for Travel & Tourism”

This guide is designed to give UK travel, tourism and leisure brands the knowledge and confidence to make direct mail one of your most effective, measurable and profitable marketing channels, backed by Citipost Mail’s sector expertise.

Our aim is to demystify the essentials, showing how tangible, beautifully produced mail can cut through rising digital noise, extend campaign reach and build trust in a high-consideration category where reassurance, imagination and brand credibility matter. Whether you’re promoting short breaks, long-haul escapes, attractions, or local events, we’ll show how to use direct mail to turn inspiration into bookings and repeat visits.

You’ll discover sector-specific insight on travel audience data, proven creative formats and the role of QR codes, personalised URLs and offer codes in making mail fully trackable. Throughout, we draw on

Citipost Mail’s experience planning and delivering campaigns for travel and tourism brands across the UK. You’ll also benefit from practical tips for planning integrated campaigns, plus guidance on how to keep your print both responsible and cost-effective in a changing postal and media landscape.

At Citipost Mail, we help you make every seat, bed and experience count. Let this guide empower your team to deliver smarter, more impactful and accountable direct mail campaigns—so you can focus on what matters most: delighting customers and growing bookings.

Contents

Campaign Planning

- 04 Why Direct Mail Still Matters for Travel & Tourism
- 06 Choosing the Right Mail Option for Travel Campaigns
- 08 Choosing the Right Postal Service for Your Travel Campaigns
- 10 Important Changes to Royal Mail Delivery: What Travel Brands Need to Know
- 17 Travel Direct Mail: Essential Compliance & Best Practice

Data Requirements

- 14 Travel Audiences, Data & Measurement: What Marketers Need to Know
- 16 Building Compelling Travel Campaigns: Proven Best Practices
- 20 Free Data Health Check: Unlock the Potential of Your Customer and Prospect Data

Creative Choices

- 11 Pack Choices: Matching Mail Format to Campaign Goals
- 14 Creative and Print Expertise: Bringing Your Vision to Life – The Citipost Mail Advantage
- 22 Supporting Travel Brands Every Step of the Way

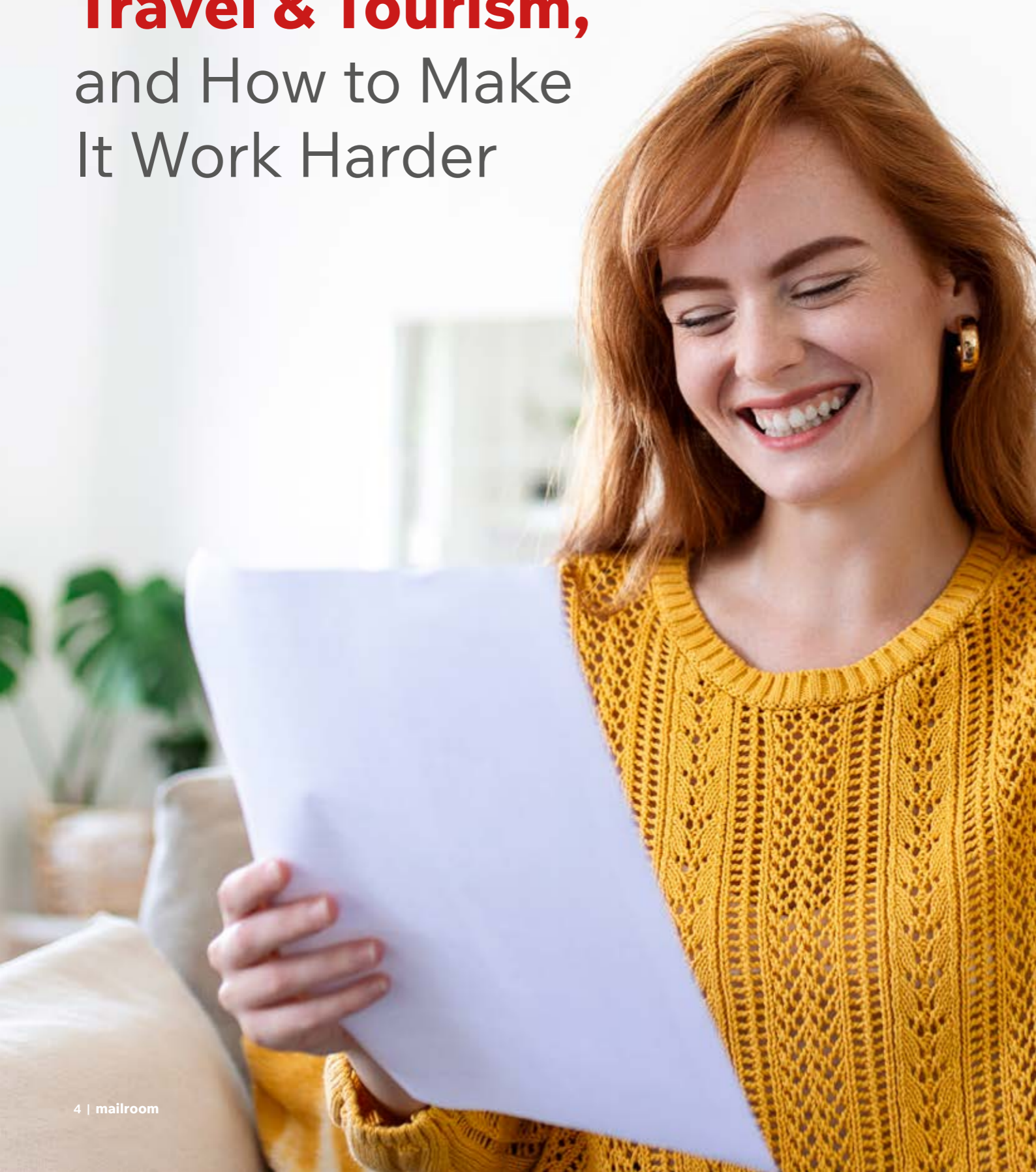
Printing Guidelines

- 12 Creative and Print Expertise: Bringing Destinations to Life – The Citipost Mail Advantage
- 15 Print, Digital & QR: Joining Up The Journey

The Citipost Mail Advantage

- 24 Who is Citipost Mail?
- 25 Full-Service Support for Travel & Tourism
- 26 The Citipost Mail Advantage for Travel Brands
- 27 Our Accreditations

Why Direct Mail Still Matters for Travel & Tourism, and How to Make It Work Harder



Travel is not an impulse category; it's emotional, considered and often discussed around the kitchen table before it's ever booked. That's exactly why direct mail continues to outperform many digital channels for travel and leisure brands when it's planned and targeted well. Citipost Mail works with travel brands to harness this behaviour, using mail to get into the home, stay in the home and drive families and groups back to your booking channels.

Unlike digital ads that vanish with a scroll, a brochure or invitation arrives in the home and stays there, making the idea of a trip visible and tangible to everyone in the household. JICMAIL data shows that travel and leisure mail generates an average of 4.6 interactions per item and remains in the home for around 5.4 days, creating multiple opportunities for couples, families, and friends to revisit content and plan together.

Across sectors, warm direct mail campaigns now achieve average response rates of around 7.2%, with ROI benchmarks of roughly £9 returned for every £1 invested in engaged audiences. Cold direct mail also remains a proven acquisition channel, with response rates around 0.9% and positive ROI even at prospecting stage. When you consider that the value of a single holiday or booking can easily run into hundreds or thousands of pounds, the financial case for a well-targeted mail programme becomes compelling.

Research shows that mail also commands attention in a way digital rarely matches. Recent JICMAIL studies indicate that consumers now spend over 100 seconds with an average piece of direct mail over a 28 day period, and that engagement with mail and its ability to drive digital actions is at a five-year high. For brands competing in crowded search auctions and social feeds, this level of attention and dwell time offers a powerful complement to online performance marketing.

Average direct mail item: interacted with for over 100 seconds across 28 days, with attention at record highs. For travel brands, where a single booking can be worth hundreds or thousands of pounds, these response levels represent significant incremental revenue.



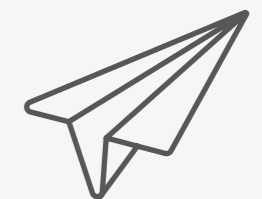
Warm **Direct Mail**
7.2%

Average response rate and around **£9 returned for every £1 invested** in engaged audiences.



Cold **Direct Mail**
0.9%

Average response rate with **positive ROI** even at prospecting stage.



Travel **Mail**
4.6

Average interactions per item and around **5.4 days in the home.**

Choosing the Right Mail Option for Your Travel Campaign

Businesses have three main options when planning a mail campaign: fully addressed Direct Mail, Partially Addressed Mail (PAM), and Door Drops. Each offers different benefits for targeting, cost, and reach, so understanding the differences will help you align activity with your occupancy and revenue goals.

What Are the Options?

Direct Mail (Addressed Mail)

Mail sent to named individuals at their addresses using your customer or prospect data.

Best for:

- Loyalty and repeat visits (e.g. “welcome back” offers, loyalty tier rewards)
- High-value product launches (new long-haul routes, premium cabins, once-in-a-lifetime trips)
- Complex or higher consideration itineraries that require more explanation

Key benefits:

- Highest level of personalisation and relevance
- Strongest relationships and trust with existing customers
- Highest response rates and strongest ROI in warm audiences

Partially Addressed Mail (PAM)

Mail sent to households in a postcode level, addressed to “The Occupier” or a campaign-specific salutation such as “Dear City Break Lover”, without using individual customer data.

Best for:

- Attracting new bookers in lookalike areas (e.g. postcodes similar to your best customers)
- Promoting regional attractions, events, or local staycations
- Extending reach where you have limited first-party data

Key benefits:

- Strong targeting without using individual personal data; efficient reach into new catchments; fully GDPR-compliant, with competitive pricing versus fully addressed mail.

Door Drops (Unaddressed Mail)

Printed material delivered to every household in a defined area, without any personal or address data.

Best for:

- Broad awareness for local attractions, festivals, and events
- Regional tourism campaigns and town or city promotions
- Driving footfall during specific seasonal windows

Key benefits:

- Lowest unit cost, with leaflets often starting from just a few pence per item
- No personal data required and fully GDPR compliant
- Maximum geographic reach around your destination or attraction



You can also combine approaches, for example, using Door Drops or PAM for regional awareness, and highly targeted Direct Mail to nurture the highest-value or most engaged segments.



Choosing the Right Postal Service for Travel Campaigns

Travel, leisure, and events are often time-sensitive. Choosing the right postal service ensures your campaign lands when it will be most effective, without overspending on speed you don't actually need.

Priority

Overview

The fastest option, ideal for urgent or time-sensitive travel campaigns, such as last-minute booking pushes, flash sales or time-bound event promotions.

Delivery Speed

Typically delivered within 1-2 working days after collection (commonly "D+2"). Provides rapid delivery Monday to Saturday.

Best For

Last-minute event invitations, or communications where timing is critical.

Cost

Much higher than standard and economy services due to speed and handling.

Standard

Overview

The most widely chosen service for everyday mail campaigns where quick delivery is important but not critical.

Delivery Speed

Arrives within 2-3 working days, striking a reliable balance for most campaigns.

Best For

Seasonal offers, brochures, destination inspiration and general customer communications where a 1-2 day delivery window is not essential.

Cost

More cost-effective than priority, but faster than economy—ideal for most campaign schedules

Economy

Overview

For non-urgent, cost-sensitive mail campaigns. Offers more flexible delivery times with typical handover-to-delivery in up to four to five working days.

Delivery Speed

Within 4-5 days, sent on standard delivery routes.

Best For

Bulk communications, destination guides and broad awareness campaigns where savings outweigh speed.

Cost

Lowest postage rates offered among the three options.

In Comparison

Service	Delivery Speed*	Typical Use	Cost	Best Fit For
Priority	1-2 working days	Urgent booking pushes, flash sales, time-bound event promotions	Highest	Time-critical appeals
Standard	2-3 working days	When delivery is needed in 2-3 days	Mid-range	Most campaign mail
Economy	Up to 5 working days	Routine or non-urgent communications	Lowest	Cost-conscious bulk mail

*Delivery speed is calculated from the day mail is handed over to Royal Mail.

Volume Commitment & Optimum Pricing

To access these services and secure the most competitive rates, there is a minimum volume requirement of **4,000 items** per mail campaign for sorted mail service entry (10,000 minimum for Partially Addressed service). Posting at this scale enables your travel campaign to benefit from optimal pricing; smaller volumes may be subject to alternative pricing structures or less favourable rates.



A minimum volume threshold typically unlocks the most competitive postage pricing for sorted mail, so planning campaigns at scale with Citipost Mail helps you access better rates and keep your cost per booking down.

Important Changes to Royal Mail Delivery: **What Travel Brands Need to Know**

Changes to Royal Mail's national delivery model, particularly around the removal of **Saturday deliveries** for some services and the introduction of rotational delivery patterns, affect any travel campaign that depends on precise in-home dates.

Weekend driven promotions or campaigns intended to land just before key events may now need additional lead time, as non-priority services increasingly focus on weekday deliveries and rotational schedules.

Citipost Mail's team stays up to date with the postal landscape and will work with you to: plan realistic in-home windows for each campaign; choose the optimal service level for your objectives and budget; and build schedules that align with key booking periods, events and departure dates.



“Citipost’s insights and recommendations led to substantial cost reductions at the beginning of our partnership, and they have continued to seek out further savings and fight for lower charges on our behalf. We look forward to continued collaboration with Citipost over the coming years.”

Pack Choices: Matching Mail Format to Campaign Goals

Choosing the right structure for your mail campaigns is vital for hitting your objectives within budget. Each format, enveloped letters, brochures, one-piece mailers, and postcards, supports different types of journeys and messages.



Enveloped Packs & Brochures

Traditional addressed campaigns including a covering letter and enclosed brochure or mini guide work extremely well for higher value or complex itineraries. They create a sense of importance and privacy, provide space for detailed itineraries, FAQs, and reassurance content, and often stay in the home as reference material.



One-Piece Mailers (Self-mailers)

Folded self-mailers are ideal for focused seasonal offers, destination spotlights, or experience bundles. They're highly visual, easy to digest at a glance, and cost-effective to produce and fulfil compared to full envelope packs, while still feeling substantial and premium.



Postcards

Postcards are perfect for loyalty nudges, countdown campaigns, and local attractions. They offer very low production costs and high visibility, with strong synergy when paired with QR codes that drive recipients straight to dedicated offer pages or booking engines.

Across all formats, personalisation significantly lifts performance. Studies indicate that younger audiences, including millennials, actually value direct mail highly and respond particularly well to personalised print, especially when it is supported by digital experiences. Referencing past trips, favourite travel types, or previous loyalty participation in your copy can materially increase engagement.



Creative and Print Expertise: Bringing Destinations to Life

The Citipost Mail Advantage

Travel is inherently visual and experiential. High-quality print allows you to showcase rich imagery, maps and itineraries in a way that does justice to your destinations and experiences. At Citipost Mail, we help you balance aesthetics, practicality, and cost so every campaign feels aspirational yet commercially effective.

Our team can support you with:

- Strategic campaign planning that aligns destinations, seasonality, and pricing with mail formats and postal services
- Design and artwork that highlight key selling points while making next steps clear, whether that's scanning a QR code, visiting a URL, or calling a specialist team
- Sustainable print choices, including certified paper stocks and environmentally responsible production processes, so you can talk confidently about the footprint of your mail alongside your wider ESG story
- Mailpack optimisation, to ensure you are getting the most for your campaign objectives and budget.

“Partnering with Citipost has enabled us to access the most cost-effective mailing solution for our flagship membership magazine and has increased the efficiency of our printed letters process.”

“Citipost Mail’s Creative team were fantastic at bringing the vision of our football club identity to life. I thought their interpretation of our brief was exceptional and they far exceeded my expectations.”



Travel Audiences, Data & Measurement: What Marketers Need to Know

In a market where digital journeys are fragmented and attribution is complex, intelligent use of data is what turns travel mail from “nice brochure” into a high-performing channel.

Focus areas for travel marketers:

- Segmentation and value – Use CRM and booking data to identify frequent travellers, high-spend customers, and loyalty members, and design richer or more frequent mail contact plans for them.
- Behavioural triggers – Integrate online behaviour such as basket abandonment, destination browsing, or quote requests to trigger tailored mail, for example a personalised mini-brochure based on the destination browsed.
- Attribution and reporting – Use QR codes, PURLs, and unique offer codes to measure responses from each campaign, feeding results back into your test-and-learn cycle.
- Citipost Mail’s data specialists can audit your current travel data, recommend segmentation approaches and help you set up tracking so you can see exactly how mail contributes to bookings and revenue.

Benchmarks from JICMAIL show that mail which prompts digital activity, such as website visits and searches, significantly increases overall commercial impact compared with mail that does not provide a clear digital path.

Print, Digital & QR: Joining Up The Journey

Modern travel mail is not disconnected from your digital stack; it’s an extension of it. Including **QR codes** and **short, memorable URLs** in your packs transforms a static piece into an interactive gateway.

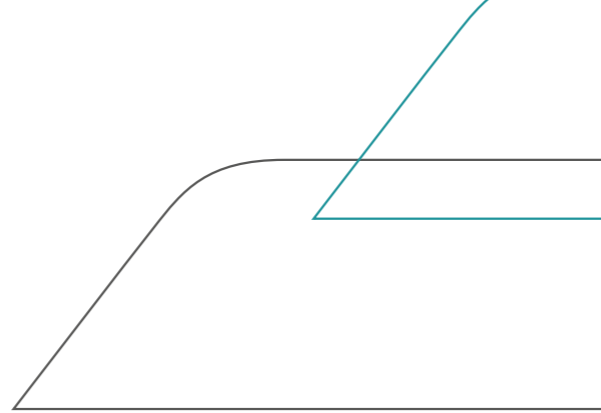
Use Well, QR Codes Can:

- Drive recipients directly to curated landing pages for the destinations or experiences showcased in the mailer
- Enable personalised journeys, with unique codes resolving to pages that reflect an individual’s previous behaviour or preferences
- Feed analytics platforms with rich response data, including scan rates, locations, and downstream actions, allowing you to optimise future campaigns

With more travel research and bookings now starting on mobile, giving people a simple scan-to-book path from a brochure or postcard is a powerful way to increase conversion while maintaining the emotional impact of print.

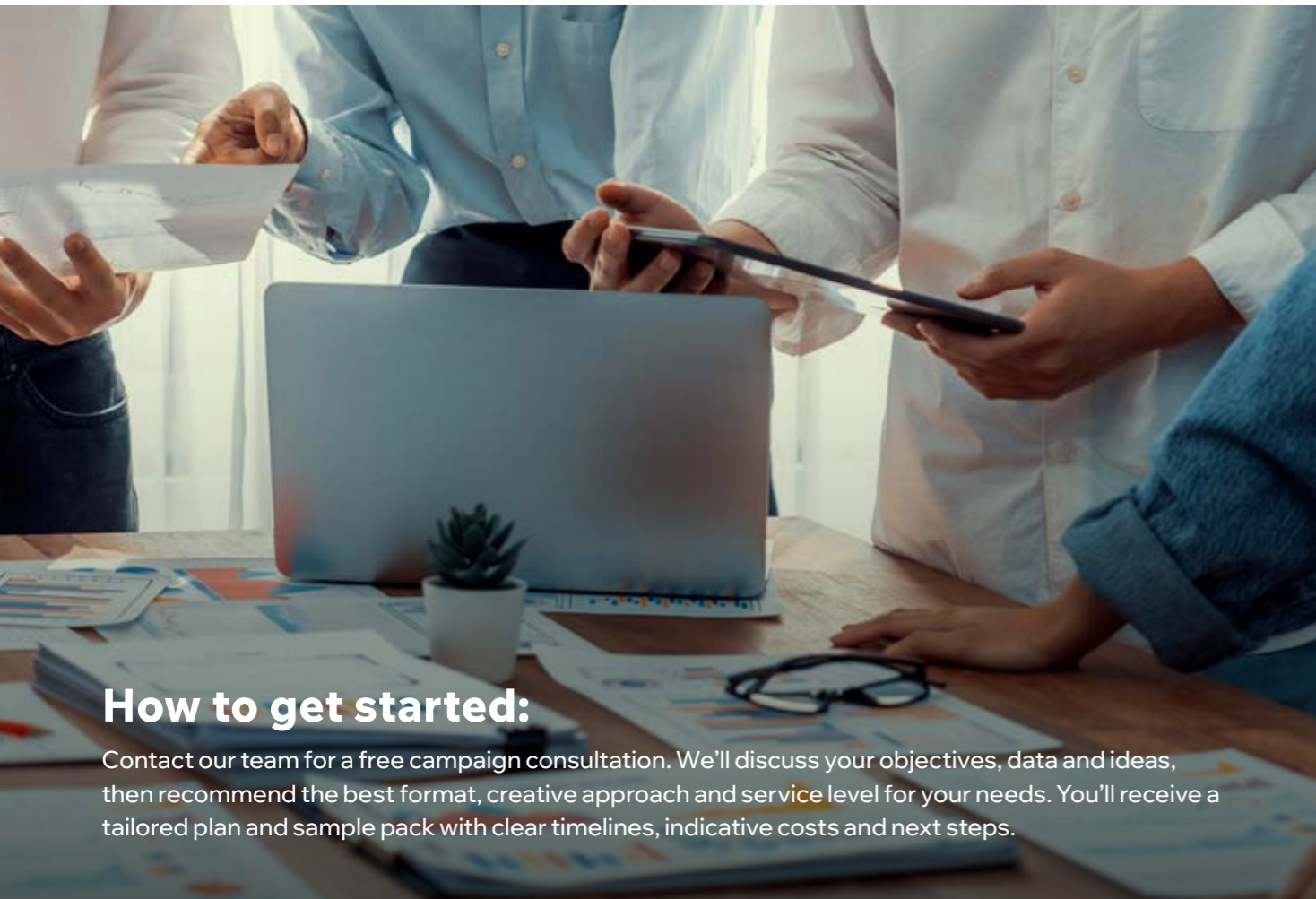


Building Compelling Travel Campaigns: Proven Best Practices



To help marketing teams navigate print and direct mail with confidence, here are evidence-backed principles:

- **Align creative with objectives** – If you're filling last-minute capacity, lead with urgency and offer; if you're building brand and destination affinity for next year, lean into storytelling and imagery.
- **Use clear, singular calls to action** – "Scan to see live prices", "Visit to explore 2027 departures", or "Call your dedicated travel expert" removes ambiguity and boosts response.
- **Test and refine like digital** – Treat format, offer structure, and imagery as variables. Capture results and roll out the winners across future waves, building a library of proven approaches for your organisation.
- **Support with always-on channels** – Plan supporting email, paid search, and social activity so that when the mail lands, your brand is visible across other touchpoints too.



How to get started:

Contact our team for a free campaign consultation. We'll discuss your objectives, data and ideas, then recommend the best format, creative approach and service level for your needs. You'll receive a tailored plan and sample pack with clear timelines, indicative costs and next steps.

Travel Direct Mail: Essential Compliance & Best Practice

Direct mail remains one of the most powerful ways for travel and tourism brands to inspire, inform, and convert, but it must be planned and delivered in a way that respects data protection, consumer rights, and advertising standards. This page sets out practical guidelines to help your team run compliant, confidence building campaigns that protect both your brand and your customers.

1. Use Customer Data Fairly and Lawfully

For postal direct mail, you'll usually rely on "legitimate interests" as your legal basis for using personal data. That means you believe the recipient would reasonably expect to hear from you, and that your interests in sending the mail are not overridden by their rights and freedoms.

Best Practice:

- **Be transparent.** Clearly explain in your privacy notice that you use customer data for postal marketing and profiling (e.g. destination preferences, value, recency), and how people can object at any time.
- **Respect the right to object.** If someone asks you to stop sending marketing—whether by phone, email, post, or social—you must stop using their data for direct mail and keep a suppression list so they are not contacted again by mistake.

“Set up was easy and we've had great support from the Citipost Mail team.”



- **Keep data accurate and appropriate.** Regularly cleanse and update your mailing lists; remove goneaways, correct obvious errors, and avoid holding data longer than necessary. For prospecting, only work with reputable data partners who can demonstrate their own compliance and transparency at the point of data collection.
- **Treat household level data carefully.** For Partially Addressed Mail (e.g. "Dear Travel Lover" at postcode level), you may not be naming individuals, but you are still using data to target households. Apply the same principles of fairness, transparency, and legitimate interest.



2. Get Direct Marketing Basics Right

Postal direct mail follows different rules to email and SMS, but it's still direct marketing and must be handled responsibly.

Best Practice:

- Identify yourself clearly - Make sure your brand is obvious on the outer and the contents, with clear contact details and ways to respond or opt out.
- Honour preferences across channels - If someone has opted out of marketing, that preference should be applied across all channels where it's appropriate—including post—unless they have specifically chosen otherwise.
- Integrate postal and digital compliantly - When mail drives customers to digital journeys (QR codes, personalised URLs, online quote forms), ensure any follow up email or SMS marketing complies with the rules that apply to electronic channels (for example, the "soft opt-in" conditions for email and SMS).

3. Keep Travel Offers Clear, Honest, and Substantiated

All content in your travel mail is advertising, so it must comply with the UK advertising codes and travel specific guidance. Misleading pricing or availability claims are a common source of complaints, so clarity and evidence are essential.

Best Practice:

- Make pricing transparent
- Include all non-optional taxes, fees, and charges in the headline price wherever possible.
- Avoid presenting compulsory extras as optional; be clear about resort fees, baggage charges, transfers, or other mandatory costs.
- Be upfront about availability and conditions
- Don't imply wider availability than you can reasonably support.
- Flag key conditions that materially affect the offer, such as specific departure airports, date ranges, minimum stay, minimum numbers, or blackout periods.
- Use "from" and "up to" claims responsibly
- "From £X" should reflect prices that are genuinely available to a meaningful proportion of customers.
- "Save up to X%" should be based on real, verifiable comparisons, not inflated reference prices. Keep internal records of how offers were calculated.
- Avoid causing unnecessary disappointment If a promotion is heavily time limited or capacity restricted, say so clearly and avoid creative that suggests everyone will get the headline deal when supply is very tight.

4. Protect Consumers' Rights Around Bookings

Even though typical travel products (accommodation, transport, leisure services tied to specific dates) sit outside some distance selling cancellation rules, you still need to treat customers fairly and avoid misleading them.

Best Practice:

- **Provide clear pre-contract information**
Make sure the mail and the booking path you promote (phone or web) explain what is included, what is excluded, and any key limitations before the customer commits.
- **Ensure the booking journey matches the mail**
The prices, key terms, and availability shown in your mail should match what customers see when they follow your call to action. If prices change during a campaign, update or withdraw the promotion as quickly as practicable.
- **Use fair, understandable terms**
Avoid small print that contradicts or significantly undermines the main promise of the promotion. Terms should be written in plain language and be easy to locate, not buried or obscured.

Handled well, compliance is not a barrier to powerful travel direct mail, it's an enabler.

When your data practices are robust, your pricing and availability are honest, and your terms are clear, you build the trust that turns inspiration into bookings and keeps customers coming back year after year.



Free Data Health Check

Unlock the Potential of Your Customer and Prospect Data



Before you launch your next travel campaign, are you confident your database is working as hard as it could be?

Our Free Data Health Check delivers a clear, actionable assessment of your data quality, identifying hidden issues, exposing outdated records, and highlighting opportunities for segmentation and personalisation.

- Save on wasted mail and improve deliverability
- Reach lapsed or duplicate records you didn't know existed and re-engage past bookers.
- Uncover how to use your data more efficiently under current compliance rules.

No guesswork. No jargon. Just smart insight you can use right away.

Let our experts guide you through the results, and help you build more efficient and effective campaigns from the data you already have.

“Citipost Mail have gone above and beyond to implement tailored processes that suit our specific needs, and their ongoing customer service and account management have been consistently excellent.”

Supporting Travel Brands Every Step of the Way

At Citipost Mail, we help travel brands create customer communications that inspire, engage, and drive bookings. From initial insight through to final delivery, our end-to-end services support every stage of your campaign journey.

Whether you need full campaign support or expertise at a specific touchpoint, our flexible approach ensures every element works seamlessly together, delivering efficiency, impact, and measurable results.

From seasonal promotions to destination-led campaigns, we refine your approach so every communication drives stronger engagement and better results.

Here's how we typically support travel brands throughout the campaign journey:

Creative

With a clear direction in place, our creative team brings your campaign to life. We craft visually compelling, on-brand communications that capture attention and inspire action. Whether developing new concepts or enhancing existing ones, we help you showcase destinations, experiences, and offers in a way that resonates with your audience and encourages them to take the next step.

Data

Reaching the right audience is key to campaign success. Our data services ensure your communications are accurate, targeted, and effective. Through data cleansing, we remove inaccuracies and reduce waste, while data acquisition helps you connect with new, relevant audiences. The result is smarter targeting that maximises response and drives bookings.

Print

Once your campaign is ready, we bring it into the physical world with high-quality print that reflects the experience you are promoting. From premium brochures to personalised mail packs, we produce materials that build trust, capture attention, and elevate your brand, helping your communications stand out in a competitive travel market.

Mail

Getting your campaign into customers' hands at the right time is critical. Our mailing specialists manage the entire distribution process, optimising formats, leveraging postal incentives, and ensuring efficient delivery. We handle the detail so your campaign lands when it matters most.

SMS

To enhance your campaign's impact, SMS adds a fast, direct, and highly effective touchpoint. Ideal for reminders, limited-time offers, or booking prompts, SMS works alongside your direct mail or as a standalone channel, helping you create a connected, multi-channel customer journey that drives immediate action.

Who is Citipost Mail?

Citipost Mail is a leading UK-based expert in end-to-end marketing solutions, specialising in creative, print, data, direct mail, and digital mail services for brands that need accountable performance. As one of the UK's largest independent downstream access postal providers, we offer travel and tourism businesses a powerful combination of postal expertise, cost efficiency, and personalised support.



Making the Most of Royal Mail Wholesale Incentives

Postage is often the biggest cost in a travel direct mail campaign. Royal Mail's wholesale incentives can reduce this significantly, but the schemes are complex and constantly changing. Citipost Mail specialises in navigating these incentives so travel and tourism brands can access extra discounts without extra admin.

By planning your activity across incentive windows and structuring campaigns to meet qualifying criteria, we help you unlock additional discounts on top of standard wholesale rates. These savings can be carried forward and used against future campaigns, effectively "banking" value that lets you send more mail for less money over the year.

Working with Citipost Mail means you do not need to master the detail of wholesale incentives. Our team tracks the latest opportunities, models the impact on your budget and manages the operational requirements, so you simply benefit from lower postage costs and more room to grow bookings with direct mail.



The Citipost Mail Advantage for Travel Brands



Travel and tourism brands choose Citipost Mail because we combine deep postal expertise with a practical understanding of how travellers research and book.

Deep Sector

Understanding of how travellers research and book, and how mail fits alongside digital.

Comprehensive Solutions

Under one roof, from creative to data and downstream access.

Cost-effective Campaigns

Through postal optimisation, volume planning, and format choices that maximise ROI.

Dedicated Account Manager

For smooth project delivery and informed advice at every stage.

Security and Compliance

With robust processes to protect customer data and support your governance requirements.



Here to help

Our memberships



Our accreditations



INVESTORS IN PEOPLE
We invest in people Platinum



Next Steps: Partner with Citipost Mail

Discover how Citipost Mail can help your travel or tourism organisation unlock the full power of direct mail, reduce costs through smart postal planning, and run campaigns that deliver measurable bookings and revenue.

Find out more

Citipost Mail – Your partner for smarter, more effective travel communications.

Visit: www.citipostmail.co.uk

Call: 0203 2600 240

Email: enquiries@citipost.co.uk

Talk to us about your next campaign and we'll show you how mail can turn inspiration into bookings.



Creative Data Print Mail Media

Citipost Mail • Unit 3 • Swanwick Court • Swanwick
Alfreton • Derbyshire • DE55 7AS • United Kingdom

citipostmail@citipost.co.uk • +44 (0)203 2600 240

www.citipostmail.co.uk