

MEDIA/PUBLISHING

Travel + Leisure curates on-the-go travel resource

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Travel+Leisure updates for the modern reader

By SARAH JONES

Time Inc.'s Travel + Leisure is making its travel advice and tips accessible to readers throughout each point in their journey with the launch of new digital travel guides.

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In addition to refashioning its online guides, the publication has designed a dedicated mobile application catering to travelers' needs while they are on-the-go. While Travel + Leisure's print magazine and online content have served consumers in top-of-funnel research, the addition of a purpose-driven app creates a platform for readers to consult once they have arrived at their destination.

"Our goal at Travel + Leisure is to be the ultimate resource for passionate travelers, and to that end we've always provided expert recommendations for our audience in destinations around the globe," said Nathan Lump, editor of **Travel + Leisure**.

"We recently relaunched our travel guides at TravelandLeisure.com with a focus on a highly curated selection for each destination of only the hotels, restaurants, bars, shops and attractions that Travel + Leisure editors and contributors feel are most exciting right now all presented in an easily navigable map-based format," he said. "Conscious that our travelers would also want to use these guides on the go, we created the new Travel Guide app as a natural extension, taking the same indispensable content and presenting it in a way that would work even more seamlessly on a mobile device.

"The app has two key features that make it especially friendly for usage when you're in a destination looking for great things to do: you can create your own custom itinerary to follow based on the places you're most interested in, and you can download the guide to use while you're not connected perfect for those trying to conserve their data."

Mobile tour guide

At launch the Travel + Leisure's Guide app has information for 46 destinations, including sought-after cities such as Charleston, SC, Florence, Italy and New Orleans, LA. The app and online guides will continue to be updated with new content and locations, adding hot spots as hotels and other highlights open.

Keeping a level of consistency with the publication, the travel guide content is curated by Travel + Leisure editors, who got additional input from local correspondents.



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Screenshot of Travel + Leisure Guide app

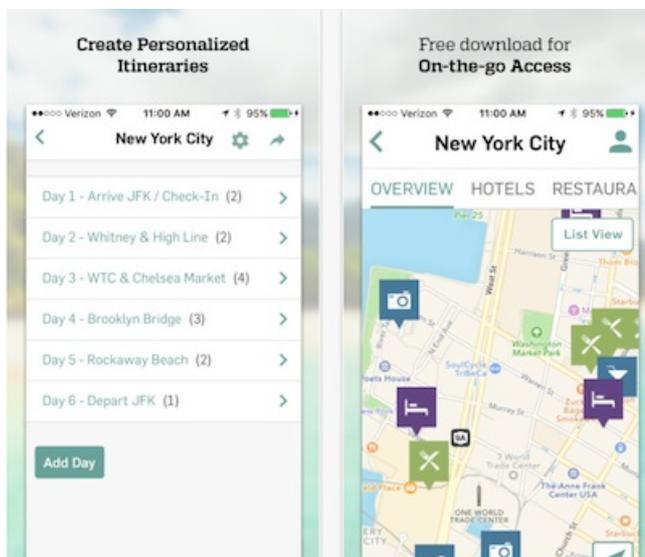
For each city, the guide tells consumers the best times to visit and gives an overview of transportation, weather, language spoken, electric outlet style and currency.

Travel + Leisure also provides lists of the best hotels, restaurants, bars, activities and shopping. Quick links within the app allow travelers to call to reserve a table or book their hotel online.

Those who create an account within the app can save favorite places for later or create custom itineraries. Once they have designed their days, the app will map out the journey between points of interest for them.

This takes the app beyond a flat content platform to a trip planning tool.

Knowing that consumers may not have reliable cellular data when traveling outside of the country, each of the guides, including maps, can be downloaded. This enables them to be viewed offline.



Travel + Leisure's Guide app

Users can opt-in to be notified about updates to the app. Using geolocation, the app can also be set up to alert consumers when they reach a city with a Travel + Leisure guide.

For the app's launch, L/Certified by Lexus is the exclusive sponsor. Banner ads invite consumers to explore the brand's pre-owned vehicles.

When clicked, the ads take consumers to a Lexus landing page that loads in the device's browser. Here, consumers can check inventory, calculate trade-in value and read more about the brand's financing options.

"We are thrilled to have L/Certified by Lexus as the launch sponsor of the Travel + Leisure Travel Guide app," said Joseph Messer, publisher of Travel + Leisure. "This partnership aligns their brand with an exciting new product allowing them to reach our audience of passionate, frequent travelers who are actively seeking out guidance for their next getaway."

Travel + Leisure's [app](#) can be downloaded for free for Apple and Android devices.

Introducing Travel + Leisure's New Free App: The T+L Travel Guide

Branching out

Digitized travel content means that consumers can break free from toting around books.

French leather goods maker Louis Vuitton is complementing its print travel series with a mobile version for on-the-go travelers.

Available for Apple devices only as of press time, the Louis Vuitton City Guide mobile application takes the content available in the printed version and digitizes it for a better consumer experience while traveling. As with the books, the Louis Vuitton City Guide app covers 25 international cities and includes 12,000 addresses offering recommendations and highlights of a given locale ([see story](#)).

In addition to redesigns for its Web site and magazine ([see story](#)), Travel + Leisure has been extending its brand beyond its pages, taking on new roles in the travel planning journey.

The publication began providing instant gratification to its readers through an ecommerce partnership with experiential tour company Black Tomato.

The new service, Travel + Leisure Journeys, which launched in September via print and online, offers 20 different curated trips that consumers can book via Black Tomato's platform. This initiative, a first for Travel + Leisure, reflects a growing trend in the publishing industry to bridge the gap between content and commerce to find new sources of revenue ([see story](#)).

"We want to be a partner to our audience across their entire travel experience, providing them content and tools that are valuable to them when, where and how they want it," Mr. Lump said. "The travel guides are an essential way that we extend the relationship of the brand from the inspiring stories, images and videos that Travel + Leisure has always been known for into useful, expert recommendations that help people who are researching and planning trips, and then looking for the best options for spending their time when they are in their destination.

"Together with our suite of booking tools and travel products like Travel + Leisure Journeys, which we launched last year, and the various ways people can share and rate their experiences via Travel + Leisure's social channels and our annual World's Best Awards survey, Travel + Leisure now can genuinely be a part of every stage of a journey," he said.

"The new travel guides, both online and in app form, underscore our commitment at Travel + Leisure and at Time Inc. to engaging audiences in a 360-degree way, utilizing a variety of media types and platforms to super-serve their needs."

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