

PRINT

Orient-Express uses the power of print to inspire travel

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By KAYLA HUTZLER

International hotel, river cruise and rail company Orient-Express still believes in the power of print to display the passion behind its luxury travel options through the Orient-Express Traveller catalog.

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The company aims to engage and inform consumers with the mixed editorial and promotional content found inside its printed catalog. The Orient-Express Traveller is available for free to all of the brand's guests worldwide, key travel partners and stakeholders.

"We choose to communicate in a variety of ways so that our audiences can discover us in a way and at a time that suits them," said Tracy Herrington, director of strategic marketing for [Orient-Express](#), London.

"When we use a print piece, we also aim to make the most of the benefits of that medium – the tactile luxury that comes from the choice of paper, format and picture finish and cover embossing," she said.

"There can be a special sense of luxury about a beautifully-printed publication."

Going the distance

The front cover of the catalog is printed on glossy, thick-stock paper and features six photos of celebrations and branded properties.

The text underneath the photos reads, “Orient-Express. Celebrations, masterclasses, journeys and friends and family.”

The first page is an introduction and explanation of the brand’s mission.

The second spread features a photo-centric table of contents that points consumers to the catalog’s editorial features such as “A collection made over time” and “Water, wildlife ... and sheer wonder.”



Overall, the catalog contains 10 editorial features that offer travel inspiration, tips and photographic journeys.

Orient-Express explains the brand’s history and reputation for luxury through a timeline in the “A collection made over time” feature.

Additionally, it encourages travel to branded properties through the various destination features, such as in “Best of both worlds” article about vacationing in Bali.

“The inspiration is our travel collection itself – the breadth of experiences and destinations and our passion for sharing our stories and characters,” Ms. Herrington said.

“The cover is designed to catch the eye and showcase the diversity of our collection, in this issue with an emphasis on celebrations — something that we consider an Orient-Express specialty,” she said.

Best of both worlds

The 98-page catalog is printed on thick, matte paper with a white background and border on every page.

The pictures are all labeled so readers know which hotel property is being shown and the text is clean and easy to read.

The last 20 pages feature Orient-Express properties and various vacation offers. There are two listed on each page with one picture, a two-paragraph description and bulleted facts such as the number of guest rooms, dining and contact information for the general

manager.



The inside back cover features a QR code that leads to the Orient-Express Web site at <http://www.orient-express.com>.

“As for the shape, size and layout of the publication, we have selected a format that is distinctive and equally easy to read by the pool or carry home in a suitcase,” Ms. Herrington said.

“The layout is clean and airy with ample white space,” she said. “We use large images wherever possible and cluster smaller ones together to create a feeling of relaxation and ease.”

Orient-Express tries to embody the idea of elegant, luxury travel through the printed catalog.

Each issue highlights four selected properties and always references all of the company’s offerings including train travel.

“We hope it conveys our unique and genuine commitment to making travel special,” Ms. Herrington said.

“When you choose Orient-Express, we want you to embark on a unique and unforgettable journey and experience that extra authenticity and expertise that comes from a company of people who are exceptionally knowledgeable and passionate about their work,” she said.

Final Take

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