

Go Travel and WHSmith impress with new pillow display at Perth Airport

Travel accessory firm, Go Travel reports that it now has an impressive new display in WHSmith at Perth International Airport, following a ‘booming year’ for travel pillows for WHSmith Australia.



“The Go Travel team worked together with its Australian distributor, the Cache Group, to deliver a stand-out new pillow display this month in WHSmith’s new T4 store,” says the company.

“An impressive mix of digital and tiered stock-holding, the floor-to-ceiling pillow display increases visibility, maximises floor stock and will drive sales for this already fast-growth, space-hungry category.”

The new display is one of a number of Go Travel in-store initiatives at WHSmith Australia designed to highlight ‘category heroes’ and make it easier for consumers to identify Go Travel products.



FOUR NEW SHOP-IN-SHOPS AT SYDNEY AIRPORT

The Australian team has also introduced four new Go Travel shop-in-shops, with discussions for ‘more dramatic’ displays in both Sydney landside and Melbourne airside WHSmith stores.

Madison Pritchard, Accessories Category Buyer for WHSmith Australia says: “It’s been fantastic to work in partnership with Sonney and the Go Travel team, mutually seeking out opportunities to highlight best-selling products.

One of the Go Travel shop-in-shops at Sydney Airports WHSmith.

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"The collaboration has ensured we maintain best-in-class displays such as this new pillow installation and allows us to effortlessly tailor the portfolio to the passenger mix of a specific store."

Sonney Roth, MD, The Cache Group adds: "Our extensive market experience combined with the WHSmith team's vision offered a great opportunity to deliver this high-impact display."

It's already driving pillow sales to the next level and when combined with the new Go Travel shop-in-shop installations, the exposure for the Go Travel brand, not only in travel retail, but also nationally, has been outstanding."

Steve Worden, Sales Director for Go Travel, says: "We're delighted with the work Sonney and the team at WHSmith Australia have done to achieve this fantastic result."

It has allowed Go Travel to present WHSmith's consumer base with a much more comprehensive range of pillows that more accurately cater to their specific needs. It's one of many great examples indicating the strength of this region and we are excited to expand on future possibilities."



The new pillow display at Perth Airport.