



Category Review – Travel Accessories



L&R Distributors, Inc.

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P: 718-272-2100 • F: 888-562-4902 • www.lrdist.com

The Travel Accessory Category

The Travel Smart Company, a division of Conair, grew to become the industry leader in travel accessories by understanding the needs of the traveler and creating innovative and value-priced, top quality products to satisfy the needs of the business or family traveler.

The Travel Industry in the US exceeds \$887.9 billion annually.

- **78% of annual travel is for Leisure**
- **14% of annual travel is for Business**
- **8% of annual travel is a Combination of Business and Leisure**



1.8 million people fly daily across the United States.



Category Subcategories & Segments

Categories by % of Dollar Sales:

PC Adapters/Converters	33%
PC Locks	14%
Travel Bags	13%
Travel Appliances	10%
Travel Security Wallets	8%
Travel Sundry Pouches	8%
Travel Comfort	8%
Travel Carts	4%
Electronic Smartphone	3%



Category Consumer & Trends

The Travel Accessory category is shopped by both men and women.

This category is a destination for consumers who are planning to travel. Millennials are growing up in a world where travel is easier and relatively cheaper than for previous generations and they are taking full advantage of this to travel the globe in search of new experiences.

The number of domestic flights per year is used to measure travel by month. Travel is historically down slightly in January and February but otherwise it remains relatively consistent from month to month throughout the remainder of the year.



Top Selling Items

L&R #	SAJ 7#	SAJ 6#	DESCRIPTION	UPC
199601	1880608		INSPECTION STATUS LOCK 3 DIAL	0-39052-82638 - 2
190771	1918226	903393	MINI BRASS PADLOCK 2PK	0-39052-04401 - 4
148278	1547744	122622	LUGGAGE TAG TRAVEL DELUXE 2PK	0-39052-81360 - 3
142808	1548767	124032	TRAVEL SMART LUGGAGE TAGS	0-39052-81013 - 8
203787	1698281		ADAPTER PLUG EUROPE/ MID EAST	0-39052-72000 - 0
203788	1699479		POLORIZED ADPTR PLUG N/S AMERICA	0-39052-74000 - 8
190773	1680503		TRAVEL TRANSPARENT SUNDRY KIT	0-39052-82625 - 2
182941	1586783		TRAV EYE SHADE & EAR PLUG SET	0-39052-82945 - 1
230073	1763200	379990	INFLATABLE FLEECE NECK REST BK	0-39052-00579 - 4
190779	1873272	888206	TRAVEL BOTTLE 3OZ	0-39052-82995 - 6



L&R Distributors, Inc.

New Planograms

These planograms are available from our New York warehouse.

2ft x 66" Travel Smart

Quote #621123

4ft x 66" Travel Smart

Quote #621094

14" x 48" Power Wing

Quote #621120

Note: Select travel items are available to ship from our Pine Bluff warehouse.

