



## **"It's Suddenly Chic to be Cheap" Sales-Fax News is Told by Expert Joel Chusid, Chairman of the Association of Travel Marketing Executives**

*Sales-Fax News Reports on Where Opportunities Exist for Marketers Within the Travel Industry*

New York, New York ([PRWEB](#)) March 23, 2009 -- Joel Chusid, Chairman of the Association of Travel Marketing Executives tells Sales-Fax News that the travel industry, although witnessing a downturn, remains optimistic. The Association, whose members are travel industry marketers, believes that by using a variety of marketing methods, the consumer can be encouraged to travel.

Chusid compares the current attitude among travelers with that which existed after the September 11, 2001 terrorist attacks. At that time the prevailing word was "fear." Today, it is a combination of fear and guilt. Fear regarding one's own financial situation and guilt because if you have the means to travel, you question whether it is the right time to indulge in leisure pursuits.

The time to travel could not be better, according to Chusid. He says that "prices are coming down" everywhere. "It's suddenly chic to be cheap." Lower fares, combined with great hotel deals, with some high-end hotels offering extra nights, create attractive incentives for travelers. Even family-oriented destinations are supporting the effort. Disney has adjusted their offers for multiple passes to their amusement parks.

Chusid also reminds marketers that weddings and honeymoons offer great niche opportunities for the travel industry. Regardless of the economy, "People are still going to get married."

To promote these efforts, Chusid says that the travel industry is embracing more direct marketing efforts such as e-mails and mailings.

Web Site: <http://www.sales-fax.com/j/index.php/news/current-issue>

Editorial Contact: Mary Ann Cavlin, Editorial Director, Sales-Fax News

Source: \$ALE\$-FAX NEWSTM, published since 1993, is an online news and information resource published exclusively for the advertising media or sponsorship community, featuring unique content that provides the insider's view on advertising campaigns.

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### **Contact Information**

**Mary Ann Cavlin**

Sales-Fax News

<http://www.sales-fax.com>

212 684-9735

**Cameron Bennett**

Sales-Fax News

<http://www.sales-fax.com>

212 684 9665

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