

A man in a dark suit and glasses is walking on a wet, reflective street. He is looking down at a smartphone in his right hand. The background is a blurred city street with wet pavement reflecting light. The overall mood is professional and modern.

LUGGAGE

2022 LUGGAGE MARKET REPORT

When it Rains, it Pours



LUGGAGE

2022 LUGGAGE MARKET REPORT

When it Rains, it Pours

AS ONE CAN **IMAGINE**, THE **DEMAND** FOR LUGGAGE IN THE INCENTIVE, RECOGNITION, AND REWARD BUSINESS HAS **SURGED** WITH THE RETURN OF TRAVEL. THE BIG CHALLENGE NOW? **SUPPLY AND DEMAND.**

LUGGAGE

2022 LUGGAGE MARKET REPORT



RRN CHECKED IN WITH INCENTIVE REPRESENTATIVES, DISTRIBUTORS, AND MANUFACTURERS IN THE LUGGAGE INDUSTRY TO FIND OUT WHAT'S HAPPENING NOW THAT PEOPLE ARE TRAVELING AGAIN.

LUGGAGE IS SURGING

as an IRR category, affirm **Debbie Mischel**, President, and **Sara Dattolo**, Sales Consultant, at **Pilgrim Promotions**, a NY-area incentive representative which represents American Tourister, Tumi, and Samsonite among other brands. "It is definitely coming back. There are still supply chain issues, but more stock is coming in and we are told the fourth quarter will be even better," says Mischel. The most popular items in the category they say right now are hard-sided luggage, under-the-seat carry-ons, and backpacks.

"**Briggs and Riley** luggage sales are off the charts," says **Kimberly Biggs**, Special Markets Sales Manager. "We invested in inventory, launched a new version of our flagship collection Base-

line, and added customer experience folks to improve service. Best sellers are carry-ons and hard-sided luggage. Companies are eager to improve employee gifts for years of service, swag, on-boarding and travel." The company's Baseline is a soft-sided luggage line.

George L. Cassius, President, of NY-based **Earth Gear Corporation**, a luggage wholesaler specializing in the corporate market, sees the same interest in hard-sided luggage and says he is experiencing more orders for sets or single units for bulk programs. "Clients who only did drop-ship are now taking bulk orders." He says the supply chain issue has remained a challenge but that his company has "product available for immediate delivery, including two-piece soft-sided sets,



Earth Gear Corporation



Briggs and Riley



LUGGAGE

2022 LUGGAGE MARKET REPORT



Tumi

three-piece hard-side sets, and single units in hard side and soft side.” His company carries the **Nomatic** and **Aleon** lines as well as private label brands.

“To anyone who has flown recently, it’s pretty clear that air travel is back in a major way,” says **Mike Landry**, Director of Corporate Sales for **Tumi**. “We follow the metrics very closely and while international flights - particularly Pacific Rim – lag behind, North American domestic travel has almost fully recovered. American TSA numbers prove this. Carnival Cruise Lines, for example, had its best booking day in its history a few weeks ago. The question is, for those of us that sell luggage into the space that is primarily used for business travel, how much travel is being done for business and how much leisure. We are seeing the debut of something called “bleisure”--travel where a person might go to a conference in a city



“We follow the metrics very closely and while international flights - particularly Pacific Rim – lag behind, North American domestic travel has almost fully recovered. — Mike Landry, Tumi

they’ve never been to and stay a few extra days. We are also seeing something referred to as “revenge travel,” which is essentially a group or an individual that’s just had it with the pandemic. Incentive group travel has been a little slower to come back, notably because of the lead times that it takes to plan a large group event, and the hesitancy that comes along with that.”

Travel accessory sales in the recognition/rewards/corporate gifting channel have never been stronger, Landry says. “As business travel comes back, not to mention group incentive travel, the demand has far outstripped the supply. Luggage

and business briefs and business backpacks have always been a central category in the employee engagement world, but regrettably, the category has been crushed with the supply chain issues that you read about every day. If it isn’t the bag factory, then it is the zipper factory, and if it isn’t the zipper factory it’s the coating (zipper paint) factory. Then, once goods get to North America, we have challenges with trucking companies. We are working through all this, and I am extremely optimistic about a late third quarter or early fourth quarter recovery in terms of inventory. Certainly, the category is committed to that.”



Earth Gear Corporation

Tumi

Incentive Rewards Recognition Mid-Year 2022 Market Report

Created for the Brand Media Coalition and RNN at RewardsRecognitionNetwork.com

[Links Unlimited](#)

Links Unlimited is a master fulfillment company serving the incentive, loyalty, gift-giving and promotional markets in the U.S. and overseas. It has relationships with the most desirable brands and warehouses and fulfills orders under their brand guidelines.

[JustRewards™ Experiential Travel Packages By Pulse Experiential Travel](#)

For over 35 years Pulse Experiential Travel has been forming relationships with well-known properties, venues and events to provide travelers with an “insider” experience because of our long-standing connections.

[Bulova](#)

With its portfolio of quality crafted watches by Bulova, Caravelle and Wittnauer, and distinctive Bulova Clocks, Bulova is ideally suited to meet the diverse needs of the corporate gift market. We offer products perfect for all ages, occasions, and personal styles.

[Castle Merchandising](#)

Castle Merchandising provides high-quality brands for incentive, recognition, loyalty, and promotional and event gifting, with a focus on luxury watches, sunglasses, compelling jewelry brands such as Alex and Ani, name-brand and designer-label apparel and accessories.

[CarltonOne](#)

CarltonOne offers three multi-experience B2B technology platforms supported by a Customer Success team with extensive experience in sales support and program design.

[1-800-FLOWERS.COM, Inc.](#)

1-800-FLOWERS.COM, Inc. is a leading provider of gifts to help customers connect and celebrate. Brands include 1-800-Flowers.com®, 1-800-Baskets.com®, Cheryl's Cookies®, Harry & David®, and more.

[Ugg](#)

Boots, shoes, and slippers, and related accessories for women, men, and children, based on the line's original traditional sheepskin classic boot design from Australia and New Zealand.

[The Engagement Agency](#)

The Engagement Agency is a full-service support organization for any type of engagement solution provider seeking to expand into the rapidly growing engagement field.

[Ray-Ban Sunglasses](#)

Never just a transient trend, Ray-Ban eyewear marks out the wearer as an individual of taste and discernment. And now, seven-and-a-half decades after the first pairs of Ray-Ban Aviators helped U.S. pilots reach new heights, Ray-Ban remains an enduring classic.

[Partners for Incentives](#)

Partners for Incentives is a full-service incentive, recognition, and loyalty company that sells through and supports promotional distributors, incentive, recognition, and loyalty companies.

[Oakley](#)

Oakley is a high-end active sports and lifestyle brand with a focus on technology and innovation that improves the quality of peoples' lives. The brand is associated with ruggedness and competitiveness, style, and a joy of action and entertainment.

[GGI Luxury Brands, A division of GGI Worldwide](#)

GGI Luxury Brands offers a fusion of dynamic, elegant and quality brands and products that tell the perfect story for every gift, reward, experience, promotion program or corporate amenity.

[Citizen Watch](#)

Citizen Watch is the market leader in the U.S. mid-price luxury market, making it the leading brand in the incentive and recognition market. It offers one of the widest arrays of product offerings in the watch and clock categories, with many choices in pricing, fashion and function.

[Callaway Golf](#)

Callaway Golf has a tradition of innovation and high-end engineering and of pushing the limits with new technologies that have continually provided new ways for recreational golfers to improve their games.

[Amazon](#)

Amazon.com is the world's online marketplace for books, A/V; home audio; electronics, gift cards, not to mention clothing, shoes, jewelry, watches; music, and more. It has helped revolutionize the home with Alexa and reshaped the loyalty business with its paid Prime service.