



Seasonal fall inspired key cards get noticed and create additional value when you include enhancements that make the cards even more special and keepsake precious. Rely on PLI to help make cards **memorable and photo-worthy shareable** with -

- Shiny foil and glitter graphics
- Unique shapes and textures
- Holographic-like dimensional images
- Iconic pumpkin spice and other seasonal scents

Fall Season Key Cards Color the Experience

The difference is in the details and hotel key cards are an important detail. Seasonal fall inspired key cards can help enrich the guest experience, making it more memorable, shareable and re-peatable. They are an easy-to-implement and affordable way to discern, add value and show you care.

Leverage Popularity and Sentiment

Data indicates that fall is the most beloved season. *Nearly 29% of Americans prefer fall to any other season.* When fall inspired key cards are artfully designed, incorporating the rich colors and feel-good images of the season, they grab the attention and emotion of your guests.

Attractive fall key cards can help promote seasonal attractions and activities –

- Fall foliage drives and hikes
- Pumpkin patches
- Corn mazes and hayrides
- Apple picking
- Fall harvest menus
- Haunted houses and ghost tours

All these experiences contribute to an enjoyable, socialized, do-it-again, guest stay.

Thoughtful Connection

Handing a guest a key card with a special fall inspired design is an opportunity to create an important personal connection with that guest, evoking a *that's a great idea, a thoughtful touch,* or *how considerate moment.* Fall cards are ideal to commemorate –

- Get-away weekend
- Back-to-school last fling
- College send-off
- Homecoming celebrations
- Football season
- Halloween
- Thanksgiving
- Diwali/Festival of Lights
- Rosh Hashana/Jewish New Year

Consider funding fall key card marketing programs with co-branding or sponsorships with local –

- Colleges
- Restaurants
- Specialty retailers
- Family attractions
- Sports teams
- Seasonal tours

To find out more about how PLI can help you create seasonal fall inspired and other special key cards that are notable, shareable and memorable, please contact us today.