



## Patriotic Key Cards Enhance the Experience

Hotel key cards are an important detail, and attention to detail is what makes the preferred difference. Patriotic inspired key cards can help enrich the guest experience, making it more memorable, shareable and repeatable. They are an easy-to-implement and cost-effective way to differentiate and show your care.

### Cause to Celebrate

Patriotic holidays create occasion to celebrate, and often that celebration includes travel with overnight lodging. When you hand a guest a key card with a patriotic design, that can create an important, *that's a great idea, a thoughtful touch, or how considerate moment.*

Patriotic cards are ideal to commemorate –

- President's Birthdays
- Independence Day
- Labor Day
- Memorial Day
- Constitution Day
- Veterans Day
- Flag Day
- Election Day
- Patriot's Day

### Reason to Recognize

Beyond patriotic holidays, patriotic inspired key cards also connect with and appeal to various audiences, making the experience special, personal and thoughtful for various guests and events, including-

- Active and Past Military
- Citizenship Organizations
- Scouting
- Political
- Sporting

And data indicates patriotic themed merchandise is increasing in popularity across a broad audience.

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

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

- Shiny foil and glitter graphics
- Unique shapes and textures
- Holographic-like action images
- Choice of designs that appeal to various audiences
- Write-in area to customize for everyday celebrations and personal accomplishments

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Card Marketing Solutions



Memorial Day, 4th of July and Labor Day are all among the top 5 most beloved American holidays. An estimated 44.2 million Americans will travel 50 miles or more for July 4th celebrations. More than 39 million will travel for Memorial Day, and 25% of Americans intend to travel for Labor Day. Much of that travel can include overnight hotel stays. When you consider *guests view their hotel key card an average of 8 – 12 times during their stay*, these three popular holidays alone provide millions of opportunities to enhance the guest experience with unique, thoughtful patriotic key cards.

Wallet Hub 2017 holiday statistics

