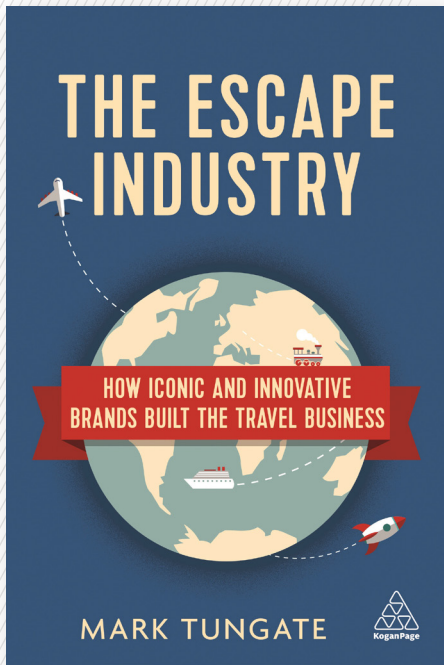


NEW
BOOK

How did the world's most iconic travel brands shape an industry?

THE ESCAPE INDUSTRY EXPLORES THE EVOLUTION OF THE TRAVEL INDUSTRY, THE LESSONS TO TAKE AWAY, AND WHERE IT WILL GO FROM HERE



The Escape Industry: How Iconic and Innovative Brands Built the Travel Business by Mark Tungate, is out now, published by Kogan Page, priced £19.99. For more information see: <https://www.koganpage.com/product/the-escape-industry-9780749473501>

The concept of travel is one that is universally glamorous and attractive. It is a multi-billion dollar industry where the top travel brands constantly compete to stand out from the crowd and connect with a mass consumer market... but what led them to this point? And what are the branding secrets that have enabled some of the leading names to survive, while others have failed and disappeared?

The pioneers of the travel industry can teach businesses in all fields important lessons about what it takes to thrive and disrupt an industry. Now in a new book, *The Escape Industry*, journalist Mark Tungate explores the brands that have shaped travel, in an entertaining and insightful way that will appeal to business leaders, entrepreneurs, marketers and travel fanatics alike.

In his customary accessible and informative style, author Mark Tungate takes us back to the very beginnings of some of the biggest brands in the industry. How did Thomas Cook make the journey from Baptist preacher to founding one of the biggest travel companies in the world? How did the founder of The Ritz make his way from being fired from a hotel at 15 to

creating an establishment that would redefine glamour in the 20th Century? How did the rivalry between British Airways and Virgin Atlantic teach the world important lessons about branding, advertising and promotional opportunities?

In *The Escape Industry* Tungate explores the stories behind these great pillars of the travel world. He starts from the beginning, taking us through the initial spark of interest in travel in the 1800s, through the rise of the hotel industry and commercial air travel, right up to the how digital innovators like Lastminute.com and AirBnB have influenced the present commercial travel industry.

Finally, the book looks to the future – space travel. What are the commercial spaceflight ventures which have been launched? And how soon can we expect space hotels to become available to paying customers?

Studded with exclusive interviews and alive with incidents and anecdotes, *The Escape Industry* takes readers on a journey into the heart of a fascinating business.

ABOUT THE AUTHOR

Mark Tungate is a British journalist based in Paris. He is the author of several books about branding and marketing. His articles have appeared in publications ranging from Campaign and Advertising Age to the Financial Times and The Daily Telegraph. He is a regular contributor to the ad industry intelligence site AdForum. Alongside his writing, Mark is editorial director of the Epica Awards, an annual competition in which journalists who are specialists in their field celebrate excellence in design, advertising, PR and branded content. He has lectured on advertising and branding at universities and conferences around the world.

EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE:



Mark Tungate

Mark Tungate is an experienced journalist and broadcaster and is available to provide expert comment, features and interviews on a number of topics, including:

How did Thomas Cook become one of the biggest names in the travel industry?

The tale of Four Seasons: The birth of the world's most luxurious hotel

Who is winning the space tourism game?

Behind the glamour: the destruction that lies behind the travel industry

How did AirBnB shake up the travel industry?

Does AirBnB open the doors to discrimination?

Is tourism damaging the planet?

The birth of Ryanair and the low-cost airline

The problem with voluntourism: How ethical is volunteering abroad?