



## **CONTIKI'S LIVELY BRAND REFRESH IS READY FOR A WORLD CRAVING SOCIAL TRAVEL EXPERIENCES AND A NEW KIND OF GREEN.**

*Contiki's refreshed identity modernises the brand, while reinforcing the fun, sustainability and irreverence it's been associated with for 60 years.*

**Tuesday 18th January, London:** The global pandemic hasn't just restricted young people's ability to travel. It's also closed them off to the kind of social connections that are essential for personal growth. To reflect a brighter future for travel - as well as this bottled-up desire for authentic human connections - Contiki, the world leaders in youth social travel, has launched a bold evolution of its brand identity.

As well as an eye-catching new look and feel, signifying an optimism for the industry that meets the new needs of Gen-Z and Millennial travellers, Contiki has also realised its ambition of becoming entirely carbon neutral. This refreshed positioning is laser-focussed on the fun, social experiences and sustainability that the brand has been associated with for 60 years.

"During these strange times, we took some time to really understand what our travellers will want when the so-called 'new-normal' arrives" said Simon Llanos, Contiki's CMO. "We thought about our position and how we communicate Social Travel, something the world has dearly missed. We focussed on the things that are uniquely us: sharing incredible experiences, with brilliant people and a sense of fun, humour and community. We really feel we've bottled this feeling with our lively new brand evolution. We can confidently say: 'we look how we feel'"

Contiki's energetic new look and feel is an expression of its values. The vivid colour shade, led by Contiki Green, leans into the energy, power and wonder of the feelings the brand creates on trips. "The evolution firmly places community at the heart of everything we do at Contiki, it expresses the emotional excitement of sharing your first travel moments with new friends from across the world," Llanos said.

Contiki Green represents not only the new brand positioning but also the brands take on sustainability, 'a new kind of green'. "Contiki trips are intelligently designed to be 100% carbon neutral but sacrifice none of the fun or wonderful experiences to achieve this," says Tasha Hayes, Contiki's Sustainability Officer. "We know that sustainability is incredibly important to our travellers but so is a complete travel experience and having a great time; we've looked at everything from our processes to communication to bring in line with the 'new kind of green'" Hayes ended.

"One thing the pandemic brought into significant focus," continued Llanos, "was the importance of our global community. Even when we were locked down in our homes, we were still connecting, still dreaming about travel and co-creating some inspirational content with our travellers and partners. Even when we couldn't travel, those special social bonds that are made



on a Contiki trip endured - and that is truly unique to us. So for 2022 and beyond, we live by our brand philosophy of 'Travel.Together.' which means to travel with one another, the cultures we enjoy and the environment, too."

The evolution for Contiki comes at a time where the brand has set ambitious goals for 2022, continuing its global expansion in the 18-35s market. "In the last 2 months we've really started to see encouraging signs of a meaningful recovery," said Adam Armstrong, Contiki CEO. "Our travellers are resilient, confident and eager to resume their travels. We've developed this exciting new positioning with their help - and we look forward to welcoming them back to Social Travel with Contiki this year."

To celebrate the brand evolution Contiki have released two new brand videos.

Link 1 - [Brand explainer with team](#)

Link 2 - [Brand explainer](#)

For more information please [visit](#)

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## **Images**

**Hero Image:** <https://we.tl/t-NnKIGQSV6N>



**Secondary Images:** <https://we.tl/t-hVOCqIMBbS>

## **ABOUT CONTIKI**

Contiki are the world leaders in social youth travel. We've been providing amazing travel experiences for young travellers, from 18-35 years old, since 1962. Imagine how good you would be at something if you had been doing it for more than 60 years?



Everything about Contiki is deeply rooted in our core values 'Make Every Moment Count' and 'We're about people'. We don't just talk the talk, we walk the walk and live by our brand philosophy of 'Travel.Together.' which means to travel with one another, the destinations we visit, the cultures we enjoy and the environment, too.

#### **ABOUT THE TRAVEL CORPORATION**

The Travel Corporation (TTC) is a highly successful, stable, and solvent family-owned and passionately run international group of 40 award-winning brands, which celebrated its first 100th Anniversary in 2020. Our exceptional portfolio of brands spans across 70 countries and offers an extensive selection of international travel and tourism companies, encompassing a variety of guided travel experiences, independent holiday packages, boutique river cruising, luxury hotels and safaris. We are committed to consistently delivering outstanding service, experiences and value to each and every one of our guests and we do so through continuous innovation. Beyond our commitment to provide the world's leading holiday experiences, TTC reassures travellers in these uncertain times that their future travels are safe with us. The financial strength and future longevity of the business is backed by the transparent exposure of the companies Red Carnation Hotels unencumbered fixed assets in excess of US\$300,000,000 as of December 31, 2019. For more information, please visit [TTC.com](http://TTC.com) or follow us on Twitter and Instagram while using our hashtags #TravelWithTTC and #MakeTravelMatter.

#### **CONTIKI CARES. POWERED BY TREADRIGHT**

Contiki is a founding partner of TreadRight, a not-for-profit foundation established by The Travel Corporation in 2008 to encourage sustainable tourism within its family of amazing travel brands. The TreadRight Foundation supports projects that help the environment, protect and conserve ecosystems, and benefit communities. See more about TreadRight at [TheTreadRightFoundation.com](http://TheTreadRightFoundation.com) - TTC - Make Travel Matter