

Finally, a New Travel Program That Benefits Everyone

First, you start with a piece of bright orange spandex, add some advertising graphics, fasten two torch lights to the spandex, and then strap it onto a piece of carry-on luggage. And voilà! You have the first patented mobile luggage billboard that will reward travelers all over the world. It's all part of the new ORBTT (orbit) program.

It's a truly simple and ingenious ad platform that promises travelers who use the piece of spandex a bunch of deals and freebies as they travel the globe. Advertisers put their graphics onto the orange sleeves, which get a lot of attention as they roll through airports and onto planes. Two ad torch lights fastened on the luggage are also used to shine company logos on the floor, ceiling and walls.

The advertisers finally have a program they don't have to pay for upfront as they may gamble on their ROI. Marketers then use existing inventories from their own coffers to essentially donate to the ORBTT Program.

Volunteers, or what the company calls ORBTTERS (orbiters), pay an upfront \$19.99 fee to join this program. For this small fee they get a spandex sleeve that protects their luggage and two ad torch lights that act as nightlights and flashlights when they travel. The fun begins when they really see the value of the program as they travel through airports, train stations, and cruise ports.

Advertisers reward the ORBTT volunteers with fantastic freebies only offered on the ORBTT platform. They include free baggage fees, free seat choice fees, free Wi-Fi on planes, free sandwiches, free alcoholic drinks, free entry into airline lounges, and free upgrades to first class offered through a by monthly lottery-like system on certain flying or travel days via train. And that's just the beginning! Other awards include free airport and cruise port parking, free coffee, and free ride sharing. The more advertisers that join up, the more ORBTTERS receive when they travel.

"This will give many folks, including families who don't take vacations because of financial restraints, a no-brainer to do so when they can save so much money by joining the ORBTT program," said Gary German, the brainchild behind the ORBTT Awards Program.

"Every time that I would travel, I was inundated with travel fees. I know every travel company has to answer to shareholders, so I came up with a plan that would help travel companies with their ROI and at the same time ease the pain for the traveler. Everyone is happy under our easy to use, highly visible program," added German.

ORBTT should be around for a long time, as long as both the advertiser and the ORBTTER are happy.

Story by Jonathan Savoy, CNN Travel