

# Americas Great Resorts

eMail Marketing

**Luxury Travel Program  
Since 1986**

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# Background



**The program was started as a magazine**

**(*Americas Great Resorts*) in 1987 with the Citibank AAdvantage card program.**

**It served as a retention, loyalty, card usage marketing tool for the AAdvantage card through the mid 1990's.**

**Transitioned to an online site with distribution to the Highest Income card holders, and members of the Private Banking customer group with portfolios that showed a significant travel profile.**

**Transitioned to a digital web format in 1996 and began opting in card members to our eMail program to receive relevant eMails from luxury travel partners that would reflect the customers personal interests.**

**Current customer base over 2.5 million opted-in customers**

# Audience Profile and Qualifying Options



**100% of our customer base has  
HHI of \$100,000+  
Frequent Travelers  
Qualifying data criteria includes:**

**Market selections:  
by city, state, zip code**

**Lifestyle activities  
Spa - Golf - Outdoor activities -  
boating - dining - wine - skiing -  
shopping - gambling**

**Gender- HHI - Net Worth - Home Ownership  
values**

**Families w/ Kids in Home  
Married no Kids**

**Previous visit histories within specific time  
frames etc.**

# eMail Marketing

Effective eMail marketing strategies are among the *most efficient and successful* ways to generate immediate incremental revenue with prospects and customers.

Our eMail marketing service draws on our 2.5 million+ customer base of frequent, high income, lifestyle active customers using our sort tools to isolate only the right audience for your creative promotional message.

In a partnership with online travel booking sites we have the capability of determining how many of our customers have been to a specific destination during a specific time frame.

Our eMail program utilizes your own creative HTML file which is deployed to the select audience that you have preselected.

**Track Results:** After deployment we send you a “LIVE” tracking report to watch the responses come in. Within 2 – 3 weeks after deployment we can work with clients to generate a conversion study which measures actual contribution to room nights and revenue.

**Call Jeff Roberts at 203-984-0281 or  
eMail [jeffreyrob1@att.net](mailto:jeffreyrob1@att.net)**

**to request more information or a specific sort without obligation and determine what the costs would be for your next campaign.**

# Partial Client List

**The Greenbrier  
Ritz Carlton  
Four Seasons  
Hawaii Visitors Bureaus  
Colonial Williamsburg  
Telluride  
Montreal Tourism  
Quebec Tourism  
Marriott Resorts  
Starwood Hotels  
Hyatt Hotels  
Pebble Beach Resorts  
Tennessee Aquarium  
Montreal Tourism  
Quebec CVB  
Palm Beach CVB  
Montage Laguna Resort  
The American Club  
Fairmont Hotels  
Destination Hotels  
Kiawah Island Resort  
Canyon Ranch Resorts  
Kahala Hotel & Resort**

# Case Studies

## Sea Island Resort

Deployed an eMail to 40,000 targeted Luxury customers.

A conversion study was done 3 weeks after

deployment to determine the program ROI.

The study showed that Americas Great Resorts eMail, contributed a ROI of 19 to 1 revenue to cost.



Sea Island<sup>®</sup>

THE CLOISTER & THE LODGE

ACCOMMODATIONS  
START AT

\$395

View for details.

Some restrictions apply. Limited time offer.

# Case Studies

## Ritz Carlton Residence Clubs

Deployed two eMails for Ritz Carlton Vail and Ritz Carlton Tahoe to a combined total of 150,000 targeted luxury customers.

A conversion study was done 3 weeks after deployment to determine the programs ROI.

It showed that Americas Great Resorts eMail was responsible for 20% of all December bookings.



INTRODUCING VAIL'S MOST EXCLUSIVE NEW ADDRESS!

*The Ritz-Carlton Residences, Vail*



YOUR PRIVATE INVITATION TO VIEW THE LATEST ADDITION TO THE RITZ-CARLTON RESIDENCES!



RCR Vail, LLC, an affiliate of  
**VAIL RESORTS**  
DEVELOPMENT COMPANY

Ascent | Sotheby's

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\*Currently available with the purchase of a residence subject to the applicable terms and conditions.

# Corporate Meeting Planners

We also have a  
**Corporate Meeting Planner  
Database**

**of 300,000+  
that may be sorted by the  
following qualifiers:**

**Geo**

**Size of company**

**Total Revenue**

# Procedures and Pricing

- 1. Client requests a specific sort of the customer base**
- 2. Final numbers from sort are generated, sent to client along with a CPM price for deployment**
- 3. Within the week before deployment client needs to supply a link to creative HTML file, Subject Line and Test Address list, along with a check for full payment.**
- 4. An eMail test is executed to clients requested addresses.**
- 5. Once the test is approved, deployment is executed on the targeted date and a live tracking link is issued.**
- 6. 2 -3 weeks post deployment Americas Great Resorts can work with clients to conduct a conversion study. This will determine the eMails contribution to incremental room nights and revenue.**

**Additional eMails and  
Tracking Examples  
Provided on Request**

**Thank you**

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**Americas Great Resorts**

**eMail**

**Data Mining**

**CRM Solutions**