

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.

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®

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

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The Ritz-Carlton Residences, Vail are not owned, developed or sold by The Ritz-Carlton Hotel Company, L.L.C. RCR Vail, LLC uses The Ritz-Carlton marks under license from The Ritz-Carlton Hotel Company, L.L.C. Obtain the Property Report required by federal law and read it before signing anything. No federal agency has judged the merits or value, if any, of this property.

*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