



Clairvoyix Targeted Marketing Overview

Marketing Automation to Drive Incremental Business

Introduction

Clairvoyix is a full service marketing automation and services company that has roots in hospitality specific database marketing. Essentially we manage the process of collecting past guest and prospect data, cleaning the data (e.g. national change of address process), and enhancing the data with household level demographic information (e.g. presence of children, marital status, etc.) thereby enabling targeted marketing with the highest possible ROI at the lowest possible cost. We can provide marketing reports for management/owners meeting's, we can develop and assist with the creative process, we can help with determining optimal media spend, and we can execute targeted marketing campaigns as a turn-key "no hassle" process.

As of December 31st, 2009 we have over 30,000,000 travel and leisure consumers in our client databases. This represents over \$9 billion dollars of tracked revenue. Our clients cover the spectrum of property types from limited service to up-scale, luxury resorts. All clients share the same objectives: increase ADR; increase loyalty; drive new business.

What you can expect when you partner with Clairvoyix

Your property or group of properties will join a marketing company that understands your unique challenges. You will soon have a past guest database that is unique in that we have all past guest detail necessary for targeted and personalized marketing campaigns including demographic data; golf, spa, retail, etc. data; aggregated data such as average length of stay, number of stays, lifetime spend, etc.

Clairvoyix will manage the complete past guest and prospect database management process including:

- Transfer of past guest property specific information to your marketing database
- Import of related guest data (spa, golf, etc.)
- Import of prospect lists (internal and external)
- Household level demographic data appends to selected past guests

Element Number	Element Description
1	Home Owner/Renter Code
2	Age in 2-year ranges
3	Presence of Children age 00-17
4	Marital Status
5	Length of Residence Code
6	Household Income Identifier
7	Responder Education
8	Occupation code of person
9	Mail Order BUYER
10	Family composition



11 Mail Order Responder

Clairvoyix will assist you with the strategy and execution of targeted marketing campaigns. We will also help you develop reports for ownership/management meetings. These services include:

- Analysis of past guest data to determine optimal prospects for a campaign
- Development of analytical reports for presentations at management meetings
- Analysis and/or design of creative that is media friendly for optimal ROI
- Campaign execution (direct mail, email, mobile, web)

These are just a sample of the services we will provide in order to ensure the greatest possible return on your marketing investment in Clairvoyix.

Four areas of focus

1. Past Guest/Prospect Data Hygiene and Enhancement

Everything starts with your consumer data. If it is not accurate you risk alienating top guests or ignoring them altogether. We make sure the mailing address, the email address, and the telephone number is accurate and valid so that you know you are reaching the maximum number of prospects for a given marketing campaign. Additionally we de-duplicate your past guest data and we will perform periodic National Change of Address (NCOA) processing.

Services include:

- a. Data hygiene
 - i. Mailing address hygiene (USPS Zip+4 master file specification)
 - ii. Email address hygiene (e.g. domain exist)
 - iii. Telephone number hygiene (area code matches prefix)
 - iv. Name standardization (Robert, Bob, Bobby is the same)
- b. Data enhancement
 - i. Demographic appends (see standard list above)
 - ii. Email appends (add emails to mailing address only past guests)
 - iii. Other services (e.g. profiling of past guests)

2. Targeted Marketing

The definition of targeted marketing is simply the process of sending fewer communications with a higher response rate. We accomplish this by targeting guests with a wide range of available criteria (over 100 variables) such as: average length of stay, presence of children, income, lifetime spend, total number of visits, arrival and departure day of week, golf/spa/retail/restaurant spend, last arrival date, etc.

Services include:

- a. Integrated cross-media marketing



- i. Direct mail (including Personal URL's - PURLS)
 - ii. Email (including Personal URL's – PURLS)
 - iii. Mobile Marketing
 1. Campaigns (in-bound, out-bound)
 2. Alerts: “my room/reservation/spa appointment is ready”
 - iv. Web Sites (SEO/PPC/Web Site leads capture)
 - b. Segmentation: RFM code, geography, demographics, lifestyle, etc.
 - c. Campaign ROI: Actual revenue captured from closed folios
3. Media Spend/Planning: know your markets by state, county, DMA, MSA, Zip
 4. Intelligent Prospecting: purchase lists based on modeled past behavior

Professional Services

We understand that your properties must respond to changing market conditions and property specific challenges (e.g. low demand) in a timely manner. We will continue to deliver “list pull” and similar basic requests within a two business day timeframe.

1. Analysis Services
 - a. Basic: what are my top states/counties/DMA's/Zip's during my slow season?
 - b. In-Depth
 - i. Profiling – who likes extended trips abroad, who travels with children, etc.
 - ii. Cluster Coding – distribute past guests in clusters to determine like behavior
2. Targeted List Pulls/Analysis
 - a. Example: give me all past guests who visited last July 4th and spent over \$1,000?
 - b. List pulls based on mutually agreed to criteria
3. Campaign Services
 - a. Transfer list pulls to fulfillment partner/corporate marketing
 - b. Personalization of email, direct mail, and mobile campaigns
 - c. Full execution of integrated cross-media campaigns
 - d. ROI analysis at conclusion of campaign



Creative Services

Our creative team can provide a range of services including full concept to finished product. We can also take existing creative from your agency or internal staff/HQ and help ensure the greatest ROI from your targeted campaigns by utilizing industry best practices and our own proprietary solutions for direct mail and email design. Whatever your need we will work collaboratively with all parties to ensure both the highest possible ROI and with full legal (e.g. CAN-SPAM) and compliance with your corporate standards.

Campaign Creative Samples on the following pages:

1. Golden Door Spa – Full concept (collaboration with LXR marketing) to finished product
2. Arizona Biltmore – collaborate with property personnel and outside agency
3. Grand Wailea – collaborate with property personnel



50th ANNIVERSARY

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We offer an all-inclusive transformative retreat inspired by Asian influences so evolutionary that they are as relevant today, as they were 50 years ago. Come and enjoy an experience so rejuvenating, it stays with you long after your stay with us.

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- Designed for you - All Inclusive Spa Experience
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Should you have questions, please call Reservations at:

(800) 424-0777

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Sincerely,

Rachel Caldwell
General Manager
Golden Door Spa
Escondido, CA

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To unsubscribe from email marketing by the Golden Door, a Luxury Resorts & Hotels property, please [Click Here](#). Please allow up to 10 business days for processing opt-out requests. You will continue to receive transactional email messages such as reservation confirmations.



Dear [Name],

It's time to escape! Take a break from the swings of Wall Street, company bailouts and the stress of your work week and come to one of Hawaii's premiere destinations, the Grand Wailea Resort Hotel & Spa in Maui, during our May Madness promotion.

As a highly regarded guest of the Waldorf Astoria Collection, and one who appreciates the value of travel, we invite you to experience our property, Grand Wailea Resort, on the beautiful shores of Maui. During May Madness...



May Madness*

- Guests receive a \$100 resort incidentals credit for every paid night
- Free daily breakfast for children 10 yrs and under at the Grand Dining Room

The daily resort credit may be used towards food and beverage, retail or other hotel operated activities around the resort. The package also allows golf lovers to enjoy Maui's championship courses starting at \$80. In addition, a variety of other packages and great offers are available.

Book your Maui escape by calling 1.800.232.4491 or visit [Grand Wailea Specials](#).

\$50 Million in Upgrades

Grand Wailea recently completed \$50 million in renovations and upgrades. Renovation highlights include the refurbishment of Spa Grande and its fitness center, \$2 million restoration of its world-renowned pools, \$30 million complete transformation of all 780-guest rooms and the addition of luxury villas at Ho'olei at Grand Wailea.



Grand Wailea, part of The Waldorf Astoria Collection, is the ultimate resort. Overlooking the southern shores of Maui with an unrivaled beachfront location on Wailea Beach, it sits on 40 acres of lush, tropical gardens providing open space for the active vacationer, beauty for romantic getaways and fun for the whole family.

Book your Maui escape by calling 1.800.232.4491 or visit [Grand Wailea Specials](#).

We look forward to welcoming you to our island and back to the Grand Wailea Resort.

*May Madness promotion is applicable only for travel dates of May 1 – June 5, 2009.



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Esteban in Concert
July 3rd & 4th

The Arizona Biltmore is celebrating 80 years with 80 days of birthdays, and as part of the festivities, we proudly welcome music sensation "Esteban" for an exclusive free concert during the July 4th weekend.

Esteban will perform his flamenco-style music Friday and Saturday night on our very own Squaw Peak Lawn in honor of our country's birthday. Join us for this rare and intimate concert celebration, and a full summer of great events, fun activities and spectacular values.



Summary

We strive to relieve your property level marketing personnel of the burden of managing a targeted marketing system while providing marketing services that are both timely and effective. We intend to be a resource to your corporate marketing so that the unique needs of each brand or independent property are addressed with marketing technology and services that serve to drive true value in the form of measurable incremental revenue.

All of the following Clairvoyix associates listed in the contact section of this document have been intimately involved in all aspects of travel and leisure targeted for the properties that we support. We are available when you need us, and therefore our hours of operation are your hours of operation.



Contact Information

Lisa Phillips – Director of Professional Services – Travel & Leisure

Responsibilities: Past guest analysis, targeted campaign strategy and execution, list pulls, prospect list procurement. Product and marketing training classes (both webinar and on-site).

Bonni Orlasky – Vice President of Client Services

Responsibilities: New property implementation including initial import of past guest data. Property specific market code/revenue category/etc. mapping to your marketing database. All facets of customer support.

Darren Hildreth – Creative Director

Responsibilities: Targeted campaign strategy, creative services, email optimization, Search Engine Optimization, PPC, Web design, mobile optimization.

Dann Lewis – Travel & Leisure Sales / Partner (De LATOUR)

Responsibilities: Web2 Print, direct mail (print & mail), consumer data, personalized marketing communications, integrated cross-media marketing communications

Mike Schmitt – CEO

Responsibilities: Providing any and all resources necessary to ensure the success of your targeted marketing.