

Resort Campaigns January/February 2016

335,000 Past Guests but Room Nights, Revenue and ADR all dipped slightly 2015 v 2014. Aggressive campaigns run in January and February.

Results at End of February 2016 compared to January/February 2015: Room Nights +11%, Revenue +27% ALOS +0.5 days and ADR +\$42.

48 Hours Only: Save Up To 25% Off			
Drop Date: 22/01/2016	Unique Opens: 44,826	Enterprise Room Revenue:	US\$69,453
End Date: 31/07/2016	Unique Open Rate: 25%	Property Room Revenue:	US\$28,916
Sent: 186,770	Unique Click Events: 5,072	Enterprise Revenue per email:	US\$0.39
Received: 177,859	Unique Click to Open: 13%	Property Revenue per email:	US\$0.16
48 Hours Only: Save Up To 25% Off			
Drop Date: 25/01/2016	Unique Opens: 36,751	Enterprise Room Revenue:	US\$59,208
End Date: 31/07/2016	Unique Open Rate: 21%	Property Room Revenue:	US\$28,379
Sent: 186,755	Unique Click Events: 3,804	Enterprise Revenue per email:	US\$0.33
Received: 177,520	Unique Click to Open: 11%	Property Revenue per email:	US\$0.16
Buy One Room Get One Free Room PLUS Breakfast			
Drop Date: 15/02/2016	Unique Opens: 42,785	Enterprise Room Revenue:	US\$840,086
End Date: 11/09/2016	Unique Open Rate: 26%	Property Room Revenue:	US\$788,309
Sent: 171,742	Unique Click Events: 4,821	Enterprise Revenue per email:	US\$3.24
Received: 164,049	Unique Click to Open: 11%	Property Revenue per email:	US\$3.14
Last Chance: Buy One Room Get One Free Room PLUS Breakfast			
Drop Date: 19/02/2016	Unique Opens: 34,797	Enterprise Room Revenue:	US\$533,588
End Date: 11/09/2016	Unique Open Rate: 21%	Property Room Revenue:	US\$516,603
Sent: 171,410	Unique Click Events: 2,914	Enterprise Revenue per email:	US\$5.12
Received: 164,539	Unique Click to Open: 8%	Property Revenue per email:	US\$4.81

Buy One Room, Get One Room Free
PLUS Breakfast

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RUN TO THE SUN SALE - EMAIL EXCLUSIVE OFFER

BUY ONE ROOM, GET ONE ROOM FREE**

PLUS DAILY BREAKFAST**

RUN TO THE SUN SALE

Make your break for Hawaii! With this e-mail exclusive Run to the Sun Sale, reserve two rooms and the second room (of equal or lesser value) will be complimentary when you check in. Plus, get daily full breakfast buffet for up to two persons per room (up to four breakfast vouchers with two rooms) for each night of your stay!**

Stay between **March 24, 2016 and December 4, 2016**

Book by **Monday, February 22, 2016, at 12pm HST**

Special Offer Code "P1"