

The Hotel Card

Powered by:  travelocity
incentives



What is a Hotel Card?

- The Hotel Card entitles cardholders to \$25 or \$50 to be applied to their hotel reservation
- Powered by Travelocity™ Incentives
- Over 55,000 hotels worldwide
- Upon choosing a hotel, users apply the value of their Hotel Cards towards full or partial payment of the reservation
- Reservations will be confirmed by email directly by Travelocity™



Hotel promotions are extremely versatile. They can be printed on a plastic card (as shown above), delivered online, or printed directly on the product packaging.

How Hotel Cards Work

1.



Printed instructions direct cardholders to a landing page.

2.



The landing page is branded with your company's name, logo, hyperlinks, etc. The page then redirects them to the hotel site to redeem their PIN number.

3.



The cardholder is now able to search the database of over 55,000 worldwide hotels. Choose a hotel, make a reservation, receive an email confirmation and enjoy their stay!

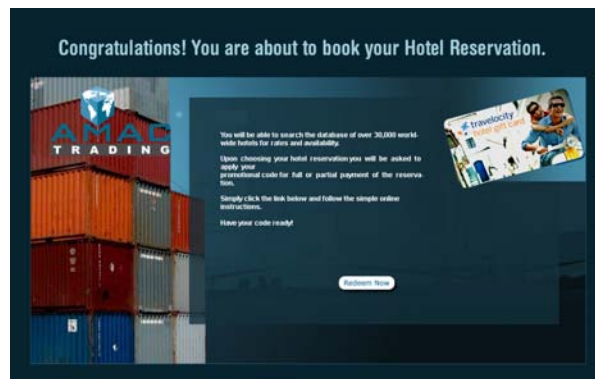
Applications / Industries

- Sales Incentive
 - Employee Rewards
 - Thank Clients
 - Build Customer Loyalty
 - Vacation Booking Incentive
- Hospitality
 - Tourism
 - Financial Institutions
 - Insurance
 - Retailers / Manufacturers



Options: Custom Landing Pages

Before users receive their hotel reservation, you can direct them to a custom landing page that allows your company to interact, educate and up-sell current customers and prospects.



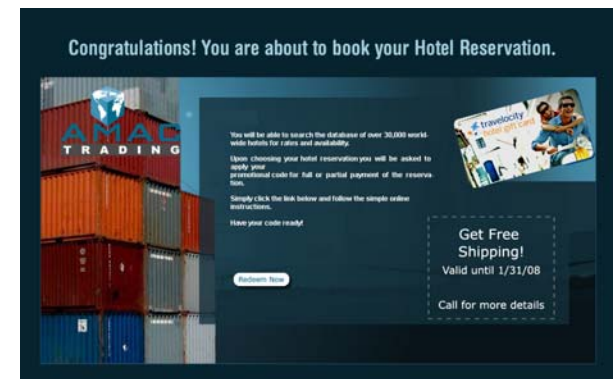
Branded Landing Page

A branded landing page can be as simple as your company's colors and logo, or as interactive as a flash site.



Survey Landing Page

A survey is a great marketing tool. Once the survey is filled out, cardholders are directed to the hotel website and make their reservation.



Up-Sell Offer Landing Page

An up-sell offer drives cardholders back to your product. Up-sell offers can be a coupon, an event invitation or a new product launch.

Why Choose Hotel Promotions?

- The Hotel Card appeals to a wide audience and works internationally!
- Online hotel booking industry thriving, showing signs of continued growth
- Redemption for customers is secure, fast and easy.
- The Hotel Card has a high perceived value and is perfect for corporate gifts.
- The Hotel Card is accepted at 55,000 hotels worldwide.
- No blackout dates.

