

# “Everything you need to increase sales!”



## FAIRMONT RESORTS

Fairmont Resorts is the largest luxury hotel company in North America, with a distinctive collection and a worldwide reputation for excellence.

*“I like that Odenza always calls and keeps in touch with us to review programs and strategies!”*

– M. Cardell, Marketing Director

## KEY CHALLENGES

- To develop a lead qualifier that has a high-perceived value to consumers but is cost-effective and can be purchased in large quantities for mass distribution.
- To distinguish and differentiate Fairmont’s marketing strategy apart from their competitors to gain market share in a saturated market.
- To find an incentive provider that offers reliable and dependable tour premiums.

## ODENZA SOLUTION

- Fly Away N’ Play Las Vegas travel premiums; Las Vegas Nevada is one of the top 10 travel destinations for 2007 among travelers.
- Easy to qualify consumers, comprehensive registration and fulfillment process, suitable for timeshare seminars; to motivate and entice consumers and increase tour volumes.
- Full-service travel agency and fulfillment house – knowledgeable travel agents.
- Optional marketing and advertising materials – graphic designs, web development, conceptualization and customizing.

## IMPLEMENTATION

Fairmont Resorts pursued Odenza’s “Fly Away N’ Play” travel premium which they felt was suitable for their targeted demographics across Western Canada, primarily in Alberta and BC; they implemented a travel premium to reward attendees with a getaway to Las Vegas Nevada, one of the top 10 preferred destinations among consumers.

## BENEFITS AND RESULTS

The Fly Away N’ Play travel premium established recognition, motivated consumer’s interest, and provided an excellent way for qualifying leads. Odenza’s travel premium products presented Fairmont Resorts with a suitable premium that was then channelled through advertising mediums to their selected markets across Western Canada.

**SATISFACTION RATING: 10/10**

*“Our expectations were exceeded so we decided to recommend Odenza to one of our partners and business associates!”*

– M. Cardell, Marketing Director



**Odenza**<sup>®</sup>

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