

“Everything you need to increase sales!”



Q&A WITH CHRIS KAHLMEYER

CO-OWNER OF QUANTUM TRAVEL

KEY CHALLENGES

WHAT WAS YOUR MAIN REASON FOR USING OUR TRAVEL CERTIFICATES?

My partner and I started Quantum Travel Group, an affiliate of Gold Crown Resort. Gold Crown Resort has 81 affiliates around the world. We generate leads for them to encourage timeshare presentation attendance. Our focus was on three states: Colorado, Arizona, and Oklahoma. Our challenge was we usually offer free travel certificates as incentives for prospects to attend the presentations, but there are no major airports in Arkansas, so it was hard for us to find a travel incentive that would actually be enticing to our local market. We decided to use Odenza because the 7-night resort getaway certificate featured over 3000 resorts for our prospects to choose from, and since we were focused in generating tours in Arkansas, we felt it was the best incentive. With no major airports in Arkansas, most locals prefer driving to flying, and offering a free one week stay at any of the resorts locally without the hassle of flying proved to be very appealing.

IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

We did a direct mail drop showing the travel incentive offer. The recipient would call the toll-free number and our call centre would set up appointments for them to attend the presentations. The presentations were at hotel locations in Rogers, Hot Springs, and Little Rock. We also had sales teams stationed at the hotels.

RESULTS

WERE YOU ABLE TO ACCOMPLISH YOUR OBJECTIVES AFTER USING VACATION INCENTIVES?

We were very happy with the results. We booked a lot of tours and the majority of people, given the choice between the Odenza 7-night resort vacation certificate and other gifts, chose Odenza's.

SATISFACTION RATING: 9/10

HOW WOULD YOU RATE THE EFFECTIVENESS OF OUR TRAVEL CERTIFICATES ON A SCALE OF 1-10 AND WHY?

I would rate Odenza's certificates a 9 out of 10. I feel whatever type of incentive we use these days has to be crisp and clean and leave no doubt in the customers mind in terms of the value they'll be getting. I've never encountered a product as straight-forward as Odenza's 7-night resort vacation incentive. I was very satisfied with the product and my account executive could not have been more accommodating. I would definitely recommend you guys.



Odenza[®]

www.odenza.com

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