

# HOW TO MAKE PURCHASES WITHOUT WRITING A CHECK

## Buy What You Want with Your Unsold Room Inventory

An unoccupied room is a terrible thing to waste. Whether you are a hotel owner, operator or sales & marketing executive, you can tap your available room inventory to expand your purchasing power. Maximize your profit -- and minimize your expenses -- by utilizing your unsold rooms to fund a variety of expenditures, ranging from:

- **Advertising**  
print, broadcast, outdoor, Internet
- **Marketing Services**  
direct mail, brochures, postcards, newsletters, and more
- **Capital Improvements**  
Hotel property furnishings, soft goods

Barter is a valuable way to keep your checks in your checkbook while fulfilling your sales, marketing and capital needs. Empty rooms represent more than lost revenue; it is like leaving money on the table that you could have invested.

## Using Barter is the Most Cost-Effective Way to REWARD YOUR EMPLOYEES, THANK YOUR CUSTOMERS

- Motivate your staff, increase their productivity and boost employee retention with a rewards program, and better yet, have it tailored to your team.
- In today's competitive marketplace, build customer loyalty with incentives and gifts that express appreciation for their business

For your internal or external customers, Innovative Travel Marketing can create a specially tailored online rewards or incentive program using points or dollars to earn travel and merchandise, and it's purchased with your inventory as 'currency'. Bartering your rooms not only frees up your budget, but allows you to make a cash-free investment in your relationships with your most important constituencies -- your clients and your employees. ITM has created

successful incentive or rewards programs for companies by providing valuable merchandise and fabulous vacations to keep your employees motivated and your clients coming back.

**"Keep Your Cash,  
We'll Take  
Your Rooms as  
Currency,"**

**Jody Merl,  
President of ITM**



Jumby Bay, Antigua

# In The Money

ITM INNOVATIVE  
TRAVEL  
MARKETING

USING BARTER AS A MARKETING  
TOOL FOR FINANCIAL GAIN

SPRING 2005



Jody Merl receiving the 2004 HSMIA Professional of the Year Award from Brian Kotula, 2004 HSMIA Big Apple Chapter President at the Mandarin Oriental, NYC.

## BARTER ADVERTISING A Lucrative Financial Tool

Two years ago, Ian Schragger Hotels -- now the Morgan's Hotel Group -- assumed management of the Shore Club in South Beach, Florida. A long-time client of ITM, the company conveyed high aspirations for marketing the property and decided to use barter as a financial tool to expand their budget. Mindful of this, ITM immediately developed and placed a high-quality consumer advertising campaign in the top New York publications. According to Joe Derks, former Director of Marketing and now Vice President of Sales and Marketing for Lifestar Hotels,

"The campaign was so effective that the phones always rang when the barter ads were running." Barter is a great financial tool to help expand your advertising budget.

## GROUP BUSINESS ON BARTER NETS MULTIPLE BENEFITS

A creative and profitable twist on inviting groups into your hotel: let ITM place meetings or incentive programs on a barter basis.

In return, your hotel earns trade credit that can be applied to quality advertising opportunities – scheduled media -- to drive demand, increase business and support your sales effort. You can launch a new sales promotion with tactical ads or even a branding campaign to create awareness, or expand the number of placements beyond your existing media plan.

Also, your hotel positively impacts its bottom line in three ways: you save cash by funding media with trade credit, you earn incremental revenue from the new corporate and media groups that ITM brings to the hotel, and these groups represent potential cash business for the future.

And, you can bring those groups in during off-peak periods; as Dave Burke, S.V.P. Sales & Marketing of The Breakers says, "ITM fills our rooms during the off season." Why not fill in those opportunity dates?



The Breakers, Palm Beach, Florida

## CELEBRATION OF THE ITM HOSPITALITY FUND SPOTLIGHTS HEALTHCARE TRAVEL TO NYC



State Senator - Liz Krueger, NYC & Company's President and CEO - Cristyne Nicholas, President of Innovative Travel Marketing - Jody Merl, and President & CEO of the Hotel Association of New York - Joe Spinnato

Last fall, almost 100 guests from the hotel community, local business leaders and government city officials, celebrated the meaningful work of the ITM Hospitality Fund. Created with hotel barter inventory contributed by Jody Merl, President of Innovative Travel Marketing, The Fund donates free NYC hotel rooms to needy patients and family

members who must travel to Manhattan for critical medical treatment for life-threatening conditions. Sean Hennessey, President of Lodging Investment Advisors LLC, helped to inspire NY hoteliers to contribute their unsold rooms to the Fund. "Even with the economy improving, there are still 5,000-6,000 room nights on average that remain available on a nightly basis – they are priceless for financially needy healthcare travelers."

NYC & Company's President and CEO Cristyne Nicholas, and Joe Spinnato, President & CEO of the Hotel Association of New York, pledged their support for the Fund, the only city-wide program of its kind in the U.S, along with State Senator Liz Krueger, whose district encompasses some of New York's leading hospitals. Alan Massarsky of Marshall-Alan Associates was recognized for generating 70 room nights in 2004 for the ITM Hospitality Fund from local hotels.

## Current Media Trends

### Regional Metro Magazines Support Tactical Sales Efforts

Put a one, two, three-punch behind your key metro feeder markets. Reach the drive-in audience in your urban locale and neighboring counties. Regional publications such as Philadelphia Magazine and Washingtonian Magazine are there for your taking...just contract with ITM to trade your unsold rooms for media credit in these outlets.

### Exchange Your Unsold Rooms for Presence in the Meeting Trades

Consider how your property could gain from exposure in vertical group publications such as Corporate Meetings & Incentives, Medical Meetings and Insurance Conference Planner. Trade your accommodations for media credit in these prime outlets. With ITM's expertise, we can devise a well-timed schedule to bring in groups during off-peak periods.



### Internet Advertising Meets Your Target Psychographic

A match made in cyberspace heaven...Yahoo Internet advertising reaches prime online audiences through demographic and behavioral targeting. Directly measure the effectiveness of your advertising message and target audience. Utilize creative banner advertising to target consumers in a welcoming environment. \$50,000 minimum commitment on trade.

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