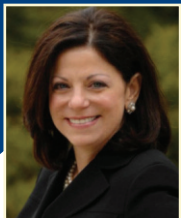


Specializing in media services
and promotions using barter
as a financial tool



Jody Merl, President
HSMAI 2010 Top 25
Extraordinary Minds
in Sales & Marketing

News and Trusted Advice for the Savvy Hotelier

Travel is on the upswing - be visible

With strong summer and RFP season underway, refine strategies to maximize your market share. By all indicators, consumer demand and spending are rising. It's important to get your hotel front and center among target audiences to drive business.

How to fund a limited budget

Think bigger, look smarter

Find the cash under your mattress

A growing movement of hotel executives – Revenue Managers, GMs, Owners, Asset Managers and Sales/Marketing Directors -- monetize their inventory to create or enhance their marketing budgets. Shore up your promotional/media dollars without writing a check. Tap the value of unsold rooms to give a powerful shot in the arm to sagging rates, corporate/leisure business and market presence.

It's your fiduciary responsibility to grow your limited marketing budget, awareness and profit through trade. Partnering with Innovative Travel Marketing (ITM) - the hotel industry's only agency specializing in media planning/buying/barter - is the solution.

Rx - Private sales and discount shopping sites are like sugar – use in moderation

Third-party distribution channels are very appealing to generate interim bookings; they're a quick fix for off-peak periods. Don't over-expose your brand by participating in too many flash sales sites – it will compromise your brand integrity and contribute to a revenue-degenerating image. While your owners may be focused on covering overhead in the short-term, these sites should not be part of your long-term, baseline marketing strategy.

**Don't succumb to
private-sale mania --
use prudence!**

Mind your brand and be selective about how you re-market your rooms. Restore the timeless strategy of an integrated marketing campaign and customer communications; use a mix of media channels including online, print, broadcast, out of home and social media initiatives. Focus on image-building and creating awareness of your hotel to ultimately drive traffic to your web site and increase new business.

“Unsold inventory represents more than lost revenue – it's like leaving money on the table that could have been invested. With 3.5+ million hotel rooms in the U.S. and occupancy hovering at 60%, more than 1.5 million rooms sit empty every night. Trading room inventory supports revenue management and increases RevPar. No question - hotels should barter.”

**Sean Hennessey, CEO -
Lodging Advisors LLC**

Guest loyalty / personal recognition programs = added-value for customers, retention for you

Gestures of personalization and special courtesies – whether upgrades or personal gift items - make your customers feel welcome and appreciated while they're away from home. In turn, these small investments foster loyal patronage by reminding your repeat guests how much you value them. Empty rooms are a terrible thing to waste, so put a few room nights to work by converting them to holiday gift currency, fund your rewards program, and procure everything from logo merchandise to prized resort getaways.

Here's an easy transaction: For as little as 5-10 room nights, you can provide over 20 gift baskets to your top customers!



Walk the Talk: Reward your team like your clients - facilitate incentives on trade

Show your employees how much you value their performance -- reward them with a vacation, theatre tickets or a personal gift on trade. A few empty rooms can fund a luxury, warm weather resort or city hotel for a once-in-a-lifetime getaway. Motivate your team without using precious cash with the help of ITM.

Accolade recognizes Jody Merl for saving millions for hotel industry

Media planning, buying and barter specialist Jody Merl, President of Innovative Travel Marketing, was recognized this year by Hotel Sales & Marketing Association International (HSMAI) among the "Top 25 Most Extraordinary Minds" in hospitality and travel sales and marketing. A veteran of the hotel/travel industry, Jody is the first ever barter expert to be on this list of honorees.

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SUMMER 2011



Round Hill Hotel and Villas, Jamaica

Stats from the field...

Grand Velas Resorts secured **30% added value** in their media budget by working with ITM and Tagliarino Advertising in Miami.

Round Hill Resort Jamaica benchmarked an **80% increase in website traffic** after launching its first integrated advertising campaign with ITM.

New to the fold

Welcome, dear clients, to the family of ITM fine hotels and resorts...

- Palms Hotel & Spa – Miami, FL
- Elysian and Talbott Hotels – Chicago, IL
- Gotham and The James – New York, NY
- Peninsula Beverly Hills Hotel – Beverly Hills, CA



Even LeBron James Gets the Power of Barter

Miami Heat basketball superstar **LeBron James** acquired a minority ownership position in legendary soccer club Liverpool FC. In exchange, the Club's owners, Fenway Sports Group, will get the global marketing rights to James, in tandem with his sports-marketing firm, LRMR Branding & Marketing.