

InThe Money

USING BARTER AS A MARKETING TOOL FOR FINANCIAL GAIN

ITM INNOVATIVE TRAVEL MARKETING

Innovative Travel Marketing 101: More Advertising For Less Cash

- A. Stay ahead of your competition by advertising on trade – use your available hotel inventory as “currency” to buy advertising placements and other marketing services. By converting a portion of your rooms into marketing dollars, you gain exposure without writing a check.
- B. To begin, create your barter budget by taking the value of one empty room each night at \$300 per night, for example, and you could achieve an annual \$100,000 trade budget!
- C. Increase rate and occupancy through barter bookings. These are premium customers who provide incremental revenue and represent lucrative future business.
- D. Delight your owner with a healthier bottom line and advertising that increases demand and profit!

The Rich Still Read Magazines

Great news for marketing decision-makers in the luxury sector! Consider this important counterpoint to the internet’s perceived takeover of consumer attention, and the press given to declining ad pages and publications folding altogether.

For the affluent market, reading remains a favorite pastime.

According to an Ipsos Mendelsohn survey of respondents making over \$100,000 per year, upscale consumers are still allocating as much time reading as they did five years ago; while spending less hours watching TV and more time online. Why? “Well-off readers are well-educated and can afford the magazines. Readership of issues per capita is staying constant, says Bob Shullman, President of Ipsos Mendelsohn.



SUCCESS STORIES Expanding Budgets



The Sagamore Hotel, Bolton Landing, New York

“We know where the majority of our guests come from during the prime summer season. ITM focused on our best prospects in the Metro New York area with a multi-media approach. Our campaign included newspaper, magazines, radio and online advertising, based on ITM’s recommendation of media that matched our customer profile. Not only did ITM deliver what was promised, they were able to upgrade our ads in a number of cases – we received 40% more media value than expected while staying within our budget.”

*Kevin Rosa, Director of Marketing and Sales
The Sagamore Hotel, Bolton Landing, New York*

Targeting Specific Industries



Flatotel, New York City

“A number of years ago, we identified the Legal community as a key market to target. Through ITM, we have consistently placed advertising in publications that reach that affluent and higher rated customer and we enjoyed a 50% increase in our corporate legal business without drastically discounting rates.”

*Brenda Pesce, Vice President of Marketing
Flatotel, New York City*

“Ask your owner if he would rather write a check or use unsold rooms to pay for services”

- Jody Merl, President, ITM



Your Sales T&E Budget Needs Some TLC

Fund Hotel & Travel Expenses, Sales Incentives and Client Gifts Cash Free.

You can significantly reduce hard expenses as we can help you with hotel rooms and client gifts for successful sales calls.

Trading rooms to pay for T&E is an incredibly intelligent way to amplify your sales budget while reducing your cash outlay. Fulfill your sales promotion goals by partnering with ITM, and we will allocate trade towards high-priced hotel rooms that your sales people need when traveling to major metropolitan US cities.

“Hotel Barter Transactions: A Primer On An Underused Tool”



According to author Sean Hennessey, “It is fiscally responsible for you and your owners to continually re-evaluate your budgets and your sales and marketing programs. It’s time to consider strategies for keeping your presence top-of-mind in the marketplace, reaching desirable corporate and group accounts, while adding value to finite cash resources. Barter is clearly a preferable alternative to discounting.”

*Sean Hennessey, President
Lodging Investment Advisors*

For a complimentary copy of Sean’s White Paper, go to www.innovativetravelmarketing.com/select_white1.html.



The ITM Hospitality Fund provides no cost housing in NYC for patients and families in need. For more information about the ITM Hospitality Fund and how you can donate hotel rooms, visit our website at www.itmhospitalityfund.com.

The Key to Survival of the Fittest



What is your contingency plan for the economic crisis? Are you stuck in the mindset that cost-cutting and budget chopping is all there is, or caught in the downward spiral of discounting?

You can’t just turn off the lights on your unsold rooms to save money when you can use your inventory to make money! In these times, it is critical that you continually speak to your customers and gain every possible dollar of market share. You have a responsibility to your owners and your sales team to support a sustainable advertising campaign that can achieve results. Let your **unsold inventory be your contingency plan** as room value can be converted to purchasing dollars for valuable advertising placements and services that **can make a difference in your bottom line**. ITM can be a part of the solution.

Bartering your unsold room inventory yields “advertising sustainability” - it’s a ‘green machine’ that saves cash and brings in new business.



This Isn’t Kansas, Dorothy

Don’t click your heels, just click on www.innovativetravelmarketing.com and let us make your wishes come true.

- More Money For Group Business
- More Money For New Market Opportunities
- More Money To Fund Advertising Placements

ITM Brings Added Value To Your Advertising Campaign

Why do magazines and radio stations call ITM first when they have space to upgrade or an on-air promotion to fill? As specialists in the travel industry, ITM has more luxury hotel clients than any agency in the country. The top media companies depend on our advertisers to make their product outshine the competition. Remember, the next time you hear or read about a great promotion, call ITM to stand out above the crowd. So when you saw The Sagamore New York’s full page national ad in The New York Times Sunday Magazine or heard Hawks Cay Resort on WPLJ in New York and envied their big cash budgets, think again! Call us to plan your 2009 advertising campaign.

In The Money is a publication of Innovative Travel Marketing

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