



MARKETING WITH **IMPACT**

Your Single Source for the Knowledge and Tools You Can Use

Week of March 31, 2014

CAMPAIGNS AND PROMOTIONS

March ExecuStay eDeals

The ExecuStay eDeals email went out on Monday, March 24 to over 18,000 consumers and featured 20 nationwide city offers. This email highlighted our lowest Spring rates available now through May. All ExecuStay eDeals are available on the new ExecuStay.com eDeals page under the "Rewarding Offers" tab. The next ExecuStay eDeals rate submissions are due April 10 and the email will go out on April 23.

Online booking results from the February ExecuStay eDeals:

- 22 participating cities
- 30 participating properties
- 335 online traffic visits
- Email top cities clicked on: Chicago, Arlington, Albany and Chandler
- Online booking top special offer revenue properties or market: Southern Virginia, Falls Church, 200 Squared and Washington D.C.
- Average length of online booking stay: 32 days

Furnished apartments as low as \$50 a night. ☎ (877) 388-8066 [View in browser](#)

EXECUSTAY

Spring Forward with Savings
Book by April 23rd and
Save on Furnished Apartments!
[View All Offers](#)

Marrriott Rewards® members earn
points for their stay!*

 Albany, NY From \$107**/day Riverwalk on the Hudson	 Chandler, AZ From \$110**/day Symphony
 Chesapeake, VA From \$84/day Belmont at Greenbrier	 Chicago, IL From \$159/day Millennium Park Plaza
 Falls Church, VA From \$92/day	 Gaithersburg, MD From \$92**/day

BRAND ON DEMAND

Brand on Demand - April Training

Marketing is holding a Brand on Demand training webinar on April 15th at 8 am PST/11 am EST for anyone who needs a refresher or for new employees that have not been trained on the system. We encourage you to join the webinar if you have any uncertainties surrounding this self-serve tool. This is also a great opportunity to learn about some of the newly-added enhancements since the launch of the platform.

Below is webinar access information for the training session in April:

Registration Link : <https://www1.gotomeeting.com/register/443625984>

Toll: +1 (646) 558-2121

Access Code: 813-126-341

[Be sure to register prior to training!](#)

ARTICLES AND PRESS RELEASES

[Re:locate: Serviced Accommodation - Flavor of the Month](#)

In Re:locate, the U.K.'s leading relocation magazine with 6,500 unique web visitors a month and 15,000 magazine subscribers, Oakwood Worldwide is included in a round-up of EMEA region serviced apartment providers. Ric Villarreal shares his perspectives on the trend of organizations combining business travel and relocation functions. "Organizations are looking to streamline travel operations, and taking a fresh look at their business travel and relocation functions is a good place to start."

[Business Travel News: Interview: Oakwood Worldwide President Ric Villarreal](#)

Business Travel News, the U.S. newspaper for the corporate travel buyer with a circulation of 46,750 and an online version, profiles Ric Villarreal on growth within Oakwood Worldwide and the corporate and serviced apartment sector "There are still some companies that don't know what corporate housing and serviced apartments are, and that's a driving force for us."

You can find both articles on the [Oakwood.com Newsroom](#). Be sure to check Facebook and LinkedIn for posts you can share within your networks.

If you have any questions regarding Brand on Demand, LiveWire or other general marketing inquiries, please reach out to the Marketing Team at ExecuStayMarketing@oakwood.com.

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