


MARKETING WITH IMPACT

Your Single Source for the Knowledge and Tools You Can Use

Week of March 3, 2014

CAMPAIGNS AND PROMOTIONS

ExecuStay Book Online Bonus Promotion-Extended Through August!

Our ExecuStay Book Online Bonus promotion is being extended to August 31st. With this promotion, ExecuStay guests can earn 5,000 Marriott Rewards bonus points when they book online. Travelers simply need to:

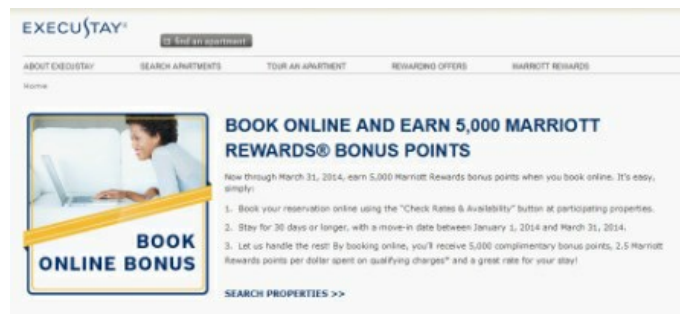
- Book their reservation on ExecuStay.com using the "Check Rates & Availability" button at a participating property
- Stay for 30 days or longer, with a move in date between January 1, 2014 and August 31, 2014
- Let us handle the rest! By booking online, guests will receive 5,000 complimentary bonus points, 2.5 Marriott Rewards standard stay points, and a great rate for their stay!

We are extending the promotion for two main reasons. The first is that there have been a number of reservations attributed to this promotion, but with a move in date beyond the initial end date of March 31st. Extending the promotion provides a longer booking window so more guests will be able to take advantage of the promotion. The second reason is so that we will have more time to track and evaluate the success of the promotion. In January, 15 bookings worth \$102,765 in revenue were attributed to the promotion.

For full details, visit [ExecuStay Live Wire](#).

For the promotional template, visit Brand On Demand > ExecuStay > Create > Horizontal Flyers > Book Online Bonus

If you have questions please contact [Lisa Reich](#).

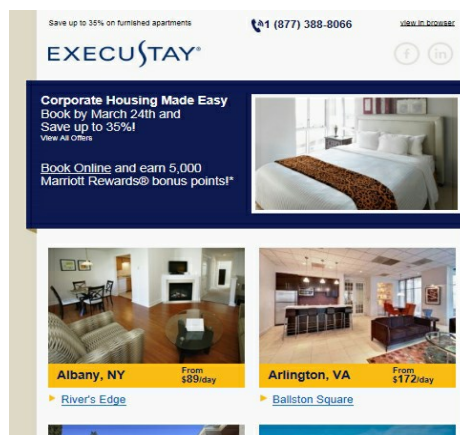


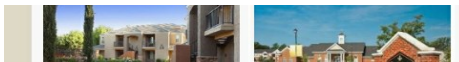
February ExecuStay eDeals

The ExecuStay eDeals email went out on Monday, February 24 to over 21,000 consumers and featured 20 nationwide city offers. This email highlighted our lowest rates available now through April. 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 March 11 and the email will go out on March 24.

Online booking results from the January ExecuStay eDeals:

- 21 participating cities
- 29 participating properties
- 91 online traffic visits
- Top cities clicked on: New York, Seattle and Chicago
- Top special offer online booking revenue markets: Chicago and Seattle
- Average length of online booking stay: 17 days





BRAND UPDATES

Winter Client Newsletter

The latest edition of the quarterly client newsletter was distributed to Oakwood Worldwide clients on February 28th. Featured in this issue was the "2013 Year in Review" letter written by our chairman Howard Ruby, highlighting our accomplishments over the past year, including expanding our global network of properties and the launch of Insurance Housing Solutions. Also included was an "Oakwood Worldwide in the News" section with recent thought leadership published in industry trade journals, an "Oakwood Worldwide Highlights" section showcasing recent press releases and industry awards, and sections promoting our global locations and presence at upcoming tradeshow.

If you have questions, or article suggestions for future newsletters, please contact [Ilyssa Sadagursky](#) or [Kindra Bradley](#).

View in Browser 1 (877) 234-6607

Oakwood WORLDWIDE

NEWS FEATURED LOCATIONS TRADESHOWS

2013 YEAR IN REVIEW:
LAST YEAR WAS TREMENDOUS, BUT THIS YEAR IS GOING TO BE EVEN BETTER
BY: HOWARD RUBY, CHAIRMAN

Looking back on 2013, I am so very grateful for the trust our customers continue to place in us to provide seamless, customized housing solutions. We are honored you chose to partner with us to help navigate new challenges in the growing global market, and trust us to ensure your employees quickly feel at home, anywhere in the world.

[Read More](#)

OAKWOOD WORLDWIDE IN THE NEWS

OAKWOOD WORLDWIDE LEADS WORLDWIDE ERC® LEARNING ZONE WEBINAR
Building a Successful Global Crisis Management Program

FIRMS MAKES THEMSELVES AT HOME IN BAY AREA HOUSING
San Francisco Chronicle
Oakwood Worldwide has more than 1,000 units in the San Francisco Bay Area, a 25 percent increase in just the past year, said Ric Villarreal, president.

CHOOSING ACCOMMODATION FOR EXPAT STAFF
HRM TV
Craig Ryan, Oakwood Worldwide managing director, APAC, shares relocation and global mobility trends for 2014.

EXTENDED-STAY PIONEER AT HOME WITH FRANCHISING
Los Angeles Business Journal®
Hospitality ExecuStay acquisition opened door for Oakwood Worldwide.

TRADESHOWS AND PARTNERSHIPS

CHPA 2014 Annual Conference

Oakwood Worldwide exhibited this week at the CHPA 2014 Annual Conference, on February 24-26 in New Orleans, LA. The conference is dedicated exclusively to the corporate housing industry and provides a great opportunity to network with corporate housing providers and service partners in one place. In addition to being a Visionary Sponsor of the event we were also a Gold Sponsor of the Canadian member dessert reception and held a supplier reception in which we awarded our 2013 Supplier Award Winners. Winners this year were: Silver Suites Residences, Highstreet Accommodations, Level Furnished Living and Skyline Worldwide.

We promoted our presence at the event in several ways, including having a slider on the CHPA homepage, a mobile push notification at the event and social media posts on the Oakwood Worldwide and ExecuStay Facebook and LinkedIn pages.

The Power of Partnership

Community. Reliability. Opportunity.
Experience it all as a member of the
Oakwood Worldwide Global Provider Network.

[Oakwood.com](#) | [ExecuStay.com](#)

To learn more, stop by Booth 44 or call 1-877-379-3162

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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