

Live Like a Local®

Hot City Deals

Lunch & Learn

(5/23/12)



Hot City Deals: Lunch & Learns

PART I (May 23) – Creating and submitting your compelling offer

PART II – (June 13) Updates to the program you'll want to know

Agenda

- Promotions Strategy
- Current vs. Future State
- Program Overview
- Creating Offers
- Submission Process
- Key Dates & Next Steps

ExecuStay Promotions Strategy

Peak season

Objective: Enhance the guest experience and maximize revenue

Offer: Promotions that add value

Off season

Objective: Drive demand and increase share/inventory

Offer: Promotions that provide savings

Live. Like. Love. Promotion

LIVE. LIKE. LOVE.

LIVE LIKE A LOCAL®

With ExecuStay, time away from home feels a lot more like living and a lot less like traveling.

Just book a furnished apartment April 1 through May 31, 2012 and earn 7,500 Marriott Rewards® bonus points.

LIKE US ON FACEBOOK & WIN!

Like us on Facebook for a chance to win 7,500 Marriott Rewards points. Or win one of 10 prizes for 7,500 Marriott Rewards points. No purchase necessary. Details [here](#).



Original end date for Live. Like. Love. national promotion was 5/31.

Objectives & Messaging

Hot City Deals are added value deals that will appeal to our guests to help integrate them into the community.

Objectives:

- Create value
- Build awareness

Overall Promotion Messaging:

Live Like a Local®. Stay with ExecuStay and experience life just like you do at home – only better with ExecuStay Hot City Deals.

Note: Hot City Deals will serve as the national promotion for the summer peak season.

Target audiences

Primary

- ExecuStay corporate customers & guests
- Marriott Rewards members

Secondary

- Marriott.com corporate customers & guests
- Social media fan base

Current vs. Future State: Hot City Deals

Program Element	Current	Future
Participation*	Optional (23 participating cities)	Optional
Length of Offer	Varied (6 month max.)	2-3 months max.
Terms & Conditions	Varied	Same
Offer Value	\$50 - \$100	\$100
Offer Type	Gift cards, tickets, MR points	Gift cards, Marriott products
Offer Description	Varied	Consistent

** All properties within the participating market or city must be included in the offer.*

Program Overview: *Hot City Deals* – Live Like a Local®

- Launch June 15, 2012
- Themed deals throughout the year:
 - **Play:** June 15 – August 31
 - **Live:** September 1 – October 31
 - **Give:** November 1 – December 31
 - **Dine:** January 1 – March 31, 2013
- Offer value = \$100
- Market can opt-in; offers apply to all properties within the city/market
- Market must agree to blanket Terms & Conditions
- Can create either a national-only or national *plus* local city offer

Messaging – *PLAY* offer June 15th – August 31st

Book and stay at an ExecuStay apartment and choose from one of the following four offers:

National Component

- **Fairway Rewards Golf Gift Card** use at thousands of locations nationwide
- **SpaFinder Spa Gift Card** use at 7,000 locations nationwide
- **Marriott TravelCard** use for future golf or spa and other hotel services

Local Component

- **Local City Offer** to explore your locality – from a **CityPASS**, to visiting the theater, sporting events or amusement/recreational parks.

Terms & Conditions (DRAFT)

Guests who make a 30+ day [Marriott ExecuStay](#)® reservation at a property located in the United States between the dates of June 15, 2012 and August 31, 2012, based upon availability, and move in by [September 30, 2012](#), can choose ONE of the following bonus gifts:

- Marriott TravelCard valued at \$100
- [SpaFinder](#) spa gift certificate valued at \$100
- [Fairway Rewards](#) golf gift card valued at \$100
- Local “PLAY” offer valued at up to \$100 (*Not available in all locations. Offer may change if option is no longer available when guest moves in.*)

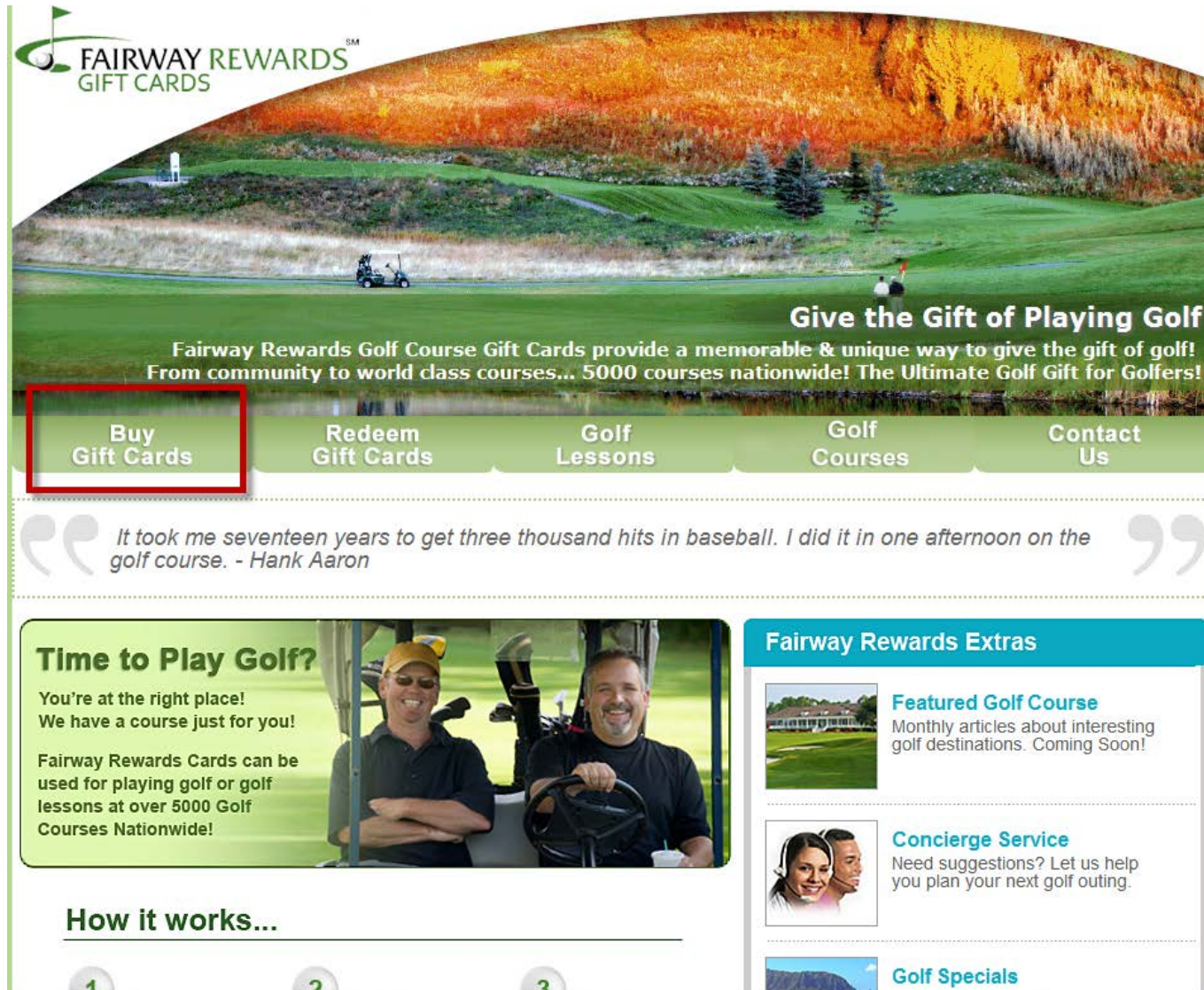
Guest must reference promotion code *HCD* (for Hot City Deals) when booking their reservation in order to receive their bonus gift. *HCD* should be referenced in the comments box when making [reservations](#) using the *Check Rates & Availability* button or the *Contact a Representative* link. When making a reservation by phone, calling 866.864.3094, *HCD* must be mentioned before finalizing the reservation.

Guests will receive their gift within 10 business days of moving into their ExecuStay apartment. Back-to-back 30-day stays at the same property are considered one (1) stay and are eligible for only one bonus gift. Stays for less than 30 days are not eligible for this promotion. This offer is not valid with any other ExecuStay or Oakwood promotion. This promotion is not valid for guests who have made a reservation or have moved in before June 15, 2012. This promotion is not valid on commissionable rates or in conjunction with referral fee accounts. This offer is not transferable and has no cash value. Void where prohibited. This promotion is not valid with insurance claims, policyholder housing.

Marriott ExecuStay guests can also earn the standard 2.5 Marriott Rewards points per dollar spent on qualifying charges*. Guest must be a [Marriott Rewards member](#) to receive points.

*Qualifying charges include rental expenses and fees. Non-qualifying charges for points include taxes, long-distance charges, refundable deposits, or damage/move-out charges.

Option 1: Free Golf at local courses



FAIRWAY REWARDSSM GIFT CARDS

Give the Gift of Playing Golf

Fairway Rewards Golf Course Gift Cards provide a memorable & unique way to give the gift of golf! From community to world class courses... 5000 courses nationwide! The Ultimate Golf Gift for Golfers!

Buy Gift Cards | Redeem Gift Cards | Golf Lessons | Golf Courses | Contact Us

It took me seventeen years to get three thousand hits in baseball. I did it in one afternoon on the golf course. - Hank Aaron

Time to Play Golf?

You're at the right place!
We have a course just for you!

Fairway Rewards Cards can be used for playing golf or golf lessons at over 5000 Golf Courses Nationwide!

How it works...

1 2 3

Fairway Rewards Extras

Featured Golf Course
Monthly articles about interesting golf destinations. Coming Soon!

Concierge Service
Need suggestions? Let us help you plan your next golf outing.

Golf Specials

Option 2: Relaxing Spa Treatments at local spa

The screenshot shows the SpaFinder website interface. At the top, there are navigation links: LOG IN / SIGN UP, CUSTOMER SERVICE, SHOPPING CART, PARTNER LOGIN, and TRANSLATE. A language selection dropdown is set to "SELECT LANGUAGE". The main header features the SpaFinder logo with "CELEBRATING 25 YEARS OF SPA & WELLNESS" and a pink flower graphic. Below the logo is a "Find & Book" section with a search bar containing "Massage, Yoga, Pilates, Spa." and a "Search" button. A secondary navigation bar includes links for Spa & Salon, Travel, Yoga & Pilates, Wellness & Fitness, Medical Spas, Community, and Deals. A red box highlights the "Gift Certificates" dropdown menu, which is open and shows the following options: Buy Spa Gift Certificates, Use Gift Certificates/Cards, Gift Guide, Buy Melanoma Bracelets, Buy NewBeauty SpaFinder Guide, Buy Spa Gifts, Corporate Incentives/Sales, and Gift Registry. A red arrow points to the "Buy Spa Gift Certificates" option. Below the navigation bar is a promotional banner for "We Love Moms, and We Love You! Shop the Buy One, Get One Sale for Mom". The main content area features a large image of a salad with the text "YUM! Spa recipes we love" and a "READ MORE" button. Below this are several promotional tiles: "The Buy One Get One Sale", "Beauty Born from Love", "Save 50% on a Spa Day in Miami", "Yum! Spa Recipes", and "Give Mom Her Time Plus Bonus". On the right side, there is a section for "SpaFinder Gift Certificates" with a description: "SpaFinder Gift Certificates are accepted at over 7,000 spas and wellness locations worldwide". It includes options to Print, Email, or Ship a certificate, a price dropdown set to "\$25.00", and a "Buy" button. At the bottom, there is a "Top Spa Deals" section with links to "2012 Guide", "Top 10 Lists", "Featured Spas", and "About SpaFinder". A "TODAY'S DEAL" section at the bottom right promotes a "Night of Escape and Renewal at Ruby Room" for \$169, including a facial and intuitive reading.

LOG IN / SIGN UP CUSTOMER SERVICE SHOPPING CART PARTNER LOGIN TRANSLATE SELECT LANGUAGE

SpaFinder CELEBRATING 25 YEARS OF SPA & WELLNESS

Find & Book Location Not Your Location? Message, Yoga, Pilates, Spa. Search

Spa & Salon Travel Yoga & Pilates Wellness & Fitness Medical Spas Community Deals

We Love Moms, and We Love You! Shop the Buy One, Get One Sale for Mom

YUM! Spa recipes we love READ MORE

The Buy One Get One Sale Beauty Born from Love Save 50% on a Spa Day in Miami Yum! Spa Recipes Give Mom Her Time Plus Bonus

SpaFinder Gift Certificates are accepted at over 7,000 spas and wellness locations worldwide

Print Email Ship

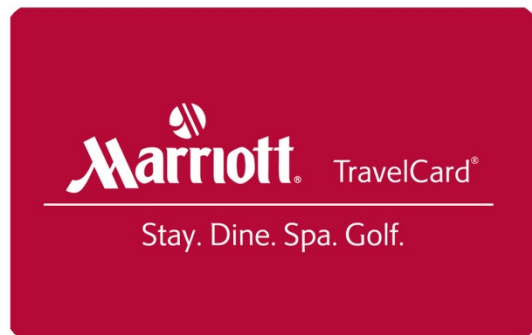
Amount \$25.00 Buy

Top Spa Deals 2012 Guide Top 10 Lists Featured Spas About SpaFinder

TODAY'S DEAL Only \$169! A Night of Escape and Renewal at Ruby Room, Including Acure Facial + Intuitive Reading

Option 3: Fun at a Marriott Destination

Vehicle	Description	Value	Cost	Expiration	Participating Hotels
Marriott <u>TravelCard</u>	Marriott <u>TravelCards</u> are pre-paid cards for use as credit for a room, tax, and incidental charges at all Marriott brands worldwide (not including The Ritz-Carlton). They can also be used as a form of payment in all Marriott managed hotel restaurants and retail stores.	\$100	\$90	No expiration date	Autograph Collection®, Renaissance® Hotels, Marriott® Hotels & Resorts, Courtyard® by Marriott, AC Hotels by Marriott®, Fairfield Inn & Suites® by Marriott, <u>SpringHill Suites®</u> by Marriott, Residence Inn® by Marriott, TownePlace Suites® by Marriott and Marriott Worldwide Vacations locations worldwide.



Option 4: Local City Offers

- CityPASS, City Discovery or similar
- Amusement Parks
- Golf or Spa



Purchase a gift card and have it sent directly to guest or placed in room upon arrival



Why submit a Local City Offer?

Question: Why submit a Local City Offer? Choose one correct answer.

- A. Opportunity to get featured on ExecuStay.com home page
- B. Opportunity to get featured ExecuStay eNews
- C. Opportunity to get featured Marriott Rewards eNewsletter
- D. Discover ExecuStay blog and Facebook post— nearly 5,000 fans
- E. All of the above

Why submit a Local City Offer?

Answer:

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Creative for ExecuStay.com

PICK *your* PLAY



LIVE LIKE A LOCAL!®

Now when you book ExecuStay,
you can pick your play–

- Free Golf at local courses
- Relaxing Spa Treatments
- Marriott TravelCard
- Local City Offers Just for you

NOW THROUGH AUGUST 30th

>> CLICK HERE FOR MORE DETAILS

YOUR OWN APARTMENT

YOUR OWN NEIGHBORHOOD

YOUR OWN LIFE

YOUR OWN REWARDS

Book with ExecuStay and experience life just like you do at home –
only better! This time, the fun is on us.

Option A

Option B

STAY & PLAY *free!*



LIVE LIKE A LOCAL!®

Now when you book ExecuStay,
you can pick your play –

- Free Golf at local courses
- Relaxing Spa Treatments
- Marriott TravelCard
- Local City Offers Just for you

NOW THROUGH AUGUST 30th

>> CLICK HERE FOR MORE DETAILS

YOUR OWN APARTMENT

YOUR OWN NEIGHBORHOOD

YOUR OWN LIFE

YOUR OWN REWARDS

Book with ExecuStay and experience life just like you do at home –
only better! This time, the fun is on us.

Local Offer - Submission Form

National & Local Participation

City, State	National Offer Only	Local Offer	Offer Value Minimum of \$100.00	Offer Description (150 word minimum)	URL A link of the offer for consumer's to learn more	Contact Name	Contact Phone Number	Contact Email Address
San Francisco, CA		2 City Passes	\$140.00	CityPASS is a popular, dollar-bill-size ticket booklet that contains an actual admission ticket to five or six of the most popular – and famous – attractions in San Francisco and allows you to skip most entrance lines. You'll have nine days from day of first use to enjoy all the tickets. The San Francisco CityPASS includes a Muni & Cable Car 7-Day Passport plus one-time admission to Aquarium of the Bay, California Academy of Science, Blue & Gold Fleet Bay Cruise, San Francisco Museum of Modern Art, and the Exploratorium.	http://www.citypass.com/san-francisco	Stacey Kuramoto	626.304.6420	stacey.kuramoto@marriott.com

Local Offer - Submission Form

National-only Participation

City, State	National Offer Only	Local Offer	Offer Value Minimum of \$100.00	Offer Description (150 word minimum)	URL A link of the offer for consumer's to learn more	Contact Name	Contact Phone Number	Contact Email Address
San Francisco, CA	YES					Stacey Kuramoto	626.304.6420	stacey.kuramoto@marriott.com

All ExecuStay Promotions: Key Dates

- 5/31: Hot City Deals participation confirmation & offers due from market
- 6/1: Current participating HCDs for June publish with expiration date of 6/14
- 6/14: Revised end date for Live. Like. Love. national promotion
(If you use BrandWorks templates, please remember to update expiration date!)
- 6/15: New HCDs (“PLAY” theme) begin as the ExecuStay summer national promotion
- 7/1: ExecuStay.com reservations systems migrates to Oakwood (Pegasus)
- 8/31: “PLAY” HCD ends
- 9/30: Deadline for “PLAY” HCD move ins

Next Steps

- ☐ To opt in at the national plus local level, complete entire submission form to include a 150-word description and link for your local city PLAY offer.
- ☐ To opt in at the national-only level complete submission form and enter YES in the national-only box along with your contact information.
- ☐ Email to marriott.execustay.communications@marriott.com. By May 31, 2012

Hot City Deals Resources

For public information about the Hot City Deals promotion and all other promotions, go to the Deals page on [ExecuStay.com](https://www.execustay.com)

- Sharron.Saunders@Marriott.com or 301.380.8048
- Stacey.Kuramoto@marriott.com or 626.304.6420