



MARKETING WITH IMPACT

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Week of January 6, 2014

GENERAL ANNOUNCEMENTS

Looking ahead: 2014 Trends for the Serviced Apartment Sector

[Serviced Apartment News](#) editor, George Sell, shares an insightful article on thoughts on the serviced apartment industry and industry insider views of the future. Some of the trends he explores include the blurring of boundaries between serviced apartments and hotels, London becoming a global player, the rise of the leisure consumer, educating travel managers on serviced apartments, and younger markets seeing explosive acceleration in terms of awareness of the serviced apartment concept and in development of properties.

NEW! ExecuStay Book Online Bonus Promotion

Now through March 31, 2014, 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 participating properties.
- Stay for 30 days or longer, with a move in date between January 1, 2014 and March 31, 2014.
- Let us handle the rest! By booking online, guests will receive 5,000 complimentary bonus points, 2.5 Marriott Rewards points per dollar spent on qualifying charges and a great rate for their stay!

For full details, please visit LiveWire.

Want to send this promotion to your clients? The flyer is now available on Brand On Demand > ExecuStay > Create > Flyers > Horizontal Flyers > Book Online Promo.



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- Stay for 30 days or longer, with a move in date between January 1, 2014 and March 31, 2014.
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To make your reservation visit [ExecuStay.com](#). For promotion details visit [ExecuStay.com/book-online-bonus](#).

Marriott Rewards® members who book a reservation online for 30+ days at a participating property within using the "Check Rates & Availability" button will receive 5,000 Marriott Rewards bonus points. No promotion code necessary. Stay must be booked between January 1, 2014 and March 31, 2014. Not valid for reservations made prior to January 1, 2014. Move-in must occur by March 31, 2014. Each reward 30-day stay at the same property are considered one (1) stay and are eligible for only one bonus point offer. Stays for less than 30 days are not eligible for this promotion. This offer is non-transferable.

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Brand on Demand - January Training Webinar

Marketing is holding a Brand on Demand training webinar on January 15 at 8 am PST (11 am EST) for anyone who needs a refresher or for those who 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 November:

Registration Link: (<https://www1.gotomeeting.com/register/481441505>)

Toll: +1 (415) 655-0057

Access Code: 486-261-904

Webinar ID: 481-441-505

Be sure to register prior to training!

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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