



MARKETING WITH **IMPACT**

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Week of March 17, 2014

## CAMPAIGNS AND PROMOTIONS

### ***ExecuStay Book Online Bonus Promotion - Results are In!***

Our ExecuStay Book Online Bonus promotion launched on January 1st and offers travelers 5,000 Marriott Rewards bonus points when they book ExecuStay online using the "Check Rates & Availability" button.

From January 1st through February 28th, we have received 39 total reservations that qualify for an ExecuStay Book Online Bonus. These reservations total 2,017 room nights and \$253,537 in revenue. The reservations span over nine markets including Albany, Chicago, Columbus, Kansas City, LA, NYC, No. VA, Richmond and Seattle.

To learn about the promotion, visit [ExecuStay.com/Book Online Bonus](http://ExecuStay.com/Book Online Bonus). To pull the promotion through in your participating market, use the ExecuStay Book Online Bonus template located on Brand On Demand > ExecuStay > Create > Horizontal Flyers > Book Online Bonus.

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



***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](mailto:ExecuStayMarketing@oakwood.com).***

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