

Hot City Deals “Shop”

Live Like a Local®

Amy Leeds

Oakwood Worldwide Marketing

September 23, 2013

EXECU**STAY**®

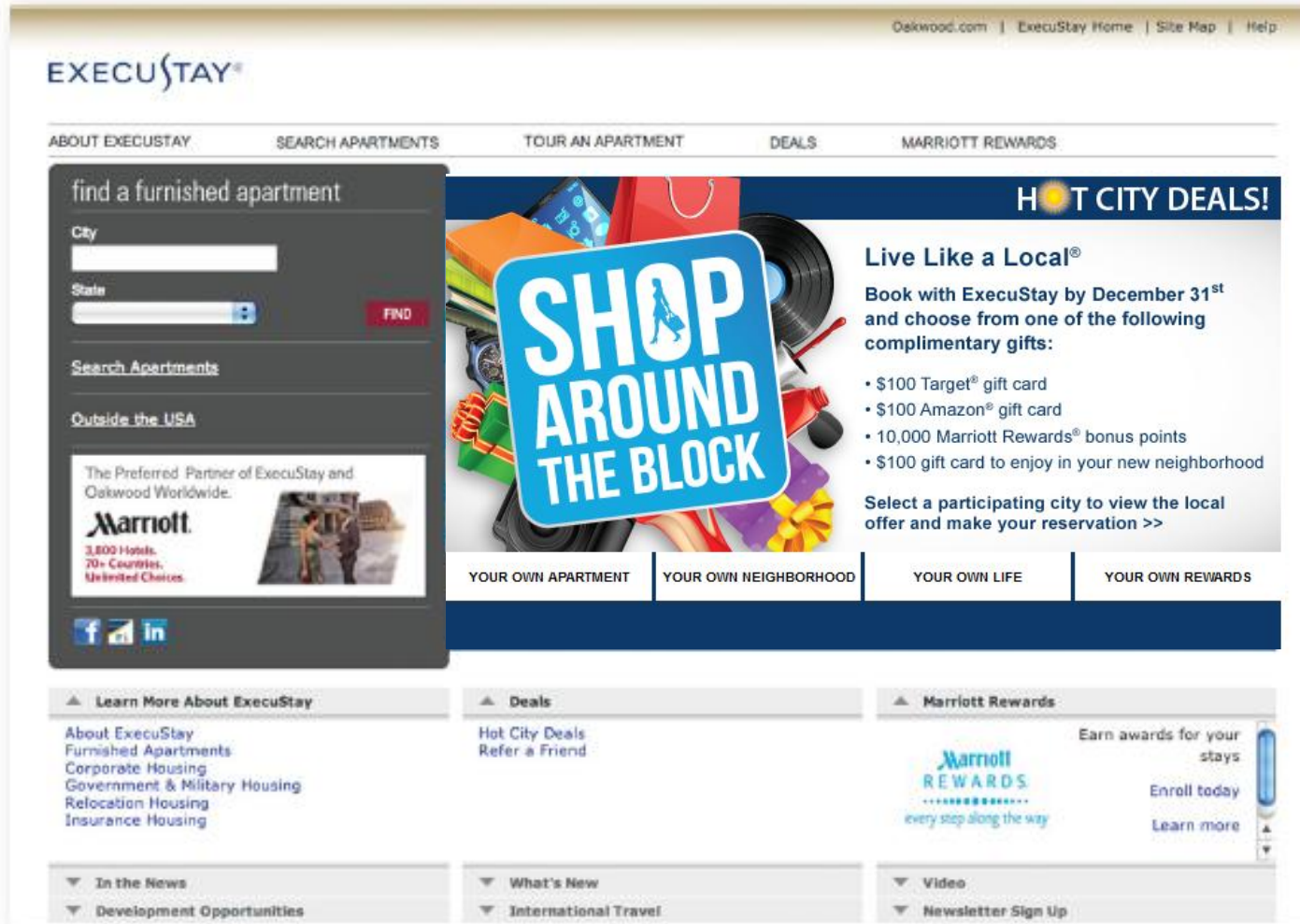
Hot City Deals “Shop”

Live Like a Local®

October 1, 2013 – December 31, 2013

Hot City Deals “Shop” – where guests can shop in their new neighborhood or receive Marriott Rewards® points to style up their wardrobe, treat themselves to something special or purchase a holiday gift.

Creative: ExecuStay.com Home Page



ExecuStay.com Deals Page

ExecuStay Deals - Windows Internet Explorer

http://test.execustay.com/deals/index.php

File Edit View Favorites Tools Help

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ExecuStay Deals

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EXECUSTAY®


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Home

Furnished Apartment Deals

HOT CITY DEALS!



Live Like a Local®

Book with ExecuStay® and shop in your new neighborhood. Now through December 31, receive a complimentary gift card or Marriott Rewards® points that can be used to style up your wardrobe, search for souvenirs and treat yourself to some extra holiday cheer.

Choose one of the following options:

- \$100 [Target®](#) gift card—With prices that always hit the bull's-eye, a gift card goes far at this one stop shop.
- \$100 [Amazon®](#) gift card—Curl up with a new eBook or ship yourself something special from this modern marketplace.
- 10,000 [Marriott Rewards®](#) bonus points—Use your points to indulge in a virtual shopping spree of top designers and brands.

\$100 gift card to shop around the block—Don't just eye the windows, take back treasures from your stay with this offer that's been tailored to your town.

Select a participating city to view the local offer and make your reservation:

Refer a Friend Program. Earn up to 50,000 Marriott Rewards points each year.

Refer a Friend to ExecuStay and earn 2,500 Marriott Reward points. You can earn up to 50,000 Marriott Rewards points each year through the ExecuStay Refer a Friend program.

- Visit www.Execustay.com
- Click the Refer a Friend link on the home page
- Complete the [online form](#) and submit
- Once you submit the form, we'll follow up directly with your friend.

find an apartment View Details

Done

Internet | Protected Mode: On

100%

12:42 PM

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ExecuStay.com City Offer Page - Example

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Furnished Apartment Deals



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\$100 gift card to shop around the block—Don't just eye the windows, take back treasures from your stay with this offer that's been tailored to your town.

Select a participating city to view the local offer and make your reservation:

Hot City Deals in Tampa, FL

Or choose from other great offers when you book a stay for a month or longer at ExecuStay® in Tampa, FL by December 31, 2013 and move in by January 31, 2014.

- \$100 [Column B] gift card
- OR
- \$100 [Target®](#) gift card
- \$100 [Amazon®](#) gift card
- 10,000 [Marriott Rewards®](#) bonus points

To make a reservation, click the button below or call 1-866-724-5487. Please reference "HCD" when making your reservation online or over the phone.

[Terms & Conditions](#)

[Contact a Representative](#)

EXECUSTAY®

ExecuStay.com City Offer Page Terms and Conditions

Guests who make a month or longer [ExecuStay®](#) reservation at a participating property located in the United States between the dates of October 1, 2013 and December 31, 2013, based upon availability, and move in by January 31, 2014, can choose ONE of the following bonus gifts:

- \$100 **Target®** gift card
- \$100 **Amazon®** gift card
- 10,000 **Marriott Rewards®** bonus points
- Local "SHOP" offer valued at up to \$100 (Offer may change if option is no longer available when guest moves in.)

Guest must reference code *HCD* (Hot City Deals) when booking their reservation in order to receive their bonus gift. When making reservations online via the *Check Rates & Availability* button, *HCD* should be referenced in the *Special Requests* field. When requesting reservation information using the *Contact a Representative* button/link, *HCD* should be referenced in the *Promotion Code* field. When making a reservation by calling the local phone number listed or 888.220.0301, *HCD* must be mentioned before finalizing the reservation.

- Guests will receive their gift card within 10 business days of moving into their ExecuStay apartment. If Marriott Rewards bonus points are chosen, the points will be posted 30-45 days following move in date.
- 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 made a reservation or have moved in before October 1, 2013.
- This promotion is available on non-discounted, standard rates only.
- 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.

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.

28 Hot City Deal “Shop” Participating Cities

- Albany, NY
- Atlanta, GA
- Austin, TX
- Baton Rouge, LA
- Charlotte, NC
- Charlottesville, VA
- Chesapeake, VA
- Chicago, IL
- Dallas, TX
- Des Moines, IA
- Gaithersburg, MD
- Houston, TX
- Jacksonville, FL
- Kansas City, MO
- Miami, FL
- Mount Pleasant, SC
- New Orleans, LA
- New York, NY
- Newport News, VA
- North Little Rock, AR
- Oklahoma City, OK
- Omaha, NE
- Raleigh, NC
- Richmond, VA
- San Antonio, TX
- Tampa, FL
- Tulsa, OK
- Wichita, KS

ExecuStay.com Home Page Promo Schedule

- ✓ There will be a total of 12 city offers featured on the home page
- ✓ Three different city offers will be featured approximately every 3 weeks and will change as follows:
 - October 1 – October 21
 - October 22 – November 18
 - November 19 – December 9
 - December 10 – December 31

ExecuStay.com Home Page: Featured Offers

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State

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REFER A FRIEND

Earn up to **2,500** Marriott Rewards Points

[Learn More](#)

[f](#) [es](#) [in](#)

HOT CITY DEALS!

Stone Creek Village

Enjoy this deal in Charlottesville, VA

YOUR OWN APARTMENT

YOUR OWN NEIGHBORHOOD

YOUR OWN LIFE

YOUR OWN REWARDS

HOT CITY DEALS!

Oakwood Gaithersburg

Enjoy this deal in Gaithersburg, MD

YOUR OWN APARTMENT

YOUR OWN NEIGHBORHOOD

YOUR OWN LIFE

YOUR OWN REWARDS

HOT CITY DEALS!

Mira Vista

Enjoy this deal in San Antonio, TX

YOUR OWN APARTMENT

YOUR OWN NEIGHBORHOOD

YOUR OWN LIFE

YOUR OWN REWARDS

Get to know your new neighborhood!

Fulfillment – Franchise Markets

Step #1: When a lead comes to you determine if it is eligible for Hot City Deals “Shop” (*All leads should be going directly to Franchise markets. There is a chance one could go to the Oakwood WSSC if the guest calls the general reservation number, but this would be a one-off*):

- Reservation is being made between October 1, 2013 and December 31, 2013 and arrival is by January 31, 2014.
- Stay is for 30+ days.
- **HCD** was put in the **Promotion Code** field on the **Contact a Representative** form or mentioned when calling prior to finalizing the reservation. **HCD** is referenced in the **Special Requests** field when making online reservations using the **Check Rates & Availability** button (This is not a publicized booking method, but we’ll take it if done this way).

Step #2: All bookings eligible for this Hot City Deals promotion will need to be coded in Oscar in order to ensure fulfillment once the guest’s arrival date occurs.

- During your normal contact with the guest, determine which offer the guest prefers and put this in Oscar. Here are the codes you need to use so you will know what to give the guest upon move in and so you can track the success of the promotion options:
 - HCDT (Hot City Deals Target®)
 - HCDA (Hot City Deals Amazon®)
 - HCDM (Hot City Deals Marriott Rewards®)
 - HCDL (Hot City Deals Local)
- Also, please take note of when the reservation was made, since offers will change every few months, we want to make every attempt to honor the offer the guest chose at the time of booking.

Step #3:

- All promotion offers will be fulfilled in the market. Gift Cards (National and Local) must be given to the guest within 10 business days of arrival (see slide 12 for fulfillment of National offer gift cards).
- Marriott Rewards points must be posted by the 15th of the month following guest arrival. Use the form and **code EHCD** (this ensures that the description for the 10,000 points shows up on guest’s statement). Submit form to Connie.johansen@marriott.com

Step #4: At the end of each Hot City Deals segment (this segment is “Shop”), we will ask participating markets for tracking information including: Guests name, booking date, arrival/departure dates, average daily rate, HCD gift guest chose, etc.

Please share this information with us so we will be able to determine the success of the promotion.

Offer Fulfillment

Physical or electronic gift cards are acceptable to give the guest for this promotion.

- Markets will be responsible for fulfilling

National offers:

- **\$100 Target® gift card**

- Order gift certificate online - cost to you is \$100. You can either mail (additional shipping charges apply) or email card to guest. No additional fees.
- Pick up Target gift card at local store location. Cost to you is \$100.

- **\$100 Amazon® gift card**

- Order online - cost to you is \$100. You can either mail (additional shipping charges apply) or email and/or print certificate for guest. No additional fees.

- **Marriott Rewards® Bonus Points**

- Order using form and submit to Connie Johansen at connie.johansen@marriott.com
- Cost to you is \$8.50 per 1,000 = \$85

- Markets will be responsible for fulfilling local offers



Marketing & Communications

Online

- ExecuStay.com Home page
- ExecuStay.com Deals landing page

Email

- Marriott Rewards eNewsletter (scheduled for November)
- Oakwood Worldwide Client eNewsletter

Brand on Demand

- Hot City Deals “Shop” template to pull through in market (coming soon)

Social

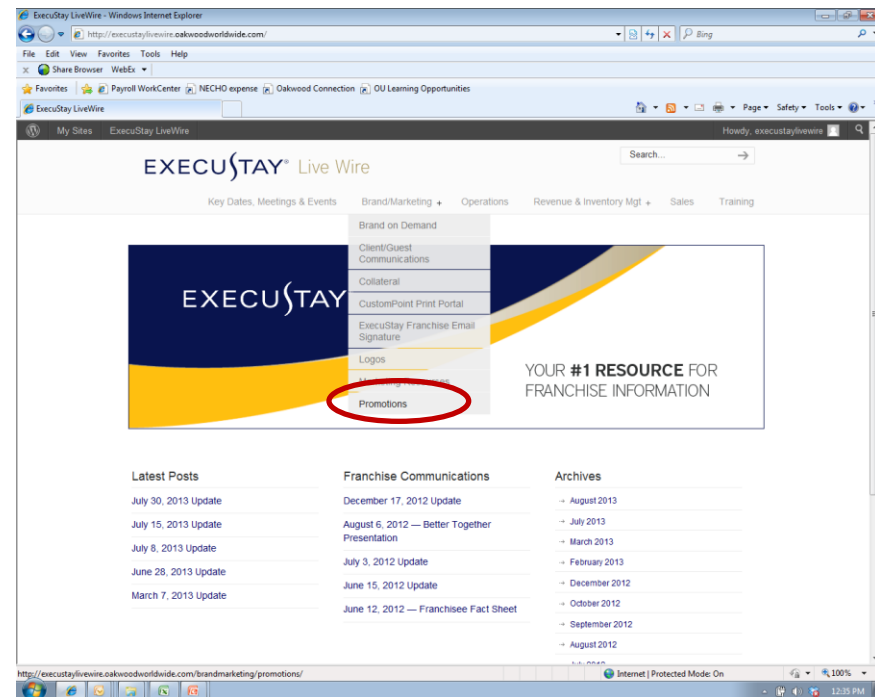
- Facebook
- Twitter

Key Dates

- 9/30/13: Current Hot City Deals “**Play**” ends
- 10/1/13: Hot City Deals “**Shop**” begins
- 11/22/13 Hot City Deals “**Dine**” Participating Cities Due
Want to share the next up and coming chef or restaurant in your city to a new guest? Hot City Deals “Dine” gives you the opportunity to share the local ins and outs of your city’s restaurant scene by offering a gift card to a local dining establishment.
- 12/31/13: Hot City Deals “**Shop**” ends
- 1/1/14: Hot City Deals “**Dine**” begins

Hot City Deals Resources – Franchise Markets

- For public information about the Hot City Deals promotion and all other promotions, go to the Deals page on [ExecuStay.com](http://www.execustay.com).
- For all internal documents, go the ExecuStay Live Wire:
<http://www.execustaylivewire.com>
 - Username: ExecuStaylivewire
 - Password: 20Franchisee13



- Questions:
Lisa Reich – lreich@oakwood.com or 240.720.3022
Amy Leeds – a Leeds@oakwood.com or 240.720.3014