

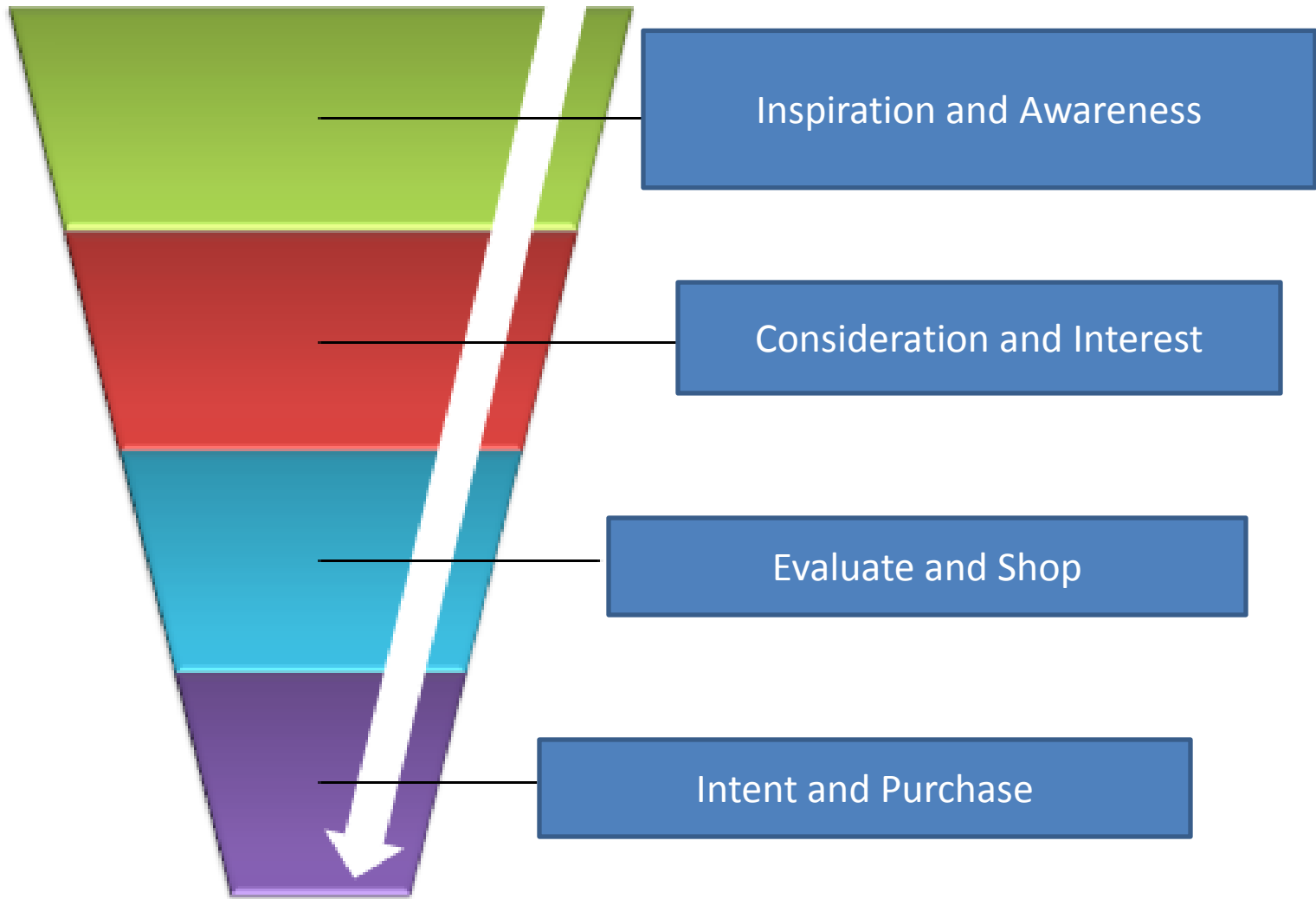


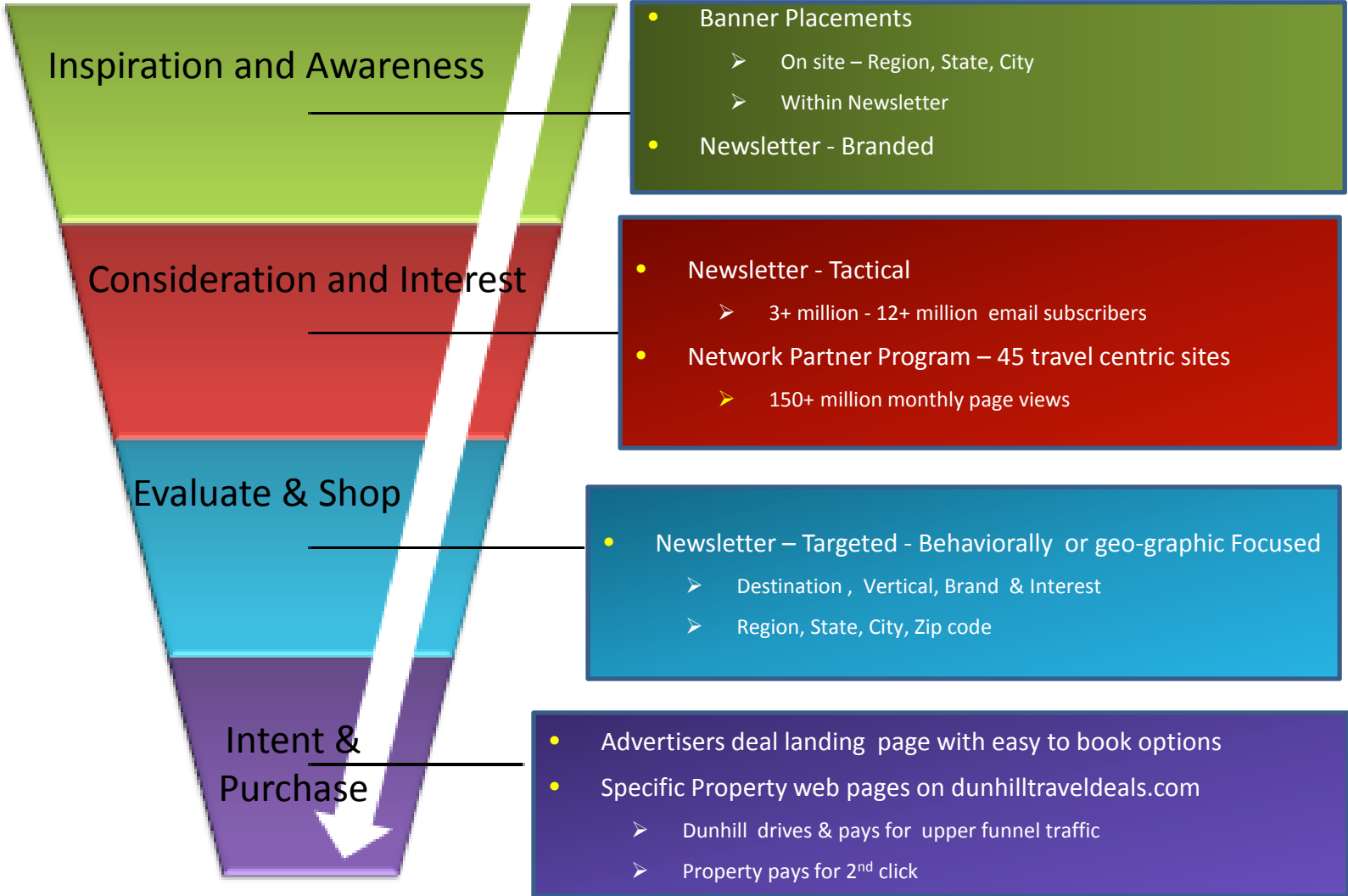
The Need for Diversity

- Average site visits before purchase is 21.6. *
- Just one website visit or just one marketing initiative to reach your potential guests is not enough.*
- Driving more engagement and more bookings requires using multiple channels (the website, paid search, SEO, email marketing, social media, retargeting, etc.) to promote one campaign*
- Maximizing revenues from your property website and shifting share from the OTAs requires a dual focus:
 - Smart investments in your digital assets *
 - The right mix of direct response digital marketing campaigns.*
- How does your tracking currently measure up?
 - First click attribution?
 - Last click attribution?
 - SEM via Google – First click..... Google analytics – Last click.... Interesting?

Source : *HEBS Digital – Smart Hotelier Guide 2015 – Digital Marketing Budget Planning**

The Funnel Process





The Dunhill Travel Deals subscriber

Average Household Income	\$94,000
Average Age	47
Female / Male	53% / 47%
Leisure Trips Annually	2.5 Times
College Education	75%
Valid Passport	72%

Dunhill Travel Deals brings travel consumers direct to you:

- **No commission** – Ad model based on CPC w/ free impressions.
- Reach a **large subscriber base at a fraction of the cost** of other competitors
- No endorsement page which provides:
 - Consumers directly to advertiser landing page
 - **Increased traffic direct to your site**
- Specific Destination/Property pages combines extensive content with timely offers :
 - Delivers quality traffic deep into your booking engine
 - Dunhill markets property via our subscriber list and network program at no cost to you.

What do Top Performing Campaigns Have in Common?

- Specific, aggressive lead-in pricing that's easily bookable
- A clear focus on a concrete, limited-time deal including a specific destination, price & travel dates
- A provable qualifier to help explain the value (ex: 60% OFF, \$200 OFF, Early-bird savings, Limited-time offer, etc.)
- A clear and easy to spot CTA and easily navigated booking engine. A calendar displaying rates make for a seamless user experience and higher conversions.

The Seagate Hotel & Spa
Delray Beach, FL United States

[iPrefer members, please log in here.](#) USD US Dollars English - US

Select Dates > Rooms & Rates > Select Packages > Checkout > Confirmation

Join iPrefer now for priority check in and check out - free Internet - and earn points at over 500 Preferred Hotels & Resorts hotels – Enroll now at www.iPrefer.com. Please note points are earned only at participating hotels.

1 Your Stay Dates

Arrival Date: Monday, June 08, 2015
Nights: 1
Departure Date: Tuesday, June 09, 2015

2 Rooms & Guests

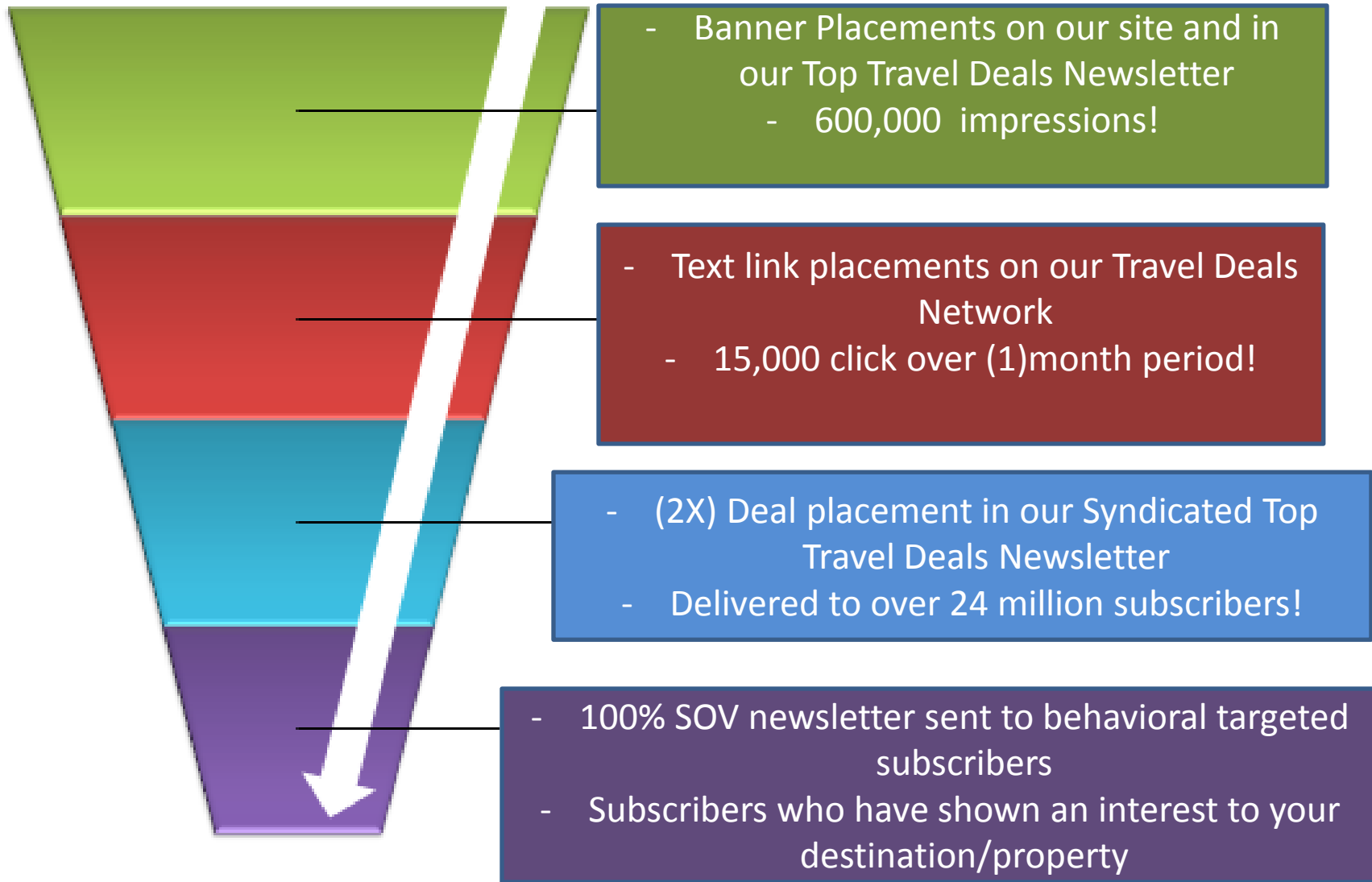
Rooms: 1
Adults: 1 Children: 0
Group Code:
Corporate/Promotion Code: PKGBCH
Travel Agent ID #:

3 Advanced Search

Calendar showing rates for June and July 2015. Legend: Selected Dates (white), Availability (blue), No Availability (orange), Minimum Stay Required (dark blue).
Refresh Calendar Hover-over dates for any restriction details

[Modify or Cancel a Reservation or Itinerary](#) **Check Availability**

25K (6) week campaign/Moving the needle !



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