

TELEMARKETING CAMPAIGNS:

Campaign is run through our Travel Membership (Closed User Groups) and is property specific with special conditions and redemption times.

Pricing has to be very competitive and the sale campaign is run for 30 days. Promotion can be through Direct Mail, SMS, Phone Broadcasts and two outbound Call Centres. Database utilised <250,000. Prime focus of campaign is the sale of an Accommodation Vouchers that can be redeemed within a 12 month period. Lead time is 30 days.



WHY PROMOTE WITH HIGHTIDE TELEMARKETING?

- Our professional and well-trained Call Centre Operators will speak directly with over 3,000 people each week about your resort
- Provides incremental business for your resort during typically slower times of the year.
- Drive repeat and referral business through excellent word-of-mouth.
- Encourage new customers to experience your product.
- Bring previous guests back to your resort.
- Increase occupancy during off-peak periods.



WHY CHOOSE THE HIGHTIDE DIRECT MARKETING PROGRAM?

- **Fully Trained Call Centre Operators** - Our internal training program provides our team with selling skills, customer service skills and product knowledge.
- **100% Call Quality Guarantee** - All outbound and inbound calls are fully recorded for coaching and quality purposes.
- **No Extra Staff Costs** - No interaction is required by property staff until check-in (Sales and Reservations are in-house).
- **No Legal Risk** - We abide by the ACMA's Direct Marketing Code of Conduct and all lists are washed through the 'Do Not Call' register.
- **NO UP-FRONT MARKETING COSTS!** We work on a pay-on-performance basis.

ABOUT YOUR CAMPAIGN

- Under our **Hightide Resort Voucher** brand, we will contact up to 3,000 per week potential new and repeat guests about your property
- Call lists will include residential and businesses within 8 hour drive market from the property.
- We will sell up to 1,000 vouchers redeemable over 12 months (from date of sale)
- Provide Black-Out periods ("non-redeemable" or "surcharge applies")
- Customer will receive a property brochure (to be provided), along with a Hightide Resort Voucher.
- Voucher holders will contact the Hightide Booking Centre when ready to redeem voucher
- Minimum room allotments will be required for vouchers with bookings above allotment by request basis
- For more information visit www.hightidemarketing.com.au

HIGHTIDE HOLIDAYS

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real people, real service, real value