



BL Marketing and the Hotel Business

Marketing and Public Relations

Barter Luxury's Industry Professionals Can Help You To:

- ☛ Increase Visibility
- ☛ Ensure Proper Positioning
- ☛ Maximize Internet Presence
- ☛ Generate Marketing Initiatives to Generate New Clients
- ☛ Create Promotional Opportunities To Generate Business During Off-Peak Times
- ☛ Ensure Your Special Events, Seasonal Packages, and Other News is Noticed
- ☛ Seek Strategic Partnerships with Publications, Tour Operators, Travel Professionals, Etc.
- ☛ Ensure Listings In All Regular Trade and Consumer Publications
- ☛ Seek Public Relations Opportunities, E.g. Travel Show Features, Magazine Articles, Etc.
- ☛ Penetrate Into New Markets Such As Group, Corporate, Social Occasion, Etc.

Barter Luxury Will:

- ☛ Create a Marketing Plan Tailored To Your Individual Needs and Objectives
- ☛ Integrate With And Enhance Your Existing Marketing Function
- ☛ Have Barter Luxury Executives and Marketing Professionals Fully Support Your Marketing Objectives – We Do The Work For You

Unused Guest Rooms – The Perfect Way To Pay

- ☛ Pay For Your Barter Luxury Services With Your Unused Room Inventory
- ☛ Receive Full Value for Products and Services, All At Your Cost of Occupied Rooms
- ☛ Pay For The Products and Services Your Hotel Needs With Unoccupied Rooms, Rather Than Cash
- ☛ Guests Pay Taxes and Gratuities In Cash

Bottom Line Expense Savings

Purchase Essential Business Services With Unused Guest Rooms. Some of The Services Available Through Barter Luxury:

- ☛ Professional Services
- ☛ Marketing – Media and Design
- ☛ Construction/Maintenance Services
- ☛ Printing
- ☛ Telephones Installation
- ☛ Floral Décor, Equipment Rental, Uniforms, Musicians, Photography
- ☛ Food Products, Wines, and Packaging

Employee Incentives and Benefits

- ☛ Performance Rewards – Travel, Hotels and Resorts, Theater and Sporting Events, Gifts
- ☛ Management Visits To Competitors
- ☛ Visits to Medical Professionals Including Dentists

Guest Relations Programs

- Guest Newsletters and E-Letters
- Frequent Stay Programs
- Corporate Gift Programs

Improved Occupancy In Your Hotel

- Strategic Marketing and Public Relations Plan Drives New Business When You Need It Most
- Barter Luxury's Vast Network of Other Professionals Brings In New Guests, Creating A "Buzz" About Your Hotel

Financing

Barter Luxury Helps Hotels To Use Alternative Financing By:

- Allowing You Full Value Purchasing Power For The Products and Services You Need, Paying With Unoccupied Guest Rooms – Not Cash – At Your Cost Of Goods
- Helping You To Receive The Products and Services Now, With The Payment Being Deferred Until The Room Nights Are Utilized
- Guest Rooms Are Redeemed as You Do Business Creates Smooth Cash Flow
- Financing Is Interest Free
- This Financing Is Driving New Guests To Your Hotel
- You Control Blackout Dates and Inventory

Summary

- Maximize Your Business Potential With a Marketing Plan Created By A Team of Professionals
- Drive Traffic To Fill Your Low-Revenue Periods
- Raise Awareness, Visibility, and Loyalty to Your Hotel
- Opportunity To Access a Wealth of Essential Business Products and Services
- Create And Fund Guest, Manager and Employee Incentive Programs
- Pay With Your Unoccupied Rooms
- Deferred, Evenly Distributed, Interest Free Financing For Expenses You Incur Now – At Your Cost of Goods
- The Financing Drives Traffic To Your Own Hotel – You Are Investing In Your Own Success!