



CLIQUE
HOTEL COLLECTION



§ MEANING ~ CLIQUE:

An exclusive circle or group of persons held together by common interests, view or purposes.

§ WHAT WE ARE ~ INDEPENDENT, UNIQUE, AUTHENTIC:

We bring together a blend of one-of-a-kind hotels that deliver special experiences. Each property offers its own character, differentiated service, hospitality, Mexican warmth and unique accommodations.

§ WHAT WE FOCUS ON ~ LEADERSHIP:

We help ourselves and others to do the right things by mapping out where we need to go to win as a team in a dynamic and inspiring way.

§ WHAT WE BRING ~ VALUE:

Independent hotels face difficulty getting noticed in a competitive landscape in the market share. Being part of a soft brand collection has a large number of advantages, primarily maintaining autonomy while increasing visibility and access to resources at a lower cost. It also allows the hotel the freedom to provide a unique experience without being boxed-in by standards.

YOUR PROPERTY WILL BE PART OF:

Constant

Activities

≈ **LIAISON OFFICE**

USA → For the duration of the contract ~ Included in fee

Now you are able to get a profesional, corporate image without the cost of a physical office in the United States !

The office acts as a channel of communication between Members and suppliers and does some PR activity as well as services such as a physical address or an exclusive mail box, mail handling service, mail and packages received, assistance during Member's visits

≈ **BLITZ TO TRAVEL AGENCIES**

USA → One week per month ~ Included in fee, shared cost when out of PHX

MX → One week per month ~ Included in fee, shared expenses

Sales packets will be delivered in sales calls each day of the blitz. The packets generally include a brochure of the property, rate sheet, meeting room diagrams (if applicable), flyers with any promotions and general information concerning the hotel.

Typically, the blitz will occur Monday to Friday from 10AM to 4PM. Depending on the area and the location of the travel agencies, between 8 -10 agencies will be visited each day considering that a brief speech will be given as well as respond to any questions agents may have about the destination or the properties in particular.

There will be a combination of pre-set appointments, maintenance calls and cold calls. A database with relevant comments (if any) will be included in the monthly newsletter. Immediately after the blitz is completed, a follow up e-mail will be sent to the agency.

≈ MAILING TO TRAVEL AGENCIES

USA → Once per month ~ Included in fee, shared postage cost

MX → Every three months ~ Included in fee, shared distribution cost

Traditionally, mailings are the most effective, fast and affordable way to reach our target audience and get our marketing message out the door.

Paper-based marketing materials have been proven through MRI imaging to leave a deeper emotional impact on the receiver than the same piece in digital format. They are more real to the brain, creating more vivid and permanent memories than their digital counterparts.

We have a large database of Travel Agencies throughout USA, Mexico & Canada who will receive your property information continuously. We can also arrange for EDDM (Every Door Direct Mail) in selected cities.

≈ SEMINARS FOR TRAVEL AGENTS

USA → Every two months ~ Shared cost, case by case

MX → Every three months ~ Shared cost, case by case

We all know that in the past years, the Travel Agency industry is going away. After all, most airline companies and hotels today have internet sites where customers can buy tickets and book rooms. Is technology replacing people? Some evidence suggests otherwise considering the fact that this year, after over a decade of travel agency jobs fading away, travelpulse.com reports that travel agency ticket sales have increased by 5.15%. The Travel Agency industry is recovering from the number of jobs lost during the 2008 recession.

Alternatively, more and more travel agents have decided to become home-based and avoid set expenses while running their business at home however, they face some disadvantages and the main one is not to have access to regular visits from service providers.

We can present our properties and keep them updated with information. We can help them sell better through training and certification in the destination and properties so they can be loyal partners when they help clients make the decision on where to stay. The training program is a successful method for motivated people to close more sales identifying the various types of travelers and match them with our product based on their interests.

≈ **MEDIA ADVERTISING CAMPAINGS**

USA & MX → As programmed ~ Shared cost, case by case

Our 3 R's: Good advertising puts the **R**ight marketing message in front of the **R**ight people at the **R**ight time and it can increase awareness of what your business offers, help you find new customers and boost your sales. Placing ads in the press and in directories can be an affordable and effective marketing tool since it offers a targeted way of spreading the word about your business to large numbers of people.

Advertising works best when we can identify publications that reach your target audience cost-effectively and for that we have the experience to make sure we communicate with your intended market.

We have the experience in running printed & online media campaigns according to the intended segment we target.

≈ **TRADE SHOWS & EVENT ATTENDANCE**

USA & MX → As programmed ~ Shared cost, case by case

Currently, trade shows remain among the most valued and used business-to-business marketing strategies, receiving the greatest share of the b2b marketing budget and consistently ranking highly in effectiveness.

Face-to-face interaction is at the core of trade show success, with exhibitors and attendees alike. Finding face-to-face encounters is important in reaching prospective customers or potential vendors as well as positioning the brand.

Statistics show that 84% of trade show attendees have the power to recommend, specify, and/or make final purchasing decisions. Strategic outsourcing of meeting-related services often supports effective trade show marketing.

YOUR PROPERTY WILL BE PART OF:

Promotional

Material

≈ **PRINTING & PROMOTIONAL MATERIAL**
USA & MX → As needed ~ Shared cost, case by case

Putting brochures in the potential client's office or valued travel agencies maximizes visibility and helps your business thrive in any market.

Keep clients informed and bring in new customers with customized flyers with upcoming promotions and events. Express new ideas, drive product recognition or deliver service information with the help of visually striking brochures.

Our design and print services include; posters, brochures, stickers, banners, postcards, flyers and promotional material (calendars, bookmarks, notepads, apparel, drinkware, technology, bags and totes, caps, awards, magnets, etc.)

≈ FULFILLMENT

USA & MX → For the duration of the contract ~ Included in fee, only shipping costs charged

Chances are your activities lay somewhere other than warehousing, packing, shipping and order tracking hence, in-house print fulfillment becomes an incredibly time-consuming process. We will process your Mexico & USA destined fulfillment operation so you can spend your time on whatever helps your business grow. Outsourcing turns your fulfillment cost into a predictable cost-per-order as basically you only pay for services as your products get packed and shipped.

You may use our fulfillment service for promotional purposes, to fill customer orders for printed material or as a method to streamline the distribution of print materials to affiliate business (employees attending trade shows, hotel reps, airlines, wholesale travel agencies, government offices, etc.) With our literature fulfillment service, we can ease your needs and lower your excess baggage charges by having brochures ready for you when you get to your destination. We warehouse your printed items to be shipped; we take care of the packing and addressing of the items, the shipping or mailing of the items to the correct recipients and confirmation that the orders have been filled.

YOUR PROPERTY WILL BE PART OF:

**e-
Solutions**

≈ E-MAILING

USA & MX → Once per month ~ Included in fee, shared expenses

E-mailing campaigns keep your business visible in countless email inboxes. This is a cost-effective service that allows you to send marketing messages or any other type of high quality content to your current and potential customers.

We maintain a large database for travel agencies and consumers in Mexico as well as travel agencies in USA and Canada which we will use for the monthly group campaign.

We will create the original message, organize, schedule the date and execute the e-mailing and provide results of the campaign in the monthly report, including percentage of delivered, returned, opened and deleted without opening e-mails.

≈ **ONLINE PRIVATE SALES CAMPAIGNS**

USA & MX → Every other month ~ Included in fee, 10% commission on confirmed reservations

Online private sales campaigns offer cut-rate prices to a large membership data base. A great advantage to do sales in these campaigns is that you have a great control over the price and the inventory you want to assign to that specific rate plus the ability to tailor a package to meet the target audience through the information they collect when a member signs in.

Take advantage and capitalize the sense of urgency and impulse of shoppers who want to make sure they get the package and not miss out on a great deal. we can help you sell empty rooms in low demand periods by negotiating and managing special deals in those sites. you have a prepaid package even before the buyer uses it

≈ **BOOKING ENGINE WIDGET FOR YOUR WEBSITE**

USA & MX → For the duration of the contract ~ Included in fee, 20% commission on confirmed reservations. Clique pays 15% Travel Agent commission

Your hotel website is a great source of information about your hotel to your guests, its true purpose is to make money and the most profitable way for you to receive an online booking is through your own website therefore it is in your best interest to drive as much business through your site as possible.

Our customizable and flexible reservations widget empowers your website to allow potential clients to book and pay immediately while searching availability. You decide the rates and promotions you load.

YOUR PROPERTY WILL BE PART OF:

Other

Services

≈ **GUEST LOYALTY (REWARDS) PROGRAM**

USA & USA → For the duration of the contract ~ Included in fee, 1 free night per hotel, per month

Our loyalty program is a structured marketing strategy designed to encourage customers to continue to shop at or use the services of businesses associated with each program.

We recognize the interconnected, repeated and retractable nature of the purchase. From the first time purchase we build loyalty and recognize the concurrent nature of developing a relationship with customers. This creates a personal experience, that creates a true value for brands and customers alike.

Our program rewards guests for supporting independent hotels.

≈ **QUALITY AUDIT (MYSTERY SHOPPING)**

For the duration of the contract ~ Per request, extra cost, case by case

Habit makes us blind and when day by day we pass by areas/ services that are wrong, incorrect or need improvement and we are unable to identify them, chances are habit has made us immune to existing problems. The concept of mystery shopping is actually straight forward. service checks and frontline evaluations to name a few, mystery shopping allows companies to obtain a “snapshot in time” by trained researchers who know in advance what they are to evaluate.

We can responsibly and professionally visit / stay in your property posing as ordinary customer and provide detailed evaluations of the experience, using written reports or questionnaires to provide the management with a method to quickly, yet efficiently evaluate business practices, deliverables and employees from the perspective of a consumer. The report results will help identify areas for improvement and outline corrective actions so your online reviews go up in popularity while you keep repeat clients and gain new.

**We are thrilled to have you be
part of the group !!!**



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