

**CLIENT:**  
**The Balboa Bay Club & Resort**

**SITUATION:**  
2009 was one of the toughest years for the hospitality industry. Business travel slowed considerably and marketers of resorts with high-end perception had difficulty creating a "value" proposition to budget-minded travelers.

**CHALLENGES:**  
How to appeal to value-conscious business travelers who have to contend with corporate rules about travel costs; Find a promotional message and vehicle that can be used at optimum times to fill excess capacity, an objective not recognizable until two weeks before availability.

**SOLUTION:**  
IMW developed a strategic solution that began with a target insight: many business travelers fly into Orange County's primary airport. So IMW searched out an email marketing list isolating frequent travelers to the Orange County airport. The message was delivered in a nimble, creative online format which allowed the available types of rooms to be featured in flexible business rate plans.

The BBC&R online creative featured more leisure travel oriented images rather than focusing on typical business amenities. This shifted the focus to affordable business travel that offered the personal rewards of the resort's setting, accommodations and evening entertainment. Amenities like these are not usually found at the "franchise" business hotels travelers more commonly default to.

**RESULTS:**  
The programs were executed every several weeks with quantifiable measurements looking at the number of emails opened and the number of visits to the website, followed by click through to room reservations and potential revenue values. The email blast resulted in a 33% open rate and a 16% click-thru to room reservations.. Additionally, the performance factors from 2009 changed the entire approach to media planning for 2010.



*The Balboa Bay Club & Resort*



*The Balboa Bay Club & Resort*  
NEWPORT BEACH, CALIFORNIA

*Were you expecting a package?*

Labor Day Getaway | Play & Stay at the Bay | Spa Indulgence | Preferred Resort Perks

*We've sent you four!*

**Four exclusive getaway packages, one sure to transport you to Newport Beach's finest waterfront resort before summer is over.**



**LABOR DAY GETAWAY!**

- Two night deluxe accommodations
- A \$250 Spa credit
- Complimentary valet parking


**RATES PER NIGHT**  
Standard \$399 | Courtyard \$499 | Bay View \$599

For more information or reservations, please call 949.645.5000

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**PLAY & STAY AT THE BAY!**

- Luxurious guest room accommodations
- A \$50 Resort credit for use during the stay
- A one-hour Duffy electric boat rental
- Complimentary valet parking




**RATES PER NIGHT\***  
from \$319

For more information or reservations, please call 949.645.5000

\*Terms: Valid August 1 - October 31, 2009. Rate is based on availability at the time of reservation, so book early. Rate does include tax.

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**SPA**

- Deluxe night
- Valet
- Breakfast
- One

**RATE**  
from \$499

For more information or reservations, please call 949.645.5000

\*Based on availability. Rate does include tax.

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**PREFERRED RESORT PERKS**

- Spacious, well-appointed accommodations
- Breakfast in your room or in The First Cabin Restaurant
- Complimentary valet parking

**RATES PER NIGHT**  
from \$319

For more information or reservations, please call 949.645.5000

\*Based on availability. Rate does include tax.

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*The Balboa Bay Club & Resort*  
NEWPORT BEACH, CALIFORNIA

*Value essentials... for the savvy Business Traveler*

**When making business deals, getting there is half the battle.**  
The Balboa Bay Club & Resort understands that convenience, value and a good night's sleep can make all the difference. Just minutes away from John Wayne Airport (SNA), our staff awaits your arrival.

**Package Includes:**

- Overnight accommodations
- High speed internet (wired & wireless)
- Overnight parking or airport shuttle (1-way) to SNA
- Garment pressing (1 suit or garment)
- Boarding pass printing

**BOOK NOW!**  
**RATES STARTING AT \$189\***

For reservations call: 888.445.7153  
www.balboabayclub.com

\*Valid through December 2009. Subject to availability and blackout dates. May not be used with any other offer. Tax not included.

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