

## Acquisition • Frequency • Retention • Loyalty

### Hilton

**Company:** Hilton is the flagship brand of Hilton Hotels Corporation and the most recognized name in the global lodging industry. The company develops, owns, manages or franchises approximately 2,200 hotels, resorts and vacation ownership properties, including many of the world's best known hotel brands: Hilton®, Conrad®, Doubletree®, Embassy Suites Hotels® and Homewood Suites by Hilton®.

**Marketing Objective:** As part of their effort to deliver exceptional service to their customer loyalty program—Family Connections Leisure Program—Hilton wanted to provide additional benefits. A key desired component of the Family Connections Leisure Program was the ability to provide high-perceived value to Hilton guests that added to their family getaway or vacation experience.

**CMS Solution:** Entertainment created more than 200 site-specific books focusing on local fast food restaurants, events and attractions designed to appeal to Hilton guests. Hilton, which featured the books as its key summer promotion, distributed welcome pieces containing local discount offers to their Family Connection Leisure Program members when they checked in to any of the participating 240 properties. Overall, the program was extremely well received by Hilton Hotel managers and their guests. The guests were delighted and appreciated having the discounts to enjoy while traveling with their families.

### Interval

**Company:** Since 1976 Interval International has been at the forefront of the timeshare industry, maintaining the highest standards of excellence. Interval International's vacation exchange network includes more than 2,200 resorts and nearly 2 million member families worldwide.

**Marketing Objective:** To deliver best-in-class benefits to their top-tier timeshare members, Interval partnered with Entertainment to add exceptional value to their gold-level membership base.

**CMS Solution:** A worldwide leader in timeshare exchange, Interval offers a gold-level membership to their base members that contains key travel benefits from Entertainment. Entertainment's international hotel program and fine dine restaurants anchor the offering for Interval's VIP timeshare members. Benefits are tied to Interval's membership card where members show their card at participating Entertainment® merchants to obtain their discounts. Members access the discount database of offers via a customized directory and Web site where members can also print additional offers for over 150,000 dining, attractions, sporting events, leisure venues, shopping and service providers. Entertainment has been a provider of benefits to Interval's members for over 10 years.



## CORPORATE MARKETING SOLUTIONS

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