

CASE STUDY

Executive Suites

Industry: Hospitality & Tourism

Vehicle: Hotel Key Holder

Products: Movie Tickets

Features: Custom Card

As part of their 'Suite Rewards' program, Executive Suites provided all rewards club members who chose to book the weekend at one of their hotels with a free pair of movie tickets. The hotel chain, known for their weekday business accommodations was hoping to increase its weekend reservations by attracting couples with romantic weekend getaways.

The movie tickets were part of several romantic weekend packages, and with free Wifi in the rooms and a complimentary terminal in the lobby, customers could choose to redeem their ticket that weekend. The cards were inserted in their room key holders at the point of check-in.

With more than 20,000 participating theaters and the security of established online retailer Fandango, movie tickets are a high-value yet cost-effective component to your customer acquisition, awareness, incentive and loyalty campaigns.

