

# TARGET ACTIVE AFFLUENT TRAVELERS



## UPSCALE E-MAIL LIST

### *Americas Great Resorts*

*Delivers Upscale Travelers With Proven ROI*

In 1998, Americas Great Resorts began building an opt-in e-mail list of active travelers interested in receiving relevant e-mails from upscale hospitality and upscale destinations. One hundred percent opt-in, this e-mail list now reaches more than 2 million frequent travelers nationally with annual HHI of \$100,000+.

**America's Great Resorts e-mail list has gotten outstanding results for clients such as:** Ritz Carlton Residences & Clubs, Kapalua Resort, the Greenbrier, Marriott Resorts, Starwood Hotels & Resorts, Four Seasons Resorts, and recently, Tourism Mont Tremblant with great success. AGR delivers excellent ROI by regularly achieving open rates of 20%–30%.

**Advertisers can choose any combination of sort criteria below including:**

**Markets** (by state, city or Zip codes), Household Income, Net worth, Home Ownership and Values, Marital Status, Presence of Children in Household.  
**Lifestyle Activities:** golf, Spa, Outdoor Enthusiast, Dining/Cooking, Shopping.  
(Visit history such as the Caribbean, Hawaii, Cruises and Passport registration may also be available.)

The e-mail utilizes client's own HTML file, which is deployed to the selected audience. After deployment, client is sent a "live" tracking site to watch responses as they come in. No flash, java Script or CSS files.

**Call today. Reach your best prospects next week.**

**Increase your business now  
Take market share  
from your competitors**

AGR can perform conversion studies for your clients to demonstrate the success of the list.

#### **Testimonials:**

Sea Island Resort—  
AGR list delivered 19 to 1 return on investment for the property.

"We have been using the Americas Great Resorts upscale e-mail list for a few seasons now and are very impressed with the effectiveness ratio obtained, well above average. It is an interesting action in a balanced media mix." —Alain Houde, Director General, Tourisme Mont-Tremblant

#### **Rates (net):**

\$100/M

Includes two sorts.

Minimum of 30,000

#### **Additional Sorts (net):**

\$10/M for each additional sort criteria.

*For more information or questions regarding the e-mail list or sort criteria, contact your sales representative.*

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