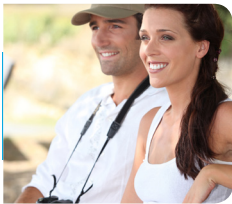


THE POWER OF DIGITAL REWARDS TRAVEL & TOURISM INDUSTRY

In today's competitive travel and tourism markets, incentives, rewards and other perks have become standard, and for good reason. They can influence guests to make an upgrade, to add an amenity or even to extend their stay — and in all cases, they increase the appeal of your brand.

With a suite of valued products your guests will enjoy — like music downloads, digital movie rentals and photo products like prints, books and calendars — Digital Reward Cards provide an easy and innovative way to show your customers that you appreciate their business. And whether it's when booking their trip, for bundling services, or at check in our check out, these simple yet popular incentives are an effective way to say thanks.



POWERFUL USES OF DIGITAL REWARDS WITHIN THE TRAVEL & TOURISM INDUSTRY

- » **Reward customers who add services,** select bundled packages, or choose premium amenities.
- » **Easily thank customers at check in or check out** by giving them a valuable digital incentive.
- » **Include Digital Rewards on direct mail pieces** as a cost-effective value-add.
- » **Increase hotel occupancy and revenue** by rewarding customers who extend their stay.
- » **Promote a new service** by providing a high-value digital reward to customers who try it out.
- » **Provide an on-the-spot recognition reward** for employees exceeding customer service expectations.

CASE STUDIES:



Client: Delta ▶ **Use:** Product Launch ▶ **Reward:** Music Downloads

When Delta launched their new “Change” campaign, which was aimed at communicating a more modern flight experience, a key ingredient was branded Music Download Cards.

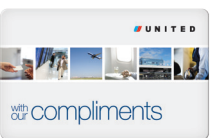
The branded Delta cards helped the airline build awareness of their in-flight travel upgrades. Plus, these Music Download Cards were an easy way to provide passengers with a fun value-add that helped Delta to reinforce their campaign.



Client: Embassy Suites ▶ **Use:** Event Giveaway ▶ **Reward:** Plant-A-Tree

Embassy Suites takes their commitment to “Going Green” very seriously. To show their dedication to their eco initiatives, they distributed Plant-A-Tree Cards to attendees at a community event.

Each card was printed on recycled paper and directed recipients online to plant a tree in a reforestation project of their choice around the globe. While on the branded site, users could learn more about Embassy Suites and even book a future stay.



Client: United Airlines ▶ **Use:** Employee Incentive ▶ **Reward:** Digital Choice

To promote exceptional customer service, United Airlines wanted to recognize and reward employees who received multiple accolades from customers.

Employees who performed beyond expectations received a reward card, redeemable for their choice of movie tickets, a magazine or a pizza. United Airlines realized acknowledging and rewarding its employees would increase productivity and result in higher customer satisfaction.



DIGITAL REWARD CARDS

Made up of a full range of physical and digital products, Digital Rewards include popular items like Music Downloads, Movie Tickets, Digital Movie Rentals, Magazine Subscriptions, eBooks and beyond. Digital Reward Card promotions use reward codes to deliver high-perceived value products. With our easy-to-implement platform, brands can offer these relevant, real-world items at a fraction of their perceived value.

DID YOU KNOW?

- The tables have turned: Digital downloads now exceed physical sales.*
- Next big thing: It is predicted that gains for online movies will increase tenfold between 2007 and 2017.**
- Big picture potential: Over two-thirds of the U.S. population attend at least one movie every year.***
- Cover to cover: Americans spend \$9.3 billion dollars on magazine subscriptions annually.****

* Nielsen/Billboard; Pew Research Center
 ** Mintel
 *** Motion Picture Association of America
 **** The Association of Magazine Media, 2012/2103 Magazine Media Factbook