

THE CHALLENGE

- Expand your market
- Reduce your marketing costs
- Create a future marketing pipeline
- Increase your revenue stream



THE SOLUTION

To find a lower price point product that doesn't compete but complements the timeshare product.



THE CHALLENGE

- Expand your market
 - Lower price point product allows more qualified prospects
- Reduce your marketing costs
 - By selling more to more prospects, your marketing cost per tour diminishes
- Create a future marketing pipeline
 - Product needs to complement not compete allowing for up-sell opportunities
- Increase your revenue stream
 - Additional sales mean additional \$\$\$



THE MODEL

TIMESHARE

100 tours @ \$450 per tour (\$45,000 marketing cost)

12% close rate

\$240,000 sales revenue

88 tours walked (\$39,600 marketing cost)

ADD IN LOWER PRICE POINT PRODUCT

88 "unsold" tours offered \$5000 product

30% close rate (or 26 purchased)

\$130,000 additional sales



RESULT

48% INCREASE IN SALES REVENUE
WITH NO ADDITIONAL
MARKETING COSTS.



Product Placement of the Lower Price Point Product

- Stand-alone, primary product
- Added Value Product
- Exit product strategy
- Re-hash product
- In-house marketing product



What to look for in a Vacation Club

- Are they members in good standing with ARDA, ASTA, CLIA, CARE and other related industry organizations
- Are they a full-service travel agency
- Is the program more than just an offering of certificates that work off breakage?
- How do they procure the inventory to fulfill the member base? Own, Lease?



Global Discovery Vacations

- Offers Star Credits similar to a timeshare points system
- Optional annual activity fee
- Owner/developer of 5 resorts; owns/leases boutique condos and timeshare weeks
- Online booking and assigned personal vacation specialist



Global Discovery Vacations

- Full-service travel agency
 - Member-only cruises
 - Themed cruises
- Cruise Exchange
- Timeshare banking and exchange benefit
- Last minute travel and lodging specials
- Leisure Services
 - Concierge
 - Buying Service



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