



GET MORE WITH AMENITY SERVICES, INC.

ASI provides your guests FREE activities every day of their stay

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Since 1996, Amenity Services, Inc. (ASI) continues as the nation's leading provider of free-to-guest amenity programs. ASI currently provides these unique amenity programs to thousands of vacation rental properties in a wide variety of desired vacation areas. Amenity Services, Inc. brings lodging providers and guest activity providers together to give guests an all-inclusive vacation experience. The ASI amenity program is a proven way to expand your business by providing real value to guests in a way that coupons and discounts cannot.

## ***IS DISCOUNTING HURTING YOUR BOTTOM LINE?***

There is no better way to immediately impact a lodging provider's bottom line than to simultaneously increase occupancies and protect your average daily rate. The lodging industry generally accepts the notion that one must suffer at the expense of the other, but ASI has proven that does not have to be the case. Your company can benefit from our knowledge, experience and proven business methods. Throughout our history, ASI's participating lodging providers have consistently out-performed non-ASI lodging providers.



## **GUESTS RECEIVE FREE AMENITIES EVERY DAY OF THEIR STAY INCLUDING...**

- Championship Golf
- Deep Sea Fishing
- Sight-Seeing Cruises
- Ski and Snowboard Rentals
- Live Theatre/Variety Shows
- Wildlife Tours
- Water Parks
- Restaurants
- Amusement Parks
- Horseback Riding
- Bicycle Rentals
- Kayaking and Rafting
- Snorkeling Adventures
- Unlimited DVD Rentals

*"We have been partners with ASI since 2001. The end results have been tremendous, as our reservations have increased due to the amenities they have provided to us and ultimately to our guests. When our guests say they really enjoyed working with the ASI team and were made to feel important enough to be attended to... what more could any service provider ask for?"*

*- The Breakers, Fort Walton Beach, FL*

# GET MORE *Profits*

## LODGING PROVIDERS GET MORE...

ASI's amenity program impacts a lodging provider's "bottom line" by minimizing or eliminating deep discounting. It also provides an additional revenue source while increasing your daily occupancy rates. You have the flexibility to offer both a discount *and* value added services to your guests – something your competitors cannot do. Your company can benefit from our knowledge, experience and proven business methods.

### *ASI's amenity programs enable our partner properties to:*

- Experience a significant new revenue stream
- Minimize or completely stop the practice of deep discounting
- Provide a competitive advantage that sets you apart from your competition
- Increase occupancy rates
- Exceed your guest's expectations
- Build greater guest loyalty
- Create a competitive advantage for attracting new unit owners
- Enrich your brand identity

*"ASI has provided a service that enhances our ability to attract clients as well as boost our overall occupancy percentage by an average of 10%."*

*- Emerald Coast Vacation Rentals, Destin, FL*

## SERVICE PROVIDERS GET MORE...

As a partner with ASI, your company will be part of a unique and exciting trend in the vacation industry. It is not uncommon to have hundreds, if not thousands, of vacation rental properties in your market which are participating in ASI's amenity program. When your company is marketed as the ASI amenity provider for those properties, where do you think those guests and their families are going for their fun activities? Straight to your door!

### *Amenity providers who partner with ASI immediately reap the benefits of:*

- An increase in overall traffic count
- A increase in gross revenues and profits
- Growth in repeat business
- Greater exposure in the marketplace through the lodging provider's advertising and program usage
- No added marketing or advertising costs

*"ASI has increased our bottom line approximately 20% just in the first year of doing business. In addition, our business has been exposed to many more people than our normal advertising program would have reached."*

*- Windes Brothers & Associates, Inc., Destin, FL*

# GET MORE *With Amenity Services, Inc.*

## GUESTS SAY

"Just writing to tell you what a great time we had on our vacation! The cabin was great! We also enjoyed the amenity pass. Both my husband and my five year old son absolutely loved the indoor skydiving! We will be sure to book with you guys again!"

*A. Gehres - Streetsboro, OH*



"This is the first time that we have booked through Newman Dailey and we absolutely loved the extras (complimentary beach chairs/umbrella, golf, dolphin cruise, round trip transfers to/from the airport and putt-putt/go-carts). We will be back."

*TripAdvisor.com*

"The Family Fun Vacation Package was an AWESOME value and was one of the reasons we had picked your agency and this home. Hope you continue offering this program!! We would love to return again next year!!!"

*Guest Survey - Outer Banks, NC*



## LODGING PROVIDERS SAY



"Many property management companies offer the same product...clean and affordable accommodations. What differentiates Auntie Belham's from our competitors, is an amenities program worth over \$250 daily. That, along with excellent customer service, will set you apart from the others."

*John Madewell, Owner - Auntie Belham's Cabin Rentals, Pigeon Forge, TN*

"ASI's innovative approach is exceptional since everyone is a winner. We are proud to be partners with ASI and provide our guests added value to their stays."

*Shari Goldstein, President - Carolina Mornings, Inc., Asheville, NC*



"The ASI program has enabled us to promote our vacation accommodations in a whole new light. Marketing 'free-fun' just couldn't be easier! Newman-Dailey partnered with Amenity Services in 2000 and we hope to continue our relationship with them for years to come."

*Jeanne Dailey, Owner - Newman-Dailey Resort Properties, Inc., Destin, FL*

## SERVICE PROVIDERS SAY

"ASI has brought new golfers to our courses and allowed us to fill inventory that would have otherwise gone unused. Always accurate and cordial when booking tee times, ASI has provided us needed access to area vacationers while adding significantly to our bottom line."

*Richard Hileman, PGA Director of Resort Golf - Sandestin Golf & Beach Resort, Destin, FL*



"The ASI program was a success and we look forward to next season!"

*Ted Manning - Aspen East Ski Shop, Killington, VT*

"ASI takes care of the customer! Their representatives are courteous and knowledgeable - always ensuring the reservation is precisely what the customer wants and needs. That is exactly how we want our customers treated!"

*Susan Gentry - Country Tonite Theatre, Pigeon Forge, TN*



# GET MORE *Service*

From the first moment your guest experiences your ASI's free-to-guest amenity program, you've helped them create vacation memories in a way that coupons and discounts do not. Your guests will appreciate both the value of the program and the exceptional customer service they receive when they interact with ASI's Customer Service Center.

The Customer Service Center is efficiently managed and operated by highly trained reservationists who know how to make sure guests get the most out of their amenity program.

ASI's proprietary reservation software allows us to provide your guests with quick, accurate information and minimize their wait time on the phone.

*"The ASI partnership is a HIT with our guests and front desk personnel! What a great partnership!"*

*- Rick Robillard, CEO/CFO, Timber Tops Luxury Cabin Rentals, Sevierville, TN*



We've encountered just about every type of guest situation that you can imagine. Let us put that experience to work for you in ways that can be invaluable to your organization on a daily basis. The perfect example of an ASI creative solution is...



## *The Treasure Chest Program*



ASI has always referred to the 'Treasure Chest' as the first line of defense to help you solve a guest issue. We never want a guest to walk away from your front desk dissatisfied when it can be avoided.

For example, when a guest shows up early and a room is not yet ready or perhaps an air conditioner is broken, rather than giving back a healthy portion of your rental income, you can provide a guest with an extra round of free golf or water park tickets to help diffuse the situation.

With this fresh approach, the Treasure Chest Program provides a method of addressing customer issues in such a way that saves homeowners and management a substantial amount of money, while building a strong foundation of customer satisfaction and continued guest loyalty.

GetMoreVacations.com is the virtual marketing extension of ASI and is a powerful advertising tool for our lodging provider partners. The site is user-friendly, informative and highly interactive. Within the site are individual landing pages for each participating property. Your landing page will feature your company, your accommodations and your free-to-guest amenity program. Your customized amenity program will be described in detail.

Most importantly, GetMoreVacations.com operates as a booking portal to your company's website. It features an interactive property search that allows guests of GetMoreVacations.com to input limited information (arrival date, departure date, number of guests, etc.) and pre-populate your website when they leave GetMoreVacations.com. This convenient feature eliminates the need for the guest to have to start over when they leave GetMoreVacations.com and start booking their reservation on your reservation page!

In addition to our GetMoreVacations.com website, ASI provides considerable marketing resources to its participating properties in the form of advertising, press releases (released monthly), e-mail blasts, collateral materials and graphics services.

*Participating properties say when guests hit their website via GetMoreVacations.com, guests look at 79% more pages than any other booking portal and are 34% more likely to book a reservation!*

## CONTACT US FOR MORE INFORMATION

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