

-----Original Message-----

From: Bryanklum@aol.com [mailto:Bryanklum@aol.com]

Sent: Saturday, July 03, 2004 11:25 PM

To: boomermarketing@earthlink.net

Subject: Internet and Radio

Dear Phil:

I wanted to take a moment to share with you some thoughts I have on the value of combining radio and Internet in an integrated marketing effort.

During my time at Outrigger Hotels & Resorts, where I served Corporate Director of Marketing, I had the opportunity to use radio a number of times as an advertising vehicle for Outrigger's 30-plus hotels in Hawaii and the Pacific. Many of these combined radio and major-metro newspaper buys -- a traditional approach for hotel companies, and a reliable traffic-building mechanism. Since I worked with you personally on most of these efforts, you certainly know how successful radio can be in travel marketing.

Outrigger also had great success combining radio and Internet, using radio ads to drive customers to Outrigger's website. I came to believe that this approach has far greater potential than the traditional radio-and-newspaper combination, because of the content-rich environment a website can provide. Perhaps more importantly, people are much more willing to visit a website than call a live operator for more information -- it has what I like to call a lower "threshold for action" -- which means you can drive far more prospects into the marketing net and turn them into potential customers.

The key to making the internet-and-radio combination effective is to have some attention-getting and unique element that is only available on the website. At Outrigger, we did this by promoting a major national sweepstakes promotion tied to our Big Kahuna travel packages. We would promote the contest on the radio, drive customers to a dedicated landing page on the website to enter, and then push them to other parts of the website with information links and special offers. It was hugely successful as a traffic-builder for Outrigger, and best of all it was 100% TRACKABLE!

Of course, it doesn't need to be a contest to be effective (although, as you know, I always like the element of fun and excitement that a good contest brings to travel marketing). There are a number of national radio advertisers -- Pro Flowers (www.proflowers.com) and Dell Computers (www.dellradio.com) are two good examples -- who use special, track able offers on the radio to drive people to a website for fulfillment. I believe this technique can be very powerful, but is still under-utilized by the travel industry.

Phil, please feel free to use our success at Outrigger as an example of the power of radio for the travel business. Although I have now moved to the vacation ownership business, I always look back fondly at our success with Outrigger and Western Media Corporation.

Thanks,
Bryan C. Klum



THE WESTIN
LA CANTERA RESORT
San Antonio

A.M. Cherone
GENERAL MANAGER

September 29, 2003

Mr. Phil Goodman
Western Media Corporation
P.O. Box 130279
Carlsbad, California 92013

Dear Phil,

As the dust begins to settle on our 2003 summer, I wanted to be sure to drop you a note of thanks. This summer's radio campaign was a tremendous success. Your efforts were designed to "drive thundering herds". And, were we ever successful! We are still tabulating all the data but the cumulative effects helped us raise our occupancy levels in July and August to all time highs.

Phil, thank you very much for your personal involvement and commitment. It was a pleasure working with you. Dave Swift and I are looking forward to working with you on our 2004 campaign. Hope to see you in October in Austin as you present to the TTIA General Summit.

Sincerely,

A. M. Cherone

/par



THE WESTIN LA PALOMA
TUCSON

October 15, 1999

Phil Goodman
President
Western Media Corporation
PO Box 90949
San Diego, CA 92169

Dear Phil,

Wow. What a summer! In our ninth year of working with Western Media, 1999 was the best summer ever at The Westin La Paloma.

It could have been the product. Or it could have been the price. In fact, it was both. But it was your radio campaign that fueled our success this summer!

From Memorial Day through Labor Day, La Paloma enjoyed 18,765 transient leisure room nights, a 16% increase over last summer! From a RevPAR standpoint, the increase was 18%!!

You, better than anyone, understand our audience—the baby boomer. And as we well know, the boomer listens to radio. So all we needed was the right message, with the right reach and frequency which you expertly negotiated with radio stations in Phoenix and Tucson, to execute our marketing plan.

Many thanks, Phil, for your contributions to The Westin La Paloma's success this summer. Very soon, let's talk about 2000.

Enthusiastically,

Ed Schwitzky
Director, Sales & Marketing



**THE WESTIN
INNISBROOK RESORT**
TAMPA BAY

November 19, 1998

Phil Goodman
Western Media Corporation
P. O. Box 90949
San Diego, CA 92169-2949

Dear Phil:

I wanted to take this opportunity now that the dust has finally settled to express my sincere thanks to you and Western Media for the outstanding job you did in coordinating our recent summer radio campaign targeting the "Boomer" market.

As you know, this was the first summer in the 28-year history of the resort that we targeted the family market within the State of Florida. In just our first year we experienced a 40% increase in our summer leisure business over 1997. This was largely due to the targeted radio campaign your directed for the resort.

On behalf of The Westin Innisbrook Resort, thank you again for a great summer promotion. We look forward to working with you on next year's program.

Sincerely,

Allen Goodman
Director of Sales & Marketing

36750 US Highway 19 North, Palm Harbor, FL 34684

Telephone: (727) 942-2000 Fax: (727) 942-5576 Internet: <http://www.westin.com> From the U.S. or Canada, call your travel agent, or 1-800-WESTIN-1

