



analytics + imagination = results

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## **AIR Marketing Debuts Touch Point™ Web Application, Set To Revolutionize Hospitality Marketing**

*Data-based Application Delivers Highly Personal Web Experience to Individual Consumers*

**Phoenix (June 2, 2009)** – AIR Marketing, a leading analytics-based marketing and advertising agency, announced today the launch of Touch Point™, the first web application of its kind designed to create highly personalized web experiences based on consumer preferences and transactions.

Developed exclusively by AIR Marketing, Touch Point™ was launched in late April to 1.2 million customers of Destination Hotels & Resorts, the seventh largest independent hotel company with such notable resorts as L'Auberge Del Mar and Royal Palms Resort and Spa. Filling a void in the hospitality marketing industry, Touch Point introduces an entirely new method of strategic, data-driven marketing. The sophisticated application is the first of its kind in the industry to market directly to the customer based on each individual's interests, preferences and recent transactions, delivering a targeted campaign to each customer that is entirely personalized.

Via an opt-in Web site, [www.destinationdelivers.com](http://www.destinationdelivers.com), users are prompted to select their travel recreation preferences, ranging from golf, arts and culture to romance, spa and family time on the beach. Each time users return to the site or receive email communications, the content they view has been entirely personalized to cater to their selected preferences. Content also almost immediately reflects recent transactions, all via Touch Point's sophisticated streamlined application.

"Touch Point is light years ahead of what has been traditionally used in hospitality marketing by the nation's leading hotel operators," said Richard Cassey, Vice President of AIR Marketing. "For so long, there has been a true void in being able to streamline the collection of consumer preference data and transactional data to provide almost real-time strategic marketing that directly connects with the consumers' interests and recent activity."

Just two weeks into the application launch, results have exceeded expectations with AIR Marketing reporting an impressive three percent response rate and new transactions linked directly to the application. Touch Point was developed in the first quarter of this year and is one of AIR Marketing's several proprietary methodologies available for a broad spectrum of industries, ranging from hospitality to healthcare.

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[airmarketing.com](http://airmarketing.com)

Phoenix-based AIR Marketing Inc. was named by *Inc.* magazine as one of the fastest-growing private companies in America and top 100 businesses in the Phoenix Metro area. With a distinguished national client list including AAA and Benchmark Hospitality International, AIR Marketing is a leading data-driven marketing, creative and business development company that utilizes analytics and imagination to measurably grow clients' businesses.

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*AIR Marketing is a business development company that utilizes analytics and imagination to measurably grow clients' businesses. AIR Marketing has a proven track record of providing local, regional and national clients with award-winning and successful marketing, advertising and public relations campaigns. For more information go to [airmarketing.com](http://airmarketing.com).*