

Digital  Alchemy



THE DIGITAL ALCHEMY ADVANTAGE



THE COMPREHENSIVE SOLUTION

eRelationship

eRelationship is the foundation on which Digital Alchemy's revenue-driving magic is built. Craft a profitable, long-term relationship with your guests, studded with opportunities to build incremental revenue, through the suite of CRM emails from Reservation Confirmations and Cancellation Notices to Pre-Stay Marketing pieces and Thank You Notes for which Digital Alchemy is so well-known. Add the next layer of On-Property messaging services, and you have multiple levels of potential adding value and profit to each stay.

eSurvey

Social media ratings success is yours with Digital Alchemy's industry-leading in electronic Comment Cards. eSurvey's new dimension of interactivity serves as a central information hub for tracking and resolution of guest issues, while providing a measure of the property's service and performance levels and catapulting your hotel up the ladder of social media ratings.

eBlast

Maximize returns with Digital Alchemy's email marketing services. The combination of professional design, targeted recipient lists, quality assurance and experience forge stunning ROIs, with reporting to back them up.

eDesign

Digital Alchemy's integrated eDesign services take your message to new levels of effectiveness with products like eBrochure to promote your amenities, eClub to gather more email addresses, and even complete web site design services. With our team of talent and technical expertise available, the only limit to these creative, integrated, cohesive solutions may be your imagination.

eRELATIONSHIP

KNOWYO

The DIGITAL ALCHEMY GOLD STANDARD

Get your guest relationship off to a great start with Digital Alchemy's pre-eminent suite of hospitality CRM services. Affirm booking decisions and inform your guests with Reservation Confirmations that whet their appetites for your amenities and gather email addresses. Modify messaging seasonally or by rate codes or other factors to personalize the touch.

Woo guests with wow factor in Pre-Stay Marketing pieces, while offering upgrades, add-ons, and spa and dining reservations. Sell everything from transportation and ski rentals to wine and strawberries, before your guests even arrive.

Recapture revenue through dynamic Cancellation Notices offering instant info to Revenue Managers for recouping cancelled reservations and nabbing re-bookings via your preferred method.

Make your mother proud; send a ThankYou Note. While demonstrating your own class and appreciation for a guest's business, you set the stage for high post-stay survey responses with links to Digital Alchemy's innovative electronic comment card system, eSurvey.





OUR GUEST

THE POWER OF RELATIONSHIP

"Give me a sushi bar, WiFi, a big-screen TV and I'm set!"

Personalizing relationships has lasting benefits: building a *guest for life* means you become the go-to property for that guest's desires in your area and you have an "in" with their valid email address for the future. Multiply that across your brand and profits can soar.



JUSTIN GORDON
AGE 31
CHICAGO, IL



HOME CONCERTS DINING SPA CONTACT US ROCKSTAR CLUB SIGN UP

Dear Arturo,

We are looking forward to your upcoming visit at the Vegas Hard Rock Hotel & Casino. Dining, concerts, nightclubs, and spa and salon services are all part of the good life here at The Hard Rock, so please don't hesitate to ask us to make arrangements.



Concerts

The Joint at Vegas Hard Rock Hotel & Casino is the true venue of choice for the Rock elite such as The Rolling Stones, Bob Dylan, Velvet Revolver, The Killers, Coldplay, and now Santana to name more than a few. Also, see new and up-and-coming artists at Wasted Space, our one of a kind rock-lounge.

Upcoming Shows -

Almost Normal, Ministry of Love, & Searchlight
 • March 4, 2011 // Wasted Space // Showtime: 10:00 PM

Experience Hendrix Tribute Tour
 • March 6, 2011 // The Joint by Rogue // Showtime: 8:00 PM



Galactic
 • March 7, 2010 // Wasted Space

Zac Brown Band
 • March 13, 2011 // T

To purchase tickets



Reliquary We
 Enter Reliquary
 moment that is
 sanctuary. Sim
 you to be self-c
 egotistic tenden
 mean it. In fact,
 expect nothing is
 selfish side.*

Click here to [mak](#)

AGO's authentic Tuscan-style Italian food attracts A-list cli nightly and is a widely recognized favorite among dining ent. Some signature AGO dishes include Zuppe de Mare, Parmig Melanzane, Lasagna a la Bolognese and their Tuscan-style fired pizzas.

Click [here](#) to make your reservations or call 702.693.4440.

Also, be sure to visit [Rare 120*](#), [Pink Taco](#), [Nobu](#), and [Mr. Lucky's](#)



PRE-STAY MARKETING

Focus Guests on Features

Show off! Guests are excited about their upcoming visit to your property, or they will be after reading this piece! Focus their attention on your best features and the factors that will most enhance their stay (and your bottom-line) and in-house fine dining. Highlighting Poker Tournaments, Children's Programs or stay-specific special events is key to increased ADR.

Build Incremental Revenue

A bargain Internet-booking rate can be more than made up for with available room upgrades, special package offers like private cabanas, or special services like in-room massages. Room rates are only the beginning of revenue production with Digital Alchemy.

Increase Corollary Bookings

Promote your revenue boosters by providing booking information before the guest arrives. Link to your site's enticing imagery to beckon would-be diners or spa clients to reserve NOW. Use your Open Table links here.

Dear Arturo,
 We are looking forward to your upcoming visit at the Hard Rock Hotel & Casino, Las Vegas.
 Dining, concerts, nightclubs, spa and salon services are all part of the good life here at The Hard Rock, so please don't hesitate to ask us to make arrangements.

- The Joint Concert Box Office**
702-693-5383
- Wasted Space Rock Bar**
702-693-4040
- Body English Nightclub**
702-693-4000
- AGO Authentic Italian Cuisine**
702-693-4440
- Pink Taco**
702-693-5575
- Nobu Authentic Japanese Cuisine**
702-693-5090
- Mr. Lucky's 24/7 Diner**
702-693-5592
- The Rock Spa**
702-693-5354
- Poker Lounge**
702-69-FLUSH

We look forward to your arrival!
 Hector Moreno
 Senior Director of Rooms

Hard Rock Hotel & Casino Las Vegas
 4455 Paradise Road
 Las Vegas, NV 89169
 702.693.5000



Dear Justin,

Your upcoming stay is only days away and we would like to ask about your needs and preferences so we can make your stay memorable. Please fill out and submit the below form or call 877.234.5687 to upgrade today!

■ **Guaranteed Early Check-In**
starting at \$25

Early check-in time of 9AM.

■ **Room Upgrades**
starting at \$25

Choose from larger suites or unforgettable views.

■ **Guaranteed Late Check-Out**
starting at \$50

Choose from late check-outs of 3pm or 6pm.

■ **Romance Package**
starting at \$100

Rose petals, Brut Champagne, six candles and gourmet chocolates.

Transportation

From Airport to Hotel Yes No

From Hotel to Airport Yes No

Personal Preferences

Foam Pillows Feather Pillows

Smoking Room Non-Smoking Room

Are you celebrating a...

■ Birthday

■ Anniversary

■ Honeymoon

Anything else you wish to share?

Preferred Contact Method e-mail phone

**All upgrades are subject to availability. A guest service representative will contact you via your preferred method to inform you of actual pricing for your dates of stay and will be able to confirm any changes to your reservation.*

Submit Your Response

VIP FORMS

Gather General Preferences

Every guest Digital Alchemy touches is a VIP. Make them more comfortable with meaningful information like pillow preference, preferred language(s) or smoking preferences.

Build Revenue

Offer Early check-in or late check-out for a fee, available Room Upgrades, transportation or Customized Food and Beverages like chilled champagne in the room - and how about some chocolate-dipped strawberries and long-stemmed roses to go with that?

Build Guest Profiles

Get personal with touches like special occasions, favorite newspapers and beverages, or allergies. Know your guest so well you can deliver what they want.

AMBASSADOR
EAST

STERLING
HOTELS
PREFERRED HOTEL GROUP

[Home](#) [Guestrooms & Suites](#) [The Pump Room](#) [Meeting Facilities](#) [Weddings](#) [Maps/Directions](#) [Specials & Packages](#)

UNIQUE UPGRADE OPPORTUNITY

PLEASE READ - Regarding This Reservation
Premium rooms may go unsold and **can be offered** at check-in from as little as \$25 extra per night.

[Request Discounted Room Upgrade](#)

[\[Learn More\]](#)

RESERVATION CONFIRMATION

Dear Carly Smith,

Thank you for choosing **The Ambassador East Hotel**. It is our pleasure to confirm the following reservation. Please advise us if any changes need to be made to this reservation by calling us at 888.506.3471.

RESERVATION DETAILS

Confirmation Number	1210070324
Guest Name	Smith, Carly
Arrival Date	Friday, April 15, 2011
Departure Date	Saturday, April 16, 2011
Room Type	Double Non Smoking \$179.00 on April 15, 2011

The above rate(s) may not reflect all possible fees, additional charges or taxes associated with this reservation. For clarification regarding these charges, please contact our reservations department.

POLICIES

Check-in time	3:00 PM
Check-out time	12:00 noon
Room Tax	11.9% Occupancy + 3.5% per room/night
Cancellation Policy	24 hours notice prior to arrival, by 12:00 Noon local time. Penalty is one night's room and tax.

UPGRADE MANAGER

Up sell for Increased ADR

You've already planted the seeds of suite images and sweet offers. Reel them in with another chance to upgrade their stay.

Maximize Inventory Management

Use your knowledge of occupancy peaks and valleys to drive how many upgrades to offer and when to offer them. You choose the price levels and room categories to promote.

Strategic Placement Maximizes Effectiveness

Versatility is the hallmark of Digital Alchemy's integrated service. Your upgrade offers can be placed in any CRM piece *or in multiple locations*. Dangle an offer in the Reservation Confirmation, promote it again in the Pre-Stay Marketing email, and close the deal on their VIP form. Or catch them with a special email focused on the upgrades, and rich with compelling images. The choice is yours; the options are many!



Cancellation Information

Dear Justin Gordon,

We've received your cancellation for the reservation indicated below and are sorry to hear you won't be staying with us. We hope that next time business or leisure brings you to Sacramento, you'll consider staying with us at The Citizen Hotel.

Meanwhile, may we ask for just a few seconds of your time to [tell us why](#) you won't be joining us? We promise: just a couple of clicks and you'll be on your way!

CANCELLATION DETAILS	
Confirmation Number	380320010
Cancellation Number	380330980
Guest Name	Justin Gordon
Joy of Life Club Number	Join now!
Arrival Date	Saturday, October 1, 2011
Number of Nights	2
Number of Rooms	1
Room Type	Kabuki King
Departure Date	Monday, October 3, 2011

Thank you for thinking of The Citizen Hotel, we hope you will [book again](#) soon.

Sincerely,

Mark Mathews
General Manager, The Citizen Hotel

HOTELS • RESTAURANTS • SPAS

926 J Street Sacramento, California 95814 Tel 916.447.2700 Res 916.492.4460
the citizen hotel.com



Cancellation Information

Cancelled Trip Found Better Rate Other Reason

[Send Your Comments](#)

joie de vivre®
HOTELS • RESTAURANTS • SPAS

926 J Street Sacramento, California 95814 Tel 916.447.2700 Res 916.492.4460
the citizen hotel.com

CANCELLATION NOTICES

Informed Revenue Management

Learn why a guest cancelled a reservation. If they were price shoppers, your Revenue or Rooms Manager has the information to attempt to rebook them with a more attractive rate, room category or package! No more guests disappearing into the sunset.

Leave Lingering Images

Make them know what they are missing! Digital Alchemy Cancellation Notices include compelling imagery that begs guests to reconsider. Next time they are in the area, we want them to be thinking of you *first*.

Invite them to Re-book

Make it easy for guests to reverse course and say yes to you after all. With Digital Alchemy, your guests will have links to your website and preferred booking information right on their cancellation notices – just in case!

ON-PROPERTY MESS

WELCOME LETTER

Set Expectations

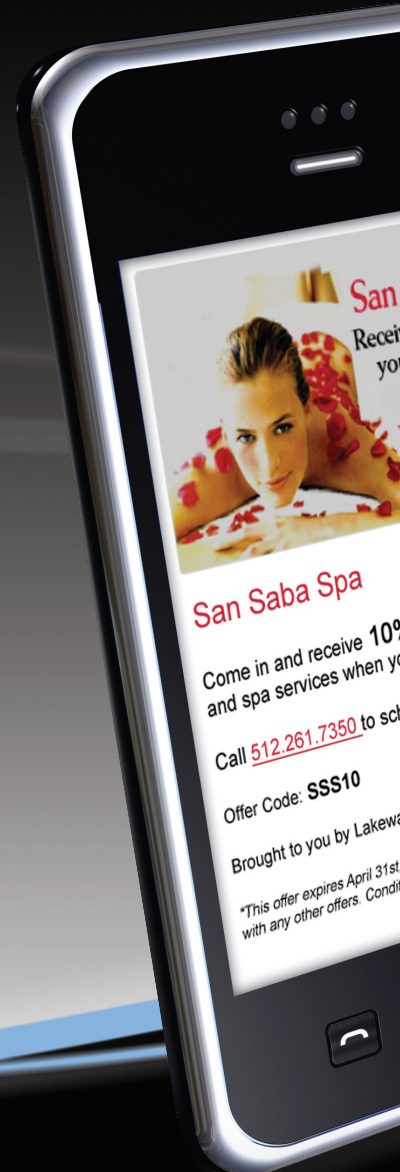
Let guests know that you sincerely welcome them and intend to deliver excellent service, while inviting them to alert you to any needs they may experience while on property.

Invite Feedback

A guest probably won't call you during a presentation to say that Meeting Room B feels like a meat locker, but they'll shoot you a quick email from their Blackberry! Fix problems before they become unpleasant memories.

Make it Mobile!

These messages are perfect for Mobile screen-sized communication: sincere, but to-the-point! Clickable phone numbers to dining, spa, guest services, and concierge provide for easy, en-route or on-the-town requests.



AGING



MID-STAY COMMUNIQUÉ

Special Offers

Send a little love – in the form of a coupon or special offer - just for those who are in house. Perhaps a two-for-one offer at the bar? Coffee with the GM? Endless possibilities.

Fans and Followers

Boost your social networking presence by inviting your in house guests to follow you or post their fun to your social networking sites! Everyone wants their 15 minutes of fame!

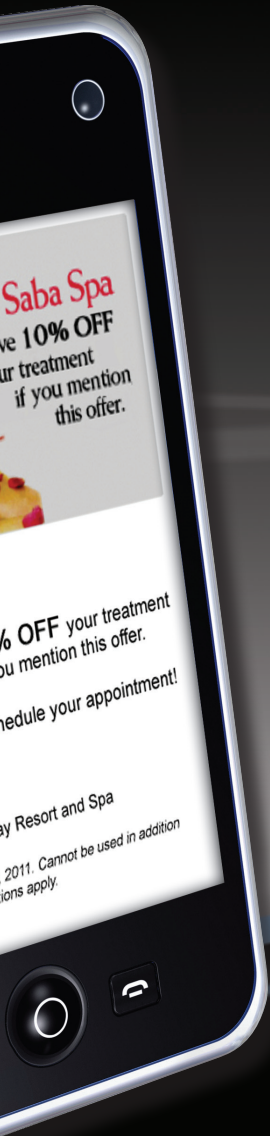
PRE-DEPARTURE LETTER

Explain the Process

Streamline guest departures by sending an overnight email outlining your check-out process. Provide stress relief and reduce staffing requirements.

Last-Gasp Up Sell

It's not too late to make money with offers of late check-out, departure transportation, or available extensions of stay. Let your guest know you'd rather they lingered at the hotel a bit longer and perhaps entice them with a special offer!?



Before you Go...

Lakeway Resort and Spa

Dear Mr. Hughes,

Our records indicate that you are scheduled to depart today, I hope you had a great stay and that we will have the honor of welcoming you back to Lakeway Resort & Spa in the future.

You should have received your bill early this morning. Please feel free to review your bill and call our front desk agents who will be happy to assist you.

If everything is correct on your bill you are welcome to use our "express checkout" service by calling guest services or by selecting the option on your television menu. By doing so, your checkout it is not necessary for you to stop by the front desk prior to your departure.

Our check out time is 12 noon. Should you need to extend your stay, review your bill and select an alternate method of payment please feel free to pass by the front desk. Our agents will be happy to assist you.

Once again, thank you for choosing Lakeway Resort and Spa for your visit to the resort. If we can be of any assistance in arranging transportation for your onward journey, please contact our concierge team by pressing the concierge option on your in room telephone.

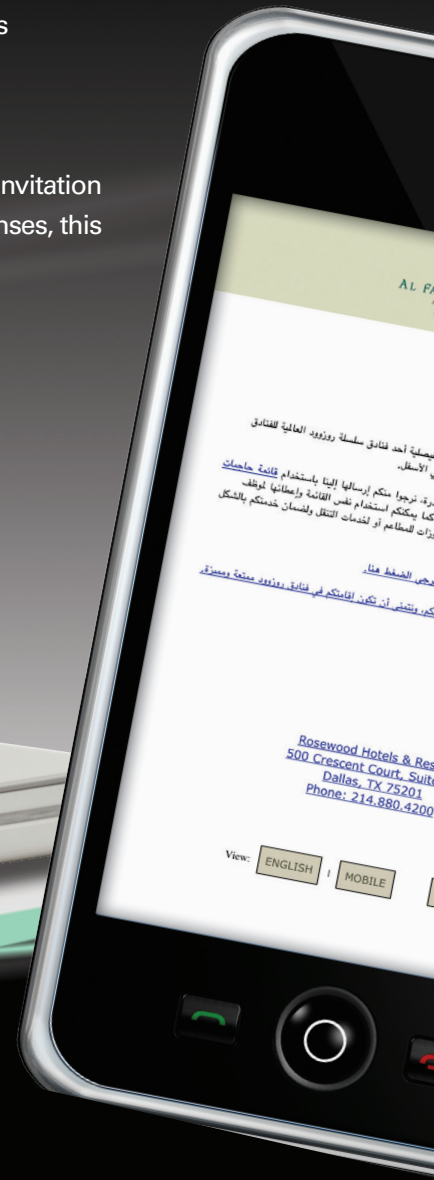
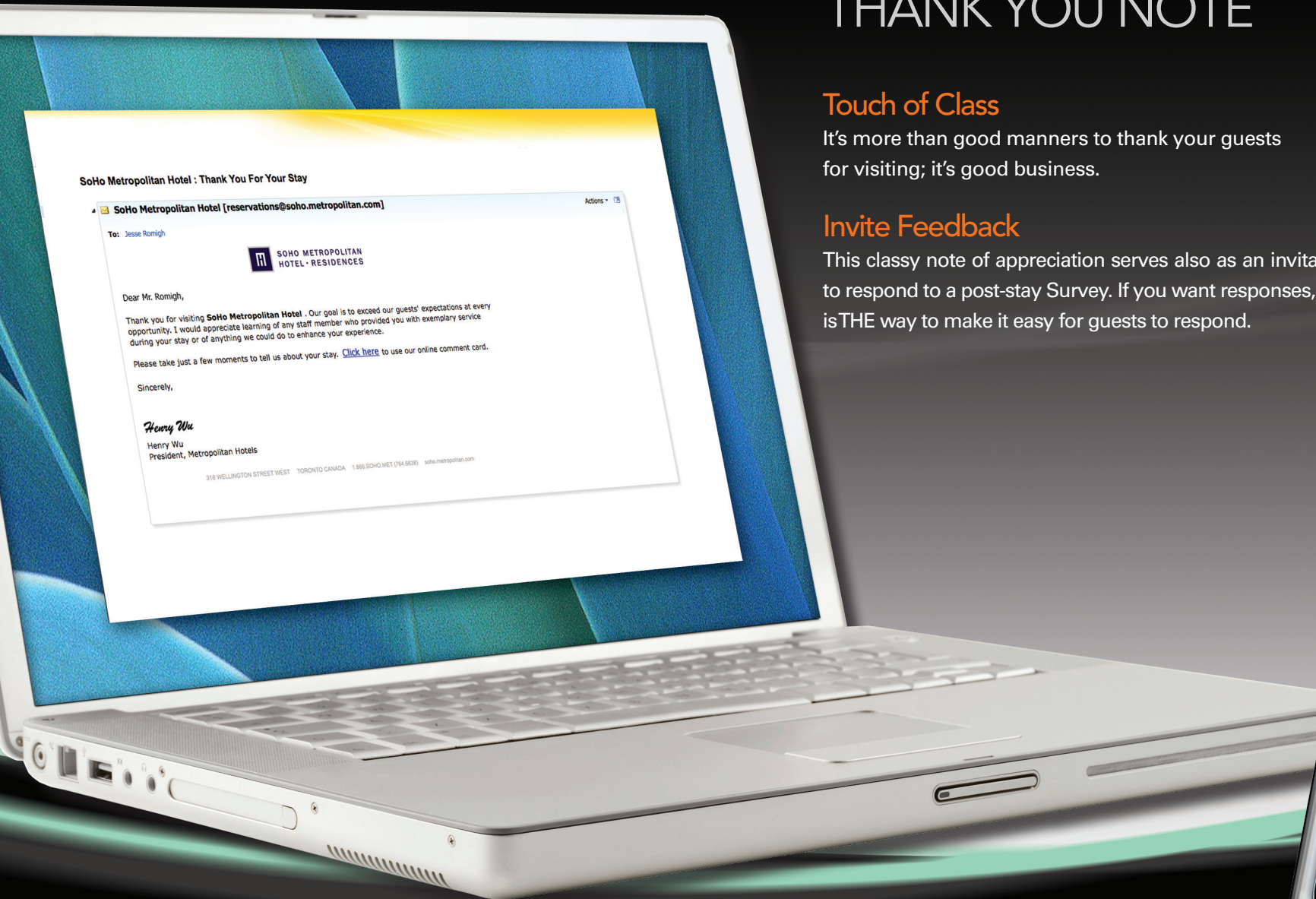
THANK YOU NOTE

Touch of Class

It's more than good manners to thank your guests for visiting; it's good business.

Invite Feedback

This classy note of appreciation serves also as an invitation to respond to a post-stay Survey. If you want responses, this is THE way to make it easy for guests to respond.





BOUNCE BACK OFFER

Invite Guests to Return

The power of an invitation is surprising. Images and experiences at your property are still pleasant memories, so this is the time to invite your favorite guests to return with a targeted offer.

Individualize Offers

Use guest geography and stay history to customize offers. Give guests the opportunity to become "regulars" or introduce them to a different season at your property with offers tuned to their interests.





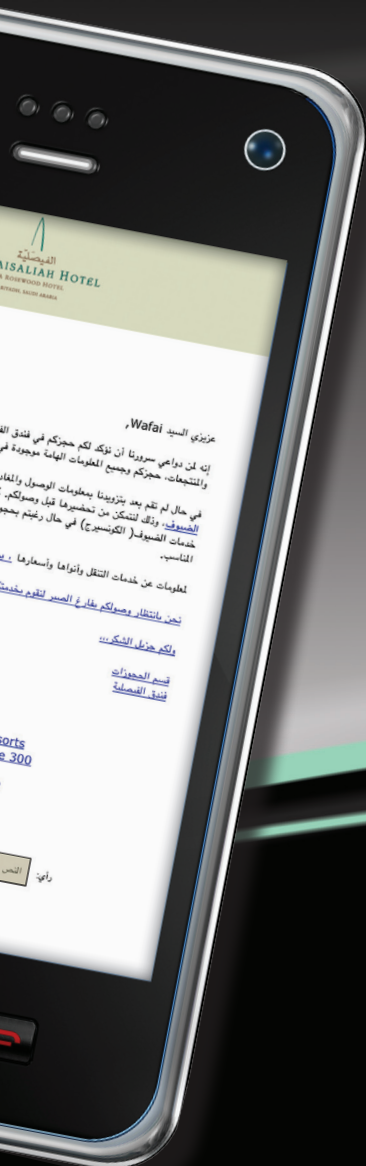
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eSURVEY

KNOWYOU

NOT JUST A CARD: A COMPLETE SYSTEM

Digital Alchemy's eSurvey has transformed the paper card into a complete online system, designed to help hotels identify strengths and resolve challenges directly correlated to a specific reservation. Best of all, it's a swift vehicle to raising travel review site ratings for your property.

Attain or maintain stars and diamonds with measurable scores and validate bonuses with demonstrably superb performance. Set performance goals for staff in key areas: housekeeping, grounds, valet and room service, for example.

Scale problem resolution appropriately with correlated guest history and reservation information. View previously submitted comment cards by the same guest, if available.





OUR GUEST

THE POWER OF FEEDBACK

"Early mornings I hit the gym. Then it's breakfast!"

*"Being listened to and heard is one of the greatest desires of the human heart."
– Richard Carlson*

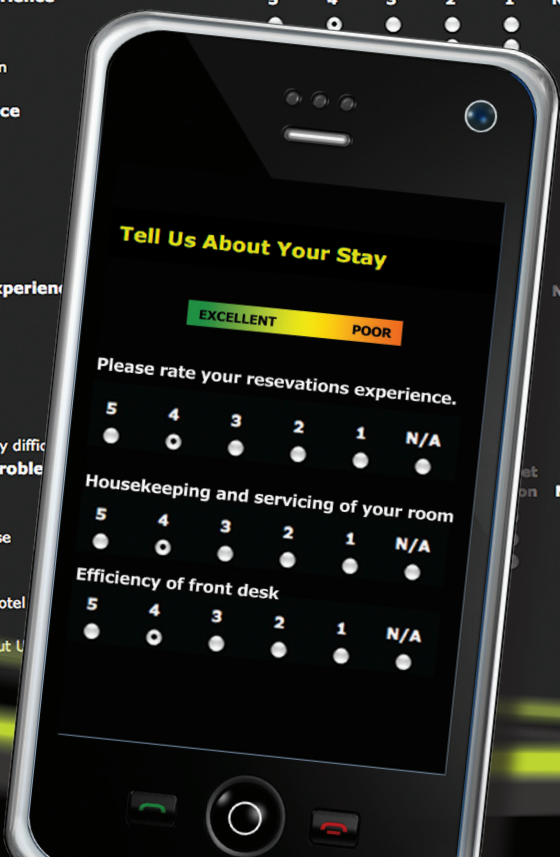
Affirm your guests by listening to their observations and responding to them.
Get a real-time handle on which issues are resolved and which are in process.

CARLY SMITH
AGE 26
Savannah, GA



Tell Us About Your Stay

	Great	Get With It	N/A			
Please Rate Reservations Experience	5	4	3	2	1	N/A
Friendliness of agent	●	○	○	○	○	○
Knowledge of agent	○	○	○	○	○	○
Accuracy of reservation	○	○	○	○	○	○
Check-In Experience						
Friendliness of staff	○	○	○	○	○	○
Questions answered	○	○	○	○	○	○
Information offered	○	○	○	○	○	○
Staff appearance	○	○	○	○	○	○
Bell/Valet	○	○	○	○	○	○
In-room dining	○	○	○	○	○	○
Restaurant/Bar Experience						
Service	○	○	○	○	○	○
Food quality	○	○	○	○	○	○
Value	○	○	○	○	○	○
Cleanliness	○	○	○	○	○	○
Presentation	○	○	○	○	○	○
Did you experience any difficulties?	○	○	○	○	○	○
Please rate your Problem Experience						
Speed of response	○	○	○	○	○	○
Satisfaction of response	○	○	○	○	○	○
Follow-up	○	○	○	○	○	○
Would you return to Hotel Lucia?	○	○	○	○	○	○



COMMENT CARD

Measure and Raise Standards

Make demonstrable steps toward excellence with web and mobile versions of your post-stay surveys. Reporting and emailed Alerts will notify management of areas that require attention and recognition.

Scale Responses

Key in on which guests need a response to their surveys, and drill down to exact issues raised, including color-coded key words in text comments. With comments tied to a reservation and survey history for that guest, you can know if you are dealing with a bad stay or a chronic complainer.





Hotel 51			
Summary	Score 83.9% = 5.8	# of Answers 8	IP Address 55.555.125.63
Submitted	03/19/2009 07:09:07 PM Central Time <small>(1.2 hours after thank you note email was sent.)</small>		
Card Number	51000-86-753-09		
Alert Reason	<ul style="list-style-type: none"> 1 question was answered with a 1, 2 or 3. 		
Guest & Stay Information			
Guest Name	John Williams Dear Mr. Williams,		
Guest Email Address	jwilliams@email.com		
Reservation Number	6584B1		
Stay Dates	Saturday, March 14 th , 2009 to Sunday, March 15 th , 2009 03-14-09 to 03-15-09		
Room Number	237 (Room Category `SKING`)		
Click here to see the thank you note that was sent to this guest. Click here to see a sample of your current comment card.			
Staff Responses			
Card is Closed. No Follow-Up Required			
Who	Staff Remarks	Submission	
Enter Your Remarks:	<input type="text"/> Assign to: <input type="text" value="Assign this card"/>	<input type="checkbox"/> Open Card <input type="checkbox"/> Close Card <input type="button" value="Submit"/>	
		<input type="checkbox"/> Email Assignee <input type="checkbox"/> Email Copy to Me	
Rob Fromage 4.7 days ago	Closed card.		
Rob Fromage 4.7 days ago	F&B manager offered free meal closing issue		
John Smith 5.9 days ago	Have F&B manager followup on this card		
John Smith 5.9 days ago	Opened card for follow-up.		
Guest Comment Card Answers			
1-7 Questions			

Real-time Central Issue Tracking

Digital Alchemy's online interface allows properties to track correspondence related to comments in a centralized location. If a guest raises issues with housekeeping and dining, both departments can access the entire body of discussion related to them. And naturally, senior management can, too.

Question Number	Guest Answer	Question Text	1	2	3	4	5	6	7		
501	7	Reservations - Accuracy of Reservation Details:							X		
502	6	Reservations - Friendliness of Agent:						X			
503	6	Reservations - Promptness of Agent:						X			
504	3	Reservations - Knowledgeable Agent:			X						
531	6	Check-Out - Front Desk - Efficiency:						X			
571	6	Dining - Food Quality:						X			
Average	5.8		Counts		0	0	1	0	0	5	2
Yes/No Questions											
Question Number	Guest Answer	Question Text									
598	Yes	Guest experienced a problem during stay									
599	Yes	Problem handled to guest's satisfaction									
Text Questions											
Question Number	Question Text	Guest Answer									
510		The reservations agent did not do her job. She was very slow in her responses. Other than that, she was very friendly . The towels in the room were slightly itchy .									
Word Summary	Total	Modifiers	Good Words	Bad Words							
	30	4	1	2							
Notes											
Only questions that were answered by the guest are included on this report. Blank, n/a or unanswered questions are not shown.											
2 Comment Cards Submitted by this Guest											
View	Submitted	Score	Words				Alert				
This Comment	3/19/09 7:09 PM	83.9%	Total	Mod	Good	Bad					
			30	4	1	2	<ul style="list-style-type: none"> 1 question was answered with a 1, 2 or 3. 				

Detect Opportunities

Color-coded responses help management zero in on relative performance strengths and weaknesses, even in text comments. See the full-picture from the guest's perspective and prepare to reap major returns from positive reviews!

turn this...

#10 of 13 hotels in Brookfield
Ranked #9 for business in Brookfield
 18 reviews
 “ Good experience ”
 “ Not worth the price ”

into THIS!

#3 of 13 hotels in Brookfield
Ranked #1 for business in Brookfield
 52 reviews
 “ Great experience ”
 “ total bang for the buck ”

and this...

Reviews you can trust

51% Recommend
 18 reviews

Excellent	4
Very good	5
Average	2
Poor	4
Terrible	3

into THIS!

Reviews you can trust

71% Recommend
 53 reviews

Excellent	28
Very good	8
Average	3
Poor	9
Terrible	5

The Trip Advisor logo is a registered trademark of Trip Advisor.com

TRIP ADVOCATE

Raise Ratings!

Impact your presence on Internet review sites by driving positive reviews to them. Don't be held hostage to a poor ratings streak when things have improved. Our system automatically invites guests to post their positive reviews!

Real Experience:

"Using Trip Advocate by Digital Alchemy has been a sensational success for our company. We went from being rated 10th out of 13 hotels in our market to the #3 rated hotel and #1 rated business hotel for our market in 60 days.

Prior to using it, we traced 6 prior trip advisor postings to past comment cards, since using the Digital Alchemy link we have traced 15 out of 20 posts directly to a previously submitted comment card. Since moving up in the ratings, we have seen an increase in our RevPAR and Occupancy. I recommend this product to everyone."

- Shannon Smith
Assistant Hotel Manager
Brookfield Suites Hotel & Convention Center



Digital Alchemy Customer Service Portal

http://portal.data2gold.com/

Comment Card Central
Hotel 51 at CityGate Centre

All Alerts Open (2) My Open (0) Closed < 80% < 90% > 90% Comments

Most Recent Comment Cards

Status	Guest Name Company	Stay Dates	Rate	Score	Words				Submitted (Central)	Refresh Older Cards
					Total	Mod	Good	Bad		
	Kiakow, Nik	3/22 - 3/24	\$ 119	96.6%	17	1			2.7 hours ago.	
	Gerlach, Andrea	3/22 - 3/24	\$ 119	96.4%	15	1			6.9 hours ago.	
Closed	Gonzalez, Nicos	3/19 - 3/22	\$ 109	99.3%	31	1	3		Wed 24-Mar-2010 4:30 PM	
Closed	Marchetti, Ann	3/8 - 3/13	\$ 100	Perfect!	31	1			Tue 23-Mar-2010 10:30 PM	
Closed	Gounaris, Kelly	3/20 - 3/21	\$ 134	Perfect!	2				Tue 23-Mar-2010 7:50 AM	
Closed	Rutledge, Melisa	3/20 - 3/21	\$ 145	86.4%	160	1	3	6	Mon 22-Mar-2010 10:43 AM	
Closed	Nowka, Carla	3/19 - 3/20	\$ 98	Perfect!	2				Mon 22-Mar-2010 9:26 AM	
Closed	Dvorak, Robert	3/20 - 3/21	\$ 125	75.0%	15	1	1		Mon 22-Mar-2010 6:46 AM	
Closed	Ramsook, Beverly	3/18 - 3/19	Comp.	86.5%	2				Mon 22-Mar-2010 5:56 AM	
Closed	Day, Millie	3/20 - 3/21	\$ 109	Perfect!	95	2	4		Sun 21-Mar-2010 7:49 PM	
Closed	Becker, Elizabeth	3/16 - 3/19	\$ 143	Perfect!	90	2	3		Sun 21-Mar-2010 6:11 PM	
Closed	Sklodowska, Gail	3/20 - 3/21	\$ 109	89.6%	24	3	3		Sun 21-Mar-2010 1:53 PM	
Open	Block, Michael	3/20 - 3/21	\$ 98	54.4%	213	4	2	5	Sun 21-Mar-2010 1:48 PM	
Closed 1 Response	Douglas, Tamara	3/15 - 3/19	\$ 109	99.2%	26	3	1		Sun 21-Mar-2010 10:47 AM	
Closed	Walker, Edwin	3/13 - 3/14	\$ 109	82.7%	30				Sun 21-Mar-2010 8:42 AM	
Closed	Kelly, Daniel	3/17 - 3/19	\$ 109	Perfect!	22	1	3		Fri 19-Mar-2010 1:39 PM	

COMMENT CARD CENTRAL

Online Management Overview

Get a real-time view of staff performance from the guest perspective at Comment Card Central from the online Digital Alchemy Portal. Spot problems instantly with color-coded keys and big-picture perspective.

Drill Down for Detail

Get the full story with drill down to the exact question or quote that caught your attention from the overview. Respond via email to your guest and post comments for the staff related to each survey. Good, bad, or ugly, you'll know where you stand!

eBLAST

KNOWYO

ROI HEAVEN: QUALITY EMAIL MARKETING

Digital Alchemy is as passionate about quality as we are about innovation and building revenue for our clients. eBlasts are no exception.

Starting with industry-leading professional design, teamed with meticulous Quality Assurance, patented delivery technology, and experienced recipient qualification, your returns are assured. Powerful reporting shows each reservation booked for every eBlast.

Because we sent your CRM pieces and have established an email relationship with your guests, your eBlasts are likely to zoom past filters and hit your guests right in their fondest memories of your property: a likely place for them to say, "yes!" to your offer. And our innovative eClub gathers addresses from those who have visited your site, but not your property – yet. All that remains for them is the right, tempting offer via a Digital Alchemy eBlast!





OUR GUEST

THE POWER OF COMMUNICATION

"I'm flexible. Give me a reason to travel and I'm in!"

"From rush jobs to idea generation and creativity, Digital Alchemy is a great eBlast partner."

– Jessica Meehan
Director of Revenue Management
Ambassador East Hotel



Phyllis Stickney
AGE 62
Mesa, AZ

eBLAST CAMPAIGNS

Dining / Food & Beverage



RUTH'S CHRIS STEAK HOUSE

Ruth's Chris Steak House Overnight Package

- Includes 2 days/ 1 night in the Executive Suite
- Dinner for 2 at Ruth's Chris Steak House (\$90 value)
- Unlimited use of Spa and Health Club Amenities

Your get-a-way retreat starts at **\$239**** per night

**Advanced reservations recommended. Subject to availability at time of reservation. Nightly city tax and Resort Service Fee not included.

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HOTEL VALENCIA

FASHIONTINI THURSDAYS *bar* **FASHIONTINI**

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 THURSDAY, March 4, 2010 at 5:30 PM



Enjoy the latest colorful fashions for Fiesta featuring local boutiques Robertson Blvd. and Nancy's Unique Boutique. "Great Day SA" Producer and Resident Fashionista, Cassandra Lozenby, will be on site as emcee. Indulge in one of our signature martinis and enter for a chance to win fabulous door prizes, all for \$10.

A portion of the proceeds from the evening will benefit the Roy Foo Scholarship Fund. Roy Foo LXXI Bachelor "Water" Series and his Royal Court will be attending March's Fiesta Fashionista!

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The new \$100.00 is valid over specific dates. Based upon availability of hotel inventory only. Not applicable to groups, guaranteed rates or third party bookings. Rates are subject to change and each offer does not apply. Separate will be given at check-in and do not include any tax or reservation.

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THE UMSTEAD HOTEL AND SPA

Soup + Wine

On February 28th, The Umstead Hotel and Spa is delighted to offer the second edition of its Food + Wine Pairing classes. Soup + Wine will feature the unique pairing of Executive Chef Scott Crawford's seasonal sweet and savory soups with Sommelier Justin Tiller's hand selected wine recommendations – chosen to accent and enhance. Crawford will use local ingredients to craft a flavorful Lentil Soup with Lamb & Rosemary and a refined sweet soup of Sweet Potato with Gingerbread Panzanella & Pain D'Epice Ice Cream, among others.

Sunday, February 28th, 3-5pm, \$42 per person including taxes and gratuity.

For reservations or additional information, please call 919-447-4200.

Spa Promotion

The Umstead Spa welcomes you to delight your senses. During the month of February and March, guests will receive 20% off a treatment of their choice on a Tuesday or Wednesday. Select a treatment from our menu which reflects simple elegance and tranquility. Your spa encounter includes access to our lounge, sauna, steam and whirlpool. We look forward to your visit.

For reservations and additional information, please call 919-447-4170 or click here.
(Treatments of \$85 or greater will have access to our facilities.)

Thomas Swanston

The Umstead Hotel and Spa is pleased to welcome artist Thomas Swanston to our Art Gallery.

Southern painter Tom Swanston celebrates the splendor of nature by incorporating the images of migrating sand hill cranes in his works, highlighted by the use of precious metal leaf and opulent color. Throughout his career, Swanston has shown a fascination with the natural world and how birds weather the rhythmic changing of the seasons.

We will be offering an opportunity to mix and mingle with Mr. Swanston at our upcoming Art + Nature class. Details to follow. His work is available for purchase through the coming months.

For additional information, please call the Gift Shop at 919-447-4965.

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Rachael Feinman
AGE 39
Brooklyn, NY

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Digital Alchemy eBrochures maximize your investment in marketing collateral. You probably have some fabulous images and copy already in use, but they just aren't singing any more. Let our Design professionals integrate them into online brochures, in any language, for web and email distribution.

This product is the darling of Group Sales professionals as a means of showing a bride-to-be, Meeting Planner or Travel Agency just what you have to offer. Go green and save money by eliminating print and postage costs and enjoy limitless distribution. Full reporting available.

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For a demo visit www.Data2Gold.com/eBrochure





WEB SERVICES

Site Improvement or Overhaul

You change out carpeting, window treatments and bedding when they get tired. Web sites should be no different. Sometimes they need a minor tweak; sometimes they need an overhaul. When it comes to marketing, Digital Alchemy is already inside your head, so it makes sense to trust our designers with the job. We know what it takes to brand a property or chain, so our Designers treat your logos, color palate, and fonts with great respect.

eCampaigns

Sometimes, you just want to draw some attention to yourself! Our design pros want to bring you the attention you deserve from the guests you want to attract. Let us work with you to craft stunning, integrated campaigns across the most effective online media to meet your needs. Beginning to end, image and ROI are on our minds.

Reporting and Analytics

We don't just say, "Trust us." Go ahead and measure us. With full reporting and analytics to tell you what's working, we are on your team to maximize effectiveness through winning design, both artistic and technical.



SERVICE ADVANTAGE



Launch Coordinator

Every client is assigned an experienced Launch Coordinator to coach you expertly through the process of setting up your account and to guide you through design of your CRM pieces. eBlast clients have a special eBlast manager, who specializes in email marketing.

Account Manager

Account Managers are paired with each client once their products are live and running. This specialist will continue to educate and assist you with maintaining the highest standards of quality and service.

Custom Design

All design work is handled by experienced, custom Graphic Designers, who also have technical training in the intricacies of email template production.

Quality Assurance

All new templates or pieces are checked through a multi-level Quality Assurance process, ensuring technical functionality plus spelling and grammar accuracy.

DA Academy

Digital Alchemy Academy is our on-going training system for keeping you abreast of our latest innovations and service improvements. It's also there for you when you experience staff turn-over, so your staff has access to the latest in training at all times.

Data Access Portal

Our Data Access Portal is our most-used, 24/7 service tool. With clients in nearly every time zone, we don't restrict client information access to certain business hours. This powerful tool allows for amazing functionality and reporting at your convenience.

Customer Care

Customer Care is a 24/7/365 reality at Digital Alchemy. Sometimes you just have that one little question or sometimes it's a big emergency. You're covered. We've sent emergency notices in response to raging forest fires, and for impending hurricanes, for example. We always have an Account Manager and Graphic Designer available, just in case.

Network Support

Network Support undergirds all of this. From the friendly voice that sends you a computer to the one asking if you are having Internet troubles, we are on top of your needs. Our Software Development team is constantly bringing new and innovative technologies to you in the form of new products and services every day.



Digital Alchemy believes client relationships should be satisfying, mutually beneficial and long-term. We are committed to be there for you every step of the way.

Kenneth Jacobs
AGE 34
Fort Worth, TX



Halekulani
On the Beach at Waikiki

joie de vivre
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