



BOGO

BUY ONE **GIVE ONE**

VACAY LAYAWAY

**BRING IMMEDIATE REVENUE TO HOTELS WHILE
SIMULTANEOUSLY THANKING
HEALTHCARE WORKERS
FOR THEIR TIRELESS EFFORTS**

- Jumpstart consumers' decision to travel again when restrictions are lifted (either staycation in home market or beyond)
- Offer collective charitable response to pandemic across the hospitality industry
- Drive web traffic and direct bookings to partnering hospitality brands/hotels
- Increase buzz, awareness and viral reach through media placements and social conversations

PREPARING NOW FOR REBOUND

COVID-19 Travel Insights

AMERICANS ALREADY STARTING TO DREAM ABOUT TRAVELING AGAIN

57%

INCREASE IN PEOPLE TALKING
ABOUT DREAMING OF A
VACATION

“Our predictions are that leisure travelers will rebound faster than any other segment in our industry” - Clayton Reid, CEO MMGY Global

PREPARING NOW FOR REBOUND WHAT WE KNOW

1,000+

TRAVEL SITES HAVE REOPENED IN CHINA & THEIR DOMESTIC TRAVEL IS RETURNING FIVE MONTHS AFTER VIRUS WAS FIRST DETECTED

RECOVERY: CONSUMERS 2020 TRAVEL PLANS

45%

POSTPONE

32%

SELECT NEW DESTINATION

31%

CANCEL

25%

TAKE HOME BASED
VACATION

RECOVERY: CONSUMERS 2020 TRAVEL PLANS

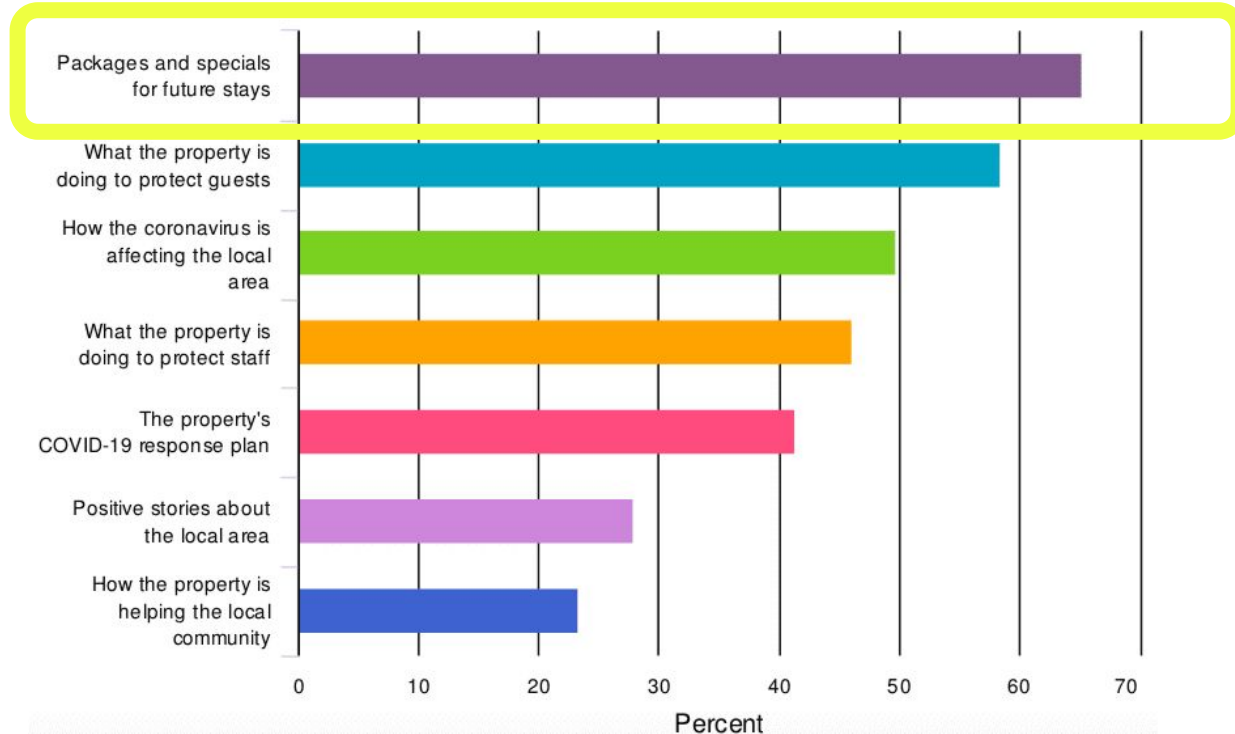
What do travelers want to hear from hotels about?

- **Future packages and pricing**

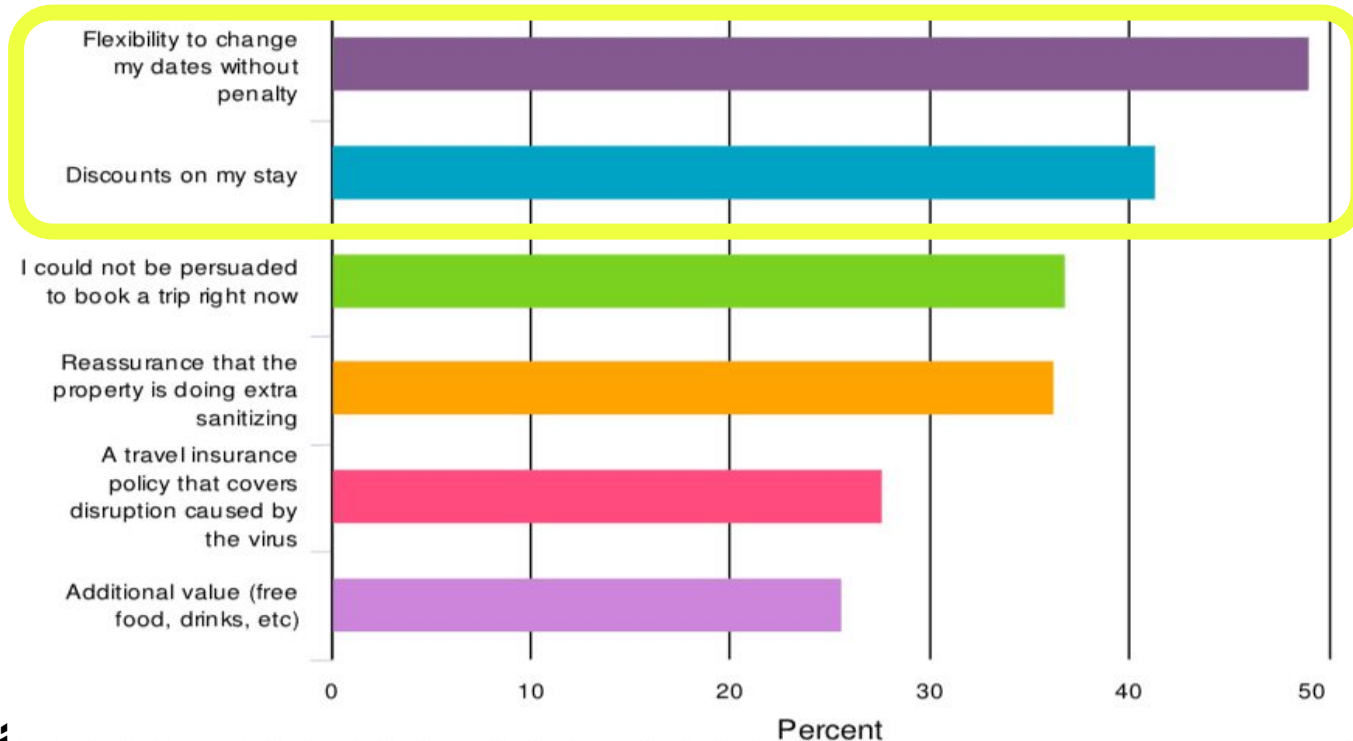
What would persuade consumers to book?

- **Flexibility to change dates.**

WHAT CONSUMERS WANT TO HEAR FROM HOTELS



WHAT WOULD PERSUADE CONSUMERS TO BOOK A FUTURE VACATION DURING CORONA VIRUS





Buy One, Give One, a “vacay layaway” initiative, incentivizes travelers to book future travel now through the purchase of gift cards that will generate immediate revenue for hotels, while also providing aid to healthcare workers as a thanks for their tireless work on the front lines.

Timing: Launch April 30 – end of June, with possible extension depending on when restrictions are lifted



- Travelers can book future stays at participating hotels through the purchase of gift cards or credits to bring immediate and much needed revenue to the hotels.
- To further incentivize booking, hotels could offer discounted gift cards, such as selling a \$100 gift card for [\\$90](#).
- In return, as a thank you to healthcare workers for their service, hotels will choose to donate room nights or loyalty points based on pre-booked nights purchased by travelers. Healthcare workers can use these nights/points for vacation post-crisis. We have reached out to following organizations (among others) to consider working with them for the donated room nights/loyalty points:
 - [Direct Relief](#) - provides medical items and protective equipment to health care workers responding to the coronavirus.
 - [Center for Disaster Philanthropy](#) - is the only full-time national resource dedicated to helping donors maximize their impact by making more intentional disaster-related giving decisions.
 - [American Medical Association Foundation](#) who honors the extraordinary efforts of leaders in the medical community who go beyond the call of duty and represent the highest standards of volunteerism, public service and leadership.
- Room nights or points can be cashed in to support overnight stays for healthcare workers now at hotels that remain open or be gifted to healthcare workers to use for leisure travel in the future for much needed respite.

- MMGY Global/HSMIAI will launch a program landing page (www.BuyOneGiveOneStay.com) featuring program overview, charitable tie-in, participant logos, links to participants websites for booking
- MMGY Global/HSMIAI will launch umbrella program via PR and social media campaign and then turn over activation directly to participating hotels.
- Participants will be provided with a program Toolkit to help facilitate program activation and promotion.
- Participants will promote to their loyalty members and via their websites and social channels.
- Consumers will book rooms/purchase credits directly from participating hotels.
- Participants will make charitable donation of room nights directly to one of the suggested organizations.
- Participants will need to track and report bookings and donation amounts directly to HSMIAI in order to tally the program's collective results.

- Provides your hotel(s) with much needed, immediate revenue
- Gives travelers incentive to book future travel now
- Supports healthcare workers who are putting their lives on the line
- Creates a movement for change
- Supports a timely and worthy cause
- Provides travelers with flexibility by pushing gift cards and open ended bookings
- Positions your hotel(s) - along with HSMAI and MMGY Global - as leaders in jumpstarting travel planning in the midst of a crisis

- Local/national/global consumers
- Members of hotels' loyalty programs
- Resurgent/resilient travelers
- Consumer lifestyle/travel and trade media



- MMGY Global/HSMAI will promote program to national trade and consumer media, including broadcast, print and online.
- MMGY Global/HSMAI will leverage key spokespeople from participating hotels for thought leadership opportunities and media interviews.
- MMGY Global, HSMAI and participating hotels will promote over their social channels using dedicated hashtags:
 - #BuyOneGiveOne
 - #BuyOneGiveOneStay
 - #VacayLayaway
 - #HotelsHelpingHealthCareWorkers
- For an added human interest element, recorded videos of select healthcare workers receiving donated room nights will be shared with media, social channels and on the program website.



- Recommended PR and Social media plan/timing
- Branded program logo
- Program rules of engagement
- Timeline for sharing results and reports
- List of participants and their logos
- Branded collateral
- Relevant research

Press materials including:

- Program overview
- Talking points
- Press release templates
- Pitch templates
- FAQ

Social media guidelines:

- Messaging templates and examples
- Suggested images
- Program hashtags
- Best practices
- Posting cadence

- Brand/hotel vector logo
- Two signature images
- Official website address



- 4/28 - Toolkit shared with participants
- 4/30 - Program Launch
- 4/30-6/30 -Promote and execute program



- Room nights booked/credits booked
- Donation of room nights made to charity from participants
- Incremental website visits (to both the landing page and the participating hotels' sites)
- Number of participating hotels
- Earned media placements and impressions
- Social media impressions and engagement
- Industry visibility and sentiment from initiative

- Large Brand (100+ Properties): \$5,000
- Medium Brand (50–99 Properties): \$2,500
- Small Brand (2–49 Properties) \$1,000
- Individual Properties: \$500

**Participation fee will go toward hard costs associated with social media advertising, website, production of materials, etc.*

**A percentage of above fees will also go to the selected charity*



Thank you