

WHY AND HOW

THE "KEY APPROACH" WORKS

Whether its for business or pleasure,
all hotel guests have one thing in common
They need your services!

In the hospitality and
entertainment industry
competition is Tremendous!

How can you gain
a competitive advantage?

VILLAGE TAVERN.



WWW.VILLAGETAVERN.COM

The "Key Approach" ensures that when a guest
is looking for an activity, dining, entertainment, or
to be pampered, your location is first in their mind.

We have exclusive contracts with our hotels to
deliver your message to every guest. We develop
relationships between your business and the hotel
staff to ensure that when asked "where is there a
great place to go" your business is recommended.

Power of suggestion is key!

CONTACT US
TODAY WITH
YOUR MESSAGE!



POWER of SUGGESTION is key.



HOTEL KEY CARD
ADVERTISING

KEY APPROACH, INC.

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www.keyapproach.com

Fax: 866-405-7012

P.O. Box 70663

Marietta, GA 30007-0663

888-MYKEYCARD

KEY APPROACH

was founded to provide a simple, effective, results proven, targeted advertising media at extremely competitive rates. We have assembled a team of seasoned professionals with the combined experience of over 70 years in advertising and marketing.

Key Approach has become a leader in the key card advertising industry. Through a targeted advertising approach we are able to match the services of the advertiser with the needs of the guests.



131 MAIN
RESTAURANT

17830 Statesville Rd. ~ Cornelius, NC 28031 ~ 704.896.0131

A hotel key card is a powerful vehicle to deliver your message to your potential customers. It has been shown that hotel guests view their key card on average of 6-10 times per day and unlike most advertising, the customer won't discard your message. Every time they open the door to their room, the door of opportunity opens for you.

We welcome the opportunity to provide you with a competitive advantage and the "Power" to succeed.

HOTEL AND LODGING STATISTICS*

Properties	47,598
Guest rooms	4,411,908
Sales	\$113.7 billion
Occupancy Rate	61.3%
Additional revenue spent per room per night	\$52.90
Average number of key cards in circulation per day	4,056,750

*Source—American Hotel and Lodging Association 2005 Stats

Travelers, who are the target customer, spend \$1.64 billion per day, \$68.5 million per hour, \$1.14 million per minute and \$19,000 per second.

50% of Guests Traveled for Business

The typical business room is generated by a male (67%), age 35-54(52%), employed in a professional or managerial position (50%) earning an average yearly household income of \$81,100. Typically these guest travel alone (73%) and pay an average of \$96 per night. 39% stay one night, 24% spend two nights and 37% spend three or more nights.

50% of Guests Traveled for Leisure

The typical leisure room is generated by two adults, age 35-54(42%), earning an average yearly household income of \$72,600. The typical leisure traveler travels by auto, van or small truck (74%) and pays an average of \$89 per night. 45% spend one night, 28% spend two nights and 27% spend three or more nights.

Let us help you turn the key and make these guests your customers.

SERVICES

Hotel Key Card Advertising – Put your message in the customers hand. All hotel guests need services, why not yours? Whether it's restaurants, retail stores, new product launches, spas, health clubs, dance/music clubs, golf courses, amusement parks, or special events, the possibilities are unlimited. Direct, targeted advertising that gets results!

Gift Cards – Let your customers share their experience with their friends, family and co-workers. Gift cards are an outstanding way to get return business!

VIP/Loyalty Cards - Building a loyal customer base is key to a successful business. Show your most loyal guests what they mean to you. Be first in their mind when your services are needed.

Trade shows - Drive additional traffic to your show booth by distributing your message on hotel key cards. The power of suggestion is key!

WHAT WE PROVIDE

We do it all! Beautiful 4 color printing process with your message on the front and additional information on the back. We offer full graphic services and can work with you to design your message.



You just sit back and get ready to grow your business!