

SUPERCHARGE YOUR

sales

with free holiday vouchers



the incredible incentive that will double your sales



supercharge your sales



The big squeeze has made business tough - consumers and businesses alike are getting rid of unnecessary expenditure - the automatic reaction is to cut prices - but stop and think, is that the right strategy?

Cutting prices

- Costs margin - which is what you need to innovate and grow
- Focuses attention on price – and anyone can be cheaper
- Drives down perceived value – so you can never recover
- Builds wrong habits – teaching people to wait until there is a sale to buy for less and switching brands when they have a sale

So what do you do?

Take the customer's eye off the price by offering an added value incentive.

What if you could offer your customers a holiday worth up to £1500 when they buy from you? How much more would you sell?

Every customer gets a FREE holiday voucher entitling them to a 7 night stay for 4 people in selected hotels and apartments across the globe.

- There are hundreds to choose from
- They are free to buy meals, flights & transfers anywhere they like - they just pay a £7.50 pppn booking charge
- No timeshare presentations
- No sales people hassling them to upgrade
- And they get over 18 months to book & travel



				
BUDAPEST	GREECE	ITALY	PORTUGAL	SPAIN
				
EGYPT	MALTA	TENERIFE	TUNISIA	TURKEY
				
BAHAMAS	FLORIDA	LAS VEGAS	MEXICO	THAILAND

The above gives just a taste of thousands of properties available in incredible destinations and you and your customers can see real time availability on www.resort-vacation.co.uk without the need to commit or register. Customers get 6 months to claim and can book up to 12 months in advance.

Free marketing support

We also help you promote your offer for **free** to ensure you maximise your additional customers including:

- Sales and marketing 5 day boot camp
- 30 days Facebook management
- Professional broadcast email platform and 300 B2B records
- A TikTok video that could take your offer global
- Poster, flyer and press release templates

How can I give away a holiday for less than £50?

The art of creating great incentives is to provide a free gift that has got a high value to the recipient yet is affordable to the promoter. There are 3 techniques we use to drive down the cost

Loss leader

You all have seen free razors where they make their money on the blades – we use the same techniques. A free holiday customer spends more on things like food, drinks and leisure pursuits – in fact an average of 275% more than a paying customer.

Spare capacity

Resorts are rarely full – in fact on average most resorts are just 70% occupied – that means a 1000 room resort will have 300 rooms empty each night. If they can find a way to turn that empty room into a customer spending money with them then that is good business sense – and we help them do this without risking cannibalising their existing customers.

Redemption

Not every voucher will get used – for example in the USA there are \$21 billion of unused store vouchers gently expiring – we can factor this in – for example, if the redemption level is 33% and we charge you £50 – that means for each holiday used there is a budget of £150 – and we can even insure to cover us if we get the calculations wrong.

find out more

These vouchers are created and managed by Orangutan using accommodation from Wyndham Worldwide, the largest franchisor of resort accommodation in the world. Each includes 7 nights resort accommodation in the customer's choice of apartment or hotel for a family of 4. Whilst customers are free to book any available week, availability is much greater outside peak periods and public holidays. Only one voucher per booking and per holiday.

Orangutan are a leading incentive and loyalty company who have created successful incentives for many of the world's leading brands including: **Acer, AIG, Barclaycard, BMW, British Gas, Coty, Ford, GE, Honda, Lloyds Bank, Microsoft, P&G, Peugeot and Wella** to name a few. In addition to this voucher we have a wide selection of travel, lifestyle and business focused awards, incentives and VIP platforms and provide:

- Up to 100% redemption guarantee
- Nett zero carbon footprint
- Proven return on investment
- Over 10,000 award options
- Completely tailorable to your objectives and budget
- Comprehensive service from concept to fulfilment
- Fanatical support from our account management team
- Experienced with market leaders in your industry
- Can deliver local and global programmes
- Safe pair of hands, not one claim on our insurance
- Comprehensive Employer, Public and Product and Professional Indemnity cover

Find out more and buy these vouchers at www.holiday-vouchers.co.uk
or find out more about Orangutan
tel: 08456 441122
www.orangutan.co.uk