



*Do you want access to over 110000 Hightide Members
in a private user Group?*

*Each of these Members has already committed to a
holiday. The question is do you want to be part of their
Holiday plans?*

Overview

- Hightide Holidays is one of the largest Holiday Club Accommodation providers of its type in Australia
- Increase your occupancy at the times you need it and improve your yield
- Introduce new customers to your property or service
- Work with the industry leader in volume, professionalism, ethics and service
- Increase annual profit and capital gain when you sell
- The Hightide Group has a 12 year history of providing Marketing services to accommodation, tourism and hospitality providers. Our primary role is in assisting accommodation providers (including cruises) with yield management and increased occupancy.
- A resort accepting just one 3 night Hightide member's stay per apartment per month will increase its overall occupancy by 10%
- An average management rights property who receives 250 room nights per year from Hightide members should achieve nearly \$40,000 additional capital gain when they sell. (Based on an average room rate of \$125, a multiplier of 5, 12% commission and average indirect revenue)
- Closed User Group.
- Promotions can be restricted to only members so not seen by search engines
- Each year hightide updates and reprints its excellent members guide, featuring each of the resorts we partner. The guide is printed in March and distributed in April. It is typically 100 pages, A4 size, full colour and high quality paper.
- Bi-Monthly eNewsletter sent to approx 30,000 members
- Full colour A4 mailer flyer mailer to approx 25,000 members each quarter.
- Over 5000 enquiries received by Hightide Helpline each month from members, seeking accommodation. Hightide helpline is available FREE to our members
- Hightide web sites are the heart of the member's information platform. The sites are regularly updated particularly with short term specials uploaded directly by partners.
- Only 10% of new hightide members come from cold leads. The remainder are from past customers or referrals
- The Hightide VIP Holiday Club and Resort Plus have achieved over 110,000 memberships and growing rapidly.