

Club Intrawest Increases Time-share Sales with Fewer Marketing Dollars

Background:

Club Intrawest is the leading developer and operator of village-centered resorts across North America.

Marketing Challenge:

Using the telephone as a sales tool, Club Intrawest wanted to:

- Acquaint more U.S. consumers to the Intrawest brand
- Locate and acquaint qualified prospects to the time-share resorts that Intrawest offers
- Book more mini-vacations and ultimately sell more property using fewer marketing dollars.



Solution:

Ruf Strategic Solutions produced two Household Consumer profiles of those prospects that had taken tours and those that own time-share property at the Intrawest Palm Desert and Whistler locations.

Using Ruf's Household consumer segmentation system of 112 unique clusters, Ruf was able to identify actionable, productive pockets of sales performance. Linking this knowledge with a universe of over 100 million households across the U.S., Ruf's marketing analyst were able to use select clusters in select geographics to meet the marketing challenge.

Rented leads based on Ruf's high performing clusters with telephone numbers were delivered on time and within budget.

Results:

The investment in data mining, understanding their current owners /prospective buyers and the linkage to an outside universe of names has been extremely successful for Club Intrawest.

- Contact rates have been above par
- Tours have exceeded plan
- Sales at Club Intrawest properties are at an all-time high.

