

Vacation Ownership Company Finds Gold with Business Lists

- Target SIC codes likely to be interested in vacation ownership
- Business owner name and telephone number
- Restricted to businesses within the target employee size
- In key geographies

The Challenge:

Hilton Grand Vacations Club develops markets and operates a system of brand-name, high-quality vacation ownership resorts in select vacation destinations.

A large percent of the overall expense in the vacation ownership industry is associated with marketing costs. Some industry publications suggest that it is as high as 40 percent. Items making up that 40 percent are:

- Printed material
- Telemarketing
- Postage
- Commissions
- Salaries
- OPC – off property sales
- Web design-hosting
- Dialers
- Technology
- Office equipment and building rental

In this case Hilton Grand Vacation Club came to us with the challenge to increase the number of successful contacts with live prospects without adding dialer seats or adding space to his existing building. Consumer lists seemed to be overused by many marketers and as a result they were less responsive. The main goal of course is to attract more qualified prospects resulting in more tours and ultimately more sales.

The Solution:

Ruf Strategic Solutions introduced the client to an untapped market within the vacation ownership industry. Highly qualified business leads. Working as a team with our vendor and client we were able to identify likely types of businesses selecting leads by:



The Results:

The client has been able to reach almost 100 percent of the business owners. The client has said that the prospect is more receptive to the call during the day rather than during family time. The success rate of prospects interested in taking resort tours has far exceeded anyone's expectations. The client now fills the tele-center with 40 new seats since hours of operation were 5 p.m. until 9 p.m. and now hours of operation are 8 a.m. until 9 p.m. With Ruf providing this new intelligence the company was able to double its production with only minimal costs. The vacation ownership company continues to mine this gold using Ruf Strategic Solutions analytical services.

