

The Fall/ Winter 2009/10 Online Co-Op

Presented by:
Vermont Department of Tourism & Marketing
and Orbitz Worldwide



What is it? The Online Co-Op is a comprehensive strategy for Vermont lodging and resort partners to extend their marketing investment on Orbitz through match by the Vermont Tourism and Marketing and Orbitz Worldwide. It provides four times the reach than you would receive with a standard advertising program on Orbitz. Your advertising creative will be used, with a Vermont Logo added.

Who is Eligible? All Vermont Resorts and Hotels that distribute online via Orbitz are eligible. There are only a few spots available, on a first come- first serve basis.

When is it Taking Place? The program will start in October and run through the Winter travel season.

Where Will it Run? Your campaign will be targeted to travelers searching for ski vacations, travel to Vermont, as well as customers in key feeder markets for Vermont (Mid Atlantic, New England, and Quebec)

Why are we Offering This? This tactical program was designed to stimulate measurable sales this winter to your property and Vermont through the Orbitz channel. By pooling our collective marketing resources, we all win!

How Much Does it Cost? There are 3 different levels from \$2,000.

How Do I Participate? Contact Bill Obreiter, Sales Director at Orbitz (bill.obreiter@orbitz.com) who will get you started!

