



**Get Up & Go!**<sup>®</sup>  
BY WYNDHAM

**2009 Ideas Catalog**  
Your Multipurpose Tool for Sales & Marketing



# America Loves to Travel!

Drew Hill  
National Sales Director

-Get Up and Go!® by Wyndham  
Wyndham Vacation Resorts, Inc.

America Loves to Travel! Your company can capitalize on this desire by incorporating Get Up & Go! by Wyndham travel incentives into your next sales or marketing campaign and get maximum impact. Get Up & Go! offers a variety of products and prices that can fit any promotional budget. Whether you want to increase traffic at your store, set more appointments, sell more product, liquidate outdated inventory, improve employee performance, or close more sales, Get Up & Go! can help you hit your target every time.

Get Up & Go! travel incentives are very effective marketing tools. The high value/low cost nature of the products are specifically designed to maximize the ROI of your promotion. The easy reservation process and the variety of popular destinations will have your customers coming back from their vacations with positive feedback and appreciation for the company that issued the certificate to them.

We welcome you to take a closer look at Get Up & Go! incentives by ordering a PDF of our catalog and the 'Four Steps to Increasing Your Sales' marketing guide. You will discover how you can generate more leads, convert more prospects to clients and close more sales. Just log onto [www.getupandgo.com](http://www.getupandgo.com) and click on "Free Sales Ideas". Ask your Get Up & Go! representative about our cash rebate line that includes dining, shopping and gas coupons. These high value rebates (up to \$200) will enhance your travel offers and allow you to rotate exciting promotional offers that will keep your customers coming back.

Get Up & Go! – Hit your target every time.

A handwritten signature in black ink, appearing to read "Drew Hill". The signature is stylized and cursive.

Drew Hill  
National Sales Director  
Get Up & Go! by Wyndham

## Mission Statement

Our Mission for Get Up & Go! by Wyndham is to help businesses be more profitable by offering quality travel and cash rebate programs that are easy to use and deliver value to their customers and employees. We will serve our clients well by producing sought-after marketing tools that deliver results.

# Get up & Go!® Travel Products

## Mini Vacations

### 3 Days & 2 Nights — One Destination

- Classic Series.....Pg. 1
- Generate More Traffic .....Pg. 2
- Plus Series .....Pg. 3
- Sell More Product .....Pg. 4

## Regional Vacations

### 5 Days & 4 Nights — Two Destinations

- Regional Series.....Pg. 5
- Improve Employee Performance.....Pg. 6

## Island Vacations

### 5 Days & 4 Nights — One Destination

- Island Hopper Series .....Pg. 7
- Close More Sales .....Pg. 8

## About Get Up & Go!

- Customer Service.....Pg. 9
- Hotel Standards & Availability .....Pg. 10
- Welcome Centers .....Pg. 10
- At Your Service .....Pg. 11
- Marketing Tools.....Pg. 12

## Up to 24 Destinations



### KEY

● 10 Destinations available in Blue Plus & Classic Certificates only.

Maps not to scale.



# Want Additional Customers?

**Classic Series:  
3 Days & 2 Nights**

Our flagship product, the new Get Up & Go!® by Wyndham **Classic** series, offers the greatest value to the customer. The new **Classics** do not require any deposit or reservation fees. Only room taxes are collected at the time of reservation. The **Green Classics** are 14 page booklets with 24 destinations and the **Blue Classics** are 10 page booklets with 10 destinations. Both are rich in color and printed on number one premium paper. They outline in greater detail the attractions and activities available at each destination.



**BLUE Classic**  
(7-Day Check-In)  
Size: 8.5" x 5";  
14-page booklet  
weight 2oz.

## 24 Destinations



### KEY

● 10 Destinations available in Blue Plus & Classic Certificates only.

Maps not to scale.



**GREEN Classic**  
(Sun - Wed Check-In)  
Size: 8.5" x 5";  
14-page booklet  
weight 2oz.



3 Days & 2 Nights Accommodations Valued Up To \$460

See travel certificate for terms and conditions.

# Travel Generates Traffic.

America's Favorite Prospecting Tool.



Every business needs more traffic. You've probably tried offering free gift promotions. What did you pay for those gifts? What was their perceived value? Did you get the results you wanted?

Maximize your R.O.I. with a travel incentive. Vacation getaways tend to attract a higher demographic group than traditional premiums. The Get Up & Go!® by Wyndham Classic products are great multipurpose incentives for businesses.

## Application Examples:

- Increase ad response rates
- Make more appointments
- Energize call centers
- Improve direct mail results
- Perk up survey response rates
- Increase magazine subscriptions
- Drive more traffic to your Web site
- Encourage customers to pay online

## Charitable Events

Businesses get solicited for donations frequently. Why not give a supply of Get Up & Go! certificates to your favorite charity? Help them raise more money by tying a travel incentive to a donation amount. Schools, golf events, silent auctions, art shows and many other charities will benefit from these drives and make your company shine in your community.

- Goodie bag stuffers
- Silent auction items
- Raffle ticket incentives
- Door prizes



# Need Higher Profit Margins?

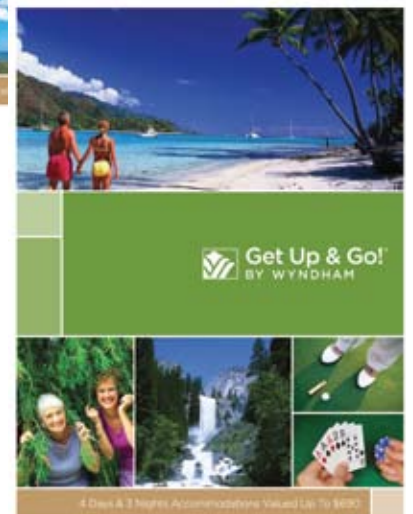
Plus Series:  
4 Days & 3 Nights

The new Get Up & Go!® by Wyndham Plus series takes incentive travel to the next level. With a retail value up to \$690, the **Plus** series gives you additional time to relax and explore the same destinations as the Classics. The **Plus** series is the perfect premium for an extended stay. Like the new Classic series, the **Plus** series doesn't require any deposit or reservation fees and room taxes are collected at the time of reservation.

The **Plus** series are 14 page booklets, 8 1/2" x 11" in size, full brilliant color with spot coating on high quality McCoy Silk paper. Additional information, like surrounding attractions and activities, help the recipient choose a destination right for them with the additional time to enjoy!



**BLUE Plus**  
(7-Day Check-In)  
Size: 8.5" x 11";  
10-page booklet  
weight 6 oz.



**GREEN Plus**  
(Sun - Tues  
Check-In)  
Size: 8.5" x 11";  
14-page booklet  
weight 6.3 oz.

See travel certificate for terms and conditions.

## 24 Destinations



### KEY

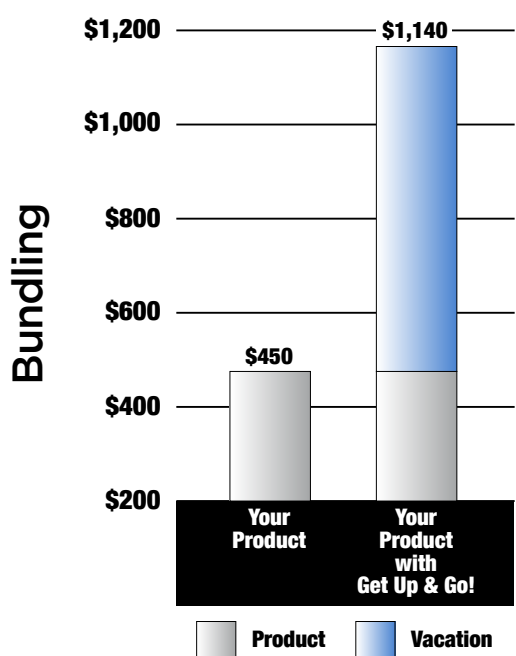
● 10 Destinations available in Blue Plus & Classic Certificates only.

Maps not to scale.

To order, log on to [www.getupandgostore.com](http://www.getupandgostore.com)

# Travel Increases Consumer Value.

One + One = 4 — The Power of Product Bundling.



All goods and services have implied consumer value. What's yours? It's not the price — it's not the cost. Successful companies have learned the power of product bundling by incorporating Get Up & Go!® into their products and services. Businesses too often make the costly mistake of having a sale and cutting their price in order to move units. Whether you sell lawn mowers, luggage, computers or financial products, bundling with a value-added item is an easy way to increase the consumer value proposition. For a small cost to you, your business can sometimes double or triple the consumer value equation. A new product will attract even more attention when it's packaged with a travel incentive. Product bundling is an easy way to generate higher profit margins without compromising your price and profits. When you master the art of product bundling, you'll sell more products more often and at higher prices.

## Application Examples:

- Purchase \$100 worth of accessories
- Sign up for an extended warranty
- Open an investment account
- Purchase close-out inventory
- Buy a two-year subscription



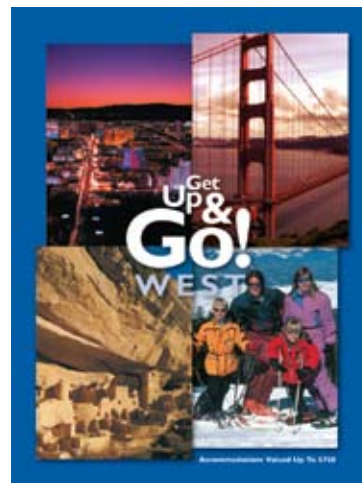


# Improve Employee Performance?

Regional Series:  
5 Days & 4 Nights

**Regionals** focus on North America's most popular vacation spots — Orlando (retail value up to \$749), Las Vegas (retail value up to \$758) and Myrtle Beach (retail value up to \$582)! They offer two destinations to visit on one great travel certificate. **Regionals** are ideal for the traveling family that prefers to take an extended vacation by car. **Regionals** require a refundable \$100 deposit after reservations are confirmed. The deposit is automatically refunded within 30 days after travel. Additional nights are available through central reservations. This way, travelers can make their vacation as long or as short as they like. These vacations are extremely popular for those who are able to take a whole week's vacation at one time.

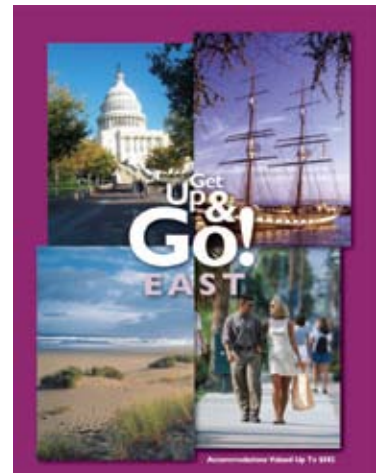
**Regional** vacation certificates are larger in size — printed on 8 1/2" x 11" high quality McCoy Silk paper with spot varnish coating. They are quite impressive when presented in person as a gift.



## WEST Regional

2 nights in one of these Destinations: Sedona, AZ; St George, UT; San Diego, CA; Oceanside, CA; Palm Springs Area, CA; Anaheim, CA; San Francisco, CA; Sonoma Wine Country, CA; Seaside, OR; Coeur d' Alene, ID; Reno, NV; Lake Tahoe, NV... Followed by 2 nights in Las Vegas, NV.

(7-Day Check-In)  
Certificate size: 8.5" x 11";  
6-page booklet weight 2.7oz.



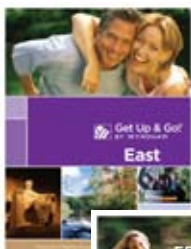
EAST Regional  
**SOLD OUT**



## FLORIDA Regional

2 nights in Destin, Daytona Beach or Ft. Lauderdale followed by 2 nights in Orlando, FL.

(7-Day Check-In)  
Certificate size: 8.5" x 11";  
6-page booklet weight 2.7oz.



New Regional/  
Island Hopper  
series available  
Winter 2008!



To order, log on to [www.getupandgostore.com](http://www.getupandgostore.com)

# Employees Love to Travel.

To know the PRICE is meaningless. To know the VALUE is priceless.



Turn your entire team into top performers. Rewarding desired behavior goes beyond your prospects and customers. If you had a magic wand, how would you reward positive results from your employees?

HR Departments —Try Something New! If you're not already rewarding your employees with "out-of-the-box" gifts, you might want to consider starting. How many of your employees are really looking forward to another plaque for their wall, a gift certificate to be forgotten or another frozen turkey?

They work hard all year. Show them your appreciation. Their happiness means your success.

## Application Examples:

- Perfect Safety Record
- Referring a New Employee
- Resolving a Customer Complaint
- Perfect Attendance
- Reaching Performance Goals
- Extraordinary Service
- Exceeding Sales Goals
- Completing a Project
- Start Date Anniversaries
- Company Events
- Birthdays



# Want Better Sales Tools?

## Island Hopper Series: 5 Days & 4 Nights

These travel incentives are the vacations of a lifetime, offering 5 days and 4 nights in paradise. Choose from the Pacific (retail value up to \$842) or Caribbean (retail value up to \$782). These are perfect rewards for increasing sales and extremely popular for travelers who want to spend a week away from everything. **Island Hoppers** require a refundable \$100 deposit after reservations are confirmed. The deposit is automatically refunded within 30 days after travel.

**Island Hopper** certificates are also larger in size than the Classic series — printed on 8 1/2" x 11" high quality McCoy Silk paper with spot varnish coating. They are impressive and informative to the person receiving them.



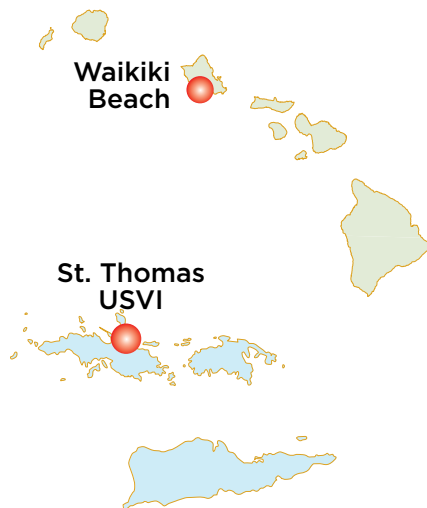
### Get Up & Go!® HAWAII' Honolulu

#### Island Hopping

While enjoying their stay, travelers to Hawaii have the option of enhancing their vacation with a Get Up & Go! Island Hopper excursion package, starting at \$99 per night. These discounted rates are available at hotels on Maui, Kauai and the Big Island.

(7-Day Check-In)  
Certificate size: 8.5" x 11"  
6-page booklet weight 4.2oz.

### Look for new Island Hopper Certificates toward the end of 2008!

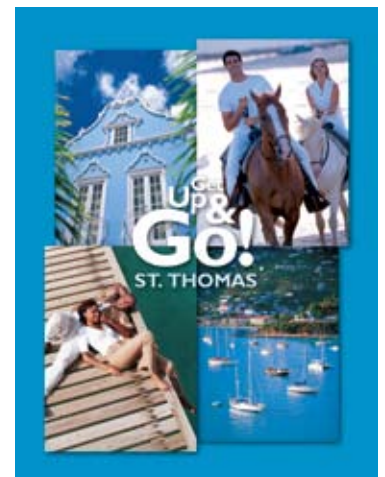


### Get Up & Go!® ST. THOMAS U.S. Virgin Islands

#### Caribbean Fun

The natural beauty and cosmopolitan atmosphere of St. Thomas offers an island vacation of secluded beaches, duty-free shopping, world-class diving and more. While in St. Thomas, travelers also have the option of exploring the other U.S. Virgin Islands — St. Croix and St. John — which are just a hop away.

(7-Day Check-In)  
Certificate size: 8.5" x 11"  
6-page booklet weight 4.2oz.



See travel certificate for terms and conditions.

Maps not to scale.

To order, log on to [www.getupandgostore.com](http://www.getupandgostore.com)

# Travel Closes More Sales.

**Marketing Definition:**  
**GRAVITY:** A premium's ability to pull, induce, persuade or to otherwise convince.



When it comes to gravity, **Island Hoppers** have the most pull. These travel certificates are the top of the line. Many people only dream about going to St. Thomas or Hawaii for an extended vacation. Well, here it is, their “vacation of a lifetime.” The **Island Hopper** series are more expensive, but extremely effective. For this reason, we suggest you reserve these incentives for your most loyal customers and/or your high-end consumer transactions.

To further increase your efficiency and reduce rescissions, integrate these gifts into your sales force as a closing tool. Sales managers love them. They know the power of presenting a gift like this, at just the right moment, on the closing table. Make it hard for your customers to say “no.” If you let them walk out the door on their first visit, they will shop your competition. Reward them for doing business with you TODAY.

**Island Hopper** series are ideal for multi-tiered Get Up & Go!® promotions. Get prospects in the store with the **Classic**, then upgrade your buyers to an **Island Hopper**.

## Application Examples:

- General closing tool
- Sales contest prizes
- Thank you gifts
- Employee rewards
- First-day buying incentives
- Two-tiered promotions

# About Get up & Go!® by Wyndham.

Wyndham Vacation Resorts has been in travel-related businesses for over 30 years. This year we will send over 600,000 families on vacation. We realize the importance of delivering superior customer service — and we are able to maintain consistently high satisfaction rates by investing in state-of-the-art reservation systems and empowering our people with answers — the right answers.

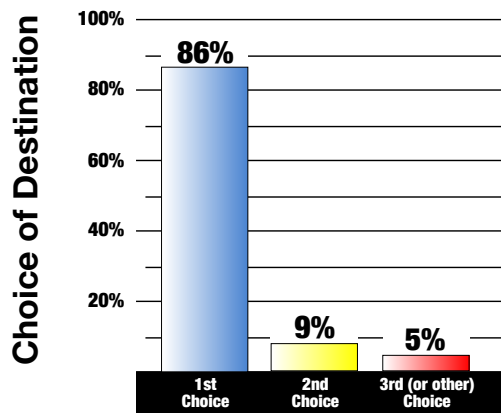
We invite you to come visit our state-of-the-art facilities in our 90,000 square foot Florida call center. We also have customer service representatives in our Las Vegas and Southern California facilities. I'd like to meet you personally and introduce you to some of our dedicated employees. I think you'll be very impressed.



Janie Cullen  
Director-Reservations



Carol Becker  
Operations Fulfillment Manager



\*Conducted in April 2004 by Cendant Research Group.

## Hotel Availability

As with any travel incentive product, the ultimate measure of a program's success is how easy it is to use and travel. Here are the statistics on Get Up & Go! availability\*.

## We Do The RIGHT Thing

The Get Up & Go! reservation agents are carefully trained to handle all traveler needs. They have information on attractions and local happenings. They will confirm destinations and dates before ending the phone call with travelers. No funds are deposited until the traveler's reservation is confirmed and they are satisfied with their travel plans.



# Hotel & Travel.



Michelle Marotta-Clasen  
Director of Travel Services

In order to ensure the travel experience is a positive one for Get Up & Go!® customers, hotel quality and standards are constantly monitored. If a property doesn't meet our standards it will be replaced.

**“From airline tickets and cruises to rental cars, from extra nights to property upgrades, your customers have access to our full-service travel agency.”**

## Major Brand Hotels.



Over 250 hotels under contract in the Continental U.S., Hawaii and St. Thomas. We occupy over 500,000 room nights annually. Here are some of the hotel brands where Get Up & Go! travelers may stay based on availability and time of year traveled. In addition, Wyndham Vacation Resorts® maintains contracts with other select properties.

BestWestern®  
Best Value Inn®  
Clarion®  
Comfort Inn®  
Comfort Suites®  
Days Inn®  
Hampton Inn Suites®

Heritage Hotel®  
Hilton®  
Holiday Inn®  
Holiday Inn Express®  
Howard Johnson®  
Microtel Inn and Suites®  
Quality Inn®

Radisson®  
Ramada®  
Rodeway Inn®  
Sheraton®  
Suburban Extended Stay® Hotels  
Super 8®  
Travelodge®

# Authorized Representatives At Your Service.



## Extensive Training

Each Authorized Get Up & Go!® Representative is fully trained at our Ft. Lauderdale facility. We include a detailed study of the behavioral aspects of travel incentives, an in-depth analysis of our products, an understanding of our reservation process and get them acquainted with our World-Class customer service team. This makes them better equipped to help you.



## Let Us Help You

An Authorized Get Up & Go! Representative can be a great asset to your marketing team. We stand ready to help develop a tailored promotion that is “just right” for your business. Whether it’s a new customer acquisition campaign or an after-market up sell opportunity, let our experienced Representatives help you reach maximum impact.



## Successful Track Records

In addition to the training, your Get Up & Go! Representative has years of experience in executing successful promotions. We also have specific Representatives who may be more qualified in your industry. Be sure to ask for an industry specialist when making your request.

# Marketing Tools.

We offer quality promotional merchandise and point of sale materials to support your Get Up & Go!® promotion. It's simple and easy to order. Just call your authorized Get Up & Go! Representative and let them customize your promotion by incorporating your company logo and theme into your program. Ask us for official advertising guidelines when using the Get Up & Go! logo in your marketing collateral.

Choose from:



Oxford Shirts



Mens Sport Shirts



Ladies Sport Shirts



Mens Isla Camp Shirts



Mens PING®  
Pima Pique Shirts



Ladies PING®  
Pima Pique Shirts



T- Shirts



Banners



Balloons & Buttons



Posters



Caps

To order, log on to [www.getupandgostore.com](http://www.getupandgostore.com)



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