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Loyalty with a Bang!

The Iconic Hospitality Group, creators of the only true Loyalty Club Program in the hospitality industry, has been engaged by Skyline Hotels and Resorts to create their new Loyalty Program. A loyalty program that keeps guests coming back has long been considered the Holy Grail in the hospitality industry.

“This Loyalty Club program gives Skyline the opportunity to substantially increase the profit levels of our properties by offering a program that will keep our guests coming back,” commented Jeffrey Mandell, Skyline’s Managing Director, “The Loyalty Club’s track record is impressive and we’re looking forward to being a part of this very innovative program.”

Solving the loyalty club riddle was a logical extension of the services already offered by Iconic Hospitality. Iconic’s Principal, Farzin Ferdosi explains, “With the recent economic challenges, we knew the timing was right to create a Loyalty Club product which was practical and profitable for both the resort operator and hotelier. The Club program addresses the challenges of unsold rooms (while protecting room rate integrity), increases average stays, repeat visits and spending by increasing RevPARs and PPORs.”

Other Iconic clients such as Mike Kaminski, owner of the 600+ unit Chula Vista Resort in Wisconsin Dells agrees. “We’ve found that Iconic’s Loyalty Club program has increased profits at all venues within the resort, without incurring any additional costs. We have been able to convert visitors, groups and convention attendees to returning future leisure guests. We’re very pleased with the structure and offering of the Loyalty Club Program. These new found profits generated from the selling of Memberships, has been a huge boost to our bottom line.”

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How does it work? With an approved application, guests are provided with a card, encoded with various offerings and special Members-only rates. Visitors pay an upfront initiation fee to join and annual dues. The Club Member will receive special rates and benefits at all venues and amenities.

“We’ve all been through the ups and downs of the industry. This program helps level the playing field substantially by generating pure up-front profits and increase business across the board. All other “same old” Loyalty programs do not generate any profits and the hotel/resort is obligated to deliver services and provide lodging for free.” Ferdosi added. “ Our unique program reverses this process, our Members have to pay to join and do not receive anything for free, but they will always receive the best deals, which is what today’s consumers want.”

Iconic has several other hospitality clients, and is in the process of launching various Loyalty Clubs worldwide.

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Accompanying Image(s) Available Upon Request:



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