



Memorial Day Boarding Offers

2024 Summary

Memorial Day Offer Summary

- We're sending specific offers to:
 - *Specific* resorts
 - *Specific* guests
 - Such as: guests who do not have a Memorial Day reservation, guests who typically visit for camp, guests who have not booked within one year, etc.



- **Not all guests at all resorts will receive an offer**
 - Do not proactively offer a discount to a guest

Offer Types Being Used

- Discounts (\$10 or \$20 off/night) will be applied in the app or web
 - Resort teams will only need to use this reservation type when entering a reservation via phone
- Free Day of Camp offer will be emailed to qualifying guests Monday, June 3
 - After we've confirmed the guest stayed over Memorial Day weekend

Resort & Offer Types

Big Boost resorts		Projected to Fill resorts			No Offer resorts
Same, high-value offer sent multiple times		Offer will change, increasing in value each week			No offer sent
<ul style="list-style-type: none"> • Apollo Beach • Ballantyne • Cedar Park • Charlottesville • Chesterfield • Dripping Springs • Fleming Island • Ft Myers • Gainesville 	<ul style="list-style-type: none"> • Georgetown • Houston-Hobby • Houston-JFK • Kyle • Murfreesboro • Naples • New Orleans • Ormond Beach • Plano Premier • Richmond • Rio Rancho • Stone Oak • Wilmington 	<ul style="list-style-type: none"> • Amelia • Atlanta • Bartram • Birmingham • Bonita Springs • Cary • Charlotte Airport • Chattanooga • Coconut Creek • Ft Lauderdale • Greenville • Hilton Head • Houston-WC 	<ul style="list-style-type: none"> • JIA • Lake Buena Vista • Lake Nona • Lake Norman • Lakewood Ranch • Las Colinas • Lawrenceville • Matthews • Mooresville • Oakleaf • Odessa • Orlando • Palm Beach 	<ul style="list-style-type: none"> • Palm Coast • Peachtree City • Phoenix • Plano Custer • Sanford • Snellville • St Augustine • Tallahassee • University • Wesley Chapel • WGV • Woodstock 	<ul style="list-style-type: none"> • Winter Garden

Big Boost resorts

Big Boost resorts		Offer	Live to Customers
<ul style="list-style-type: none"> Apollo Beach Ballantyne Cedar Park Charlottesville Chesterfield Dripping Springs Fleming Island Ft Myers Gainesville 	<ul style="list-style-type: none"> Georgetown Houston-Hobby Houston-JFK Kyle Murfreesboro Naples New Orleans Ormond Beach Plano Premier Richmond Rio Rancho Stone Oak Wilmington 	<ul style="list-style-type: none"> \$20 off per day/pet for Memorial Day weekend stays (\$10/off for cats) 	<p>May 8</p> <p>(sending weekly until holiday)</p>

RESERVATIONS
Pet Paradise + newday
VETERINARY CARE



DIVE INTO MEMORIAL DAY WEEKEND

SPACES FILLING UP FAST
BOOK TODAY

\$20 Off Per Dog/Night During Memorial Day Weekend

Memorial Day is barking at the door, and it's time to book your pet's weekend getaway. At [Pet Paradise](#) you can enjoy **\$20 off per dog/night during your pet's boarding stay** over Memorial Day weekend! Cats can stay for \$10 off per night.

- Valid for **Patio** or **Indoor Suites** only (depending on resort availability)
- Valid from **Friday, May 24 through Monday, May 27, 2024**
- Applies to regular and one-on-one boarding stays


Book today to reserve and save on your pet's weekend in Paradise. Limited-time rates will be reflected during booking.

BOOK ON THE APP
BOOK ONLINE

Projected to Fill resorts

Projected to Fill resorts		Offer	Live to Customers
<ul style="list-style-type: none"> Amelia Atlanta Bartram Birmingham Bonita Springs Cary Charlotte Airport Chattanooga Coconut Creek Ft Lauderdale Greenville Hilton Head Houston-WC JIA Lake Buena Vista Lake Nona Lake Norman Lakewood Ranch Las Colinas 	<ul style="list-style-type: none"> Lawrenceville Matthews Mooresville Oakleaf Odessa Orlando Palm Beach Palm Coast Peachtree City Phoenix Plano Custer Sanford Snellville St Augustine Tallahassee University Wesley Chapel WGV Woodstock 	<p>Free Day of Camp when you board any time during Memorial Day weekend</p>	May 8
		<p>\$10 off per day/pet for Memorial Day weekend stays</p>	May 15
		<p>\$20 off per day/pet for Memorial Day weekend stays (\$10/off for cats)</p>	May 21

RESERVATIONS
Pet Paradise + newday
VETERINARY CARE



DIVE INTO MEMORIAL DAY WEEKEND
SPACES FILLING UP FAST
BOOK TODAY

Get a Free Day of Camp in Paradise

Memorial Day is barking at the door, and it's time to book your pet's weekend getaway. This year, when you board your pet at [Pet Paradise](#) during Memorial Day weekend, you will receive a **free day of camp!**

- Just board with us any portion of Memorial Day weekend
- On June 3, we'll email you a free camp coupon to redeem once before **Aug. 31, 2024**

Book today to reserve and save on your pet's weekend in Paradise.

BOOK ON THE APP
BOOK ONLINE

FAQs

How should I reply to a customer who asks why they were not given the Memorial Day offer (or a special rate)?

“From time to time our marketing team sends out offers to specific guests. The criteria used to select the customers changes, so there are times when you may receive a special offer and other times when you may not.”

What should I do if a customer says they booked the \$10 or \$20 off rate online, but it does not appear on their reservation?

If the customer says they booked the discounted rate, we will take them at their word! Please update the customer’s reservation to reflect the correct Memorial Day rate.

When will customers receive the free day of camp?

If your resort is listed as a location that will provide a free day of camp to select customers who stay over Memorial Day weekend, the marketing team will email a coupon to all qualifying customers on Monday, June 3. The coupon will be valid until Aug. 31, 2024. Customers will show the coupon to redeem it when they check in for their free day of camp.

What do I do if a customer calls to make a reservation and asks for the \$10 or \$20/off rate?

Customers may choose to book via phone. If the customer says they received an email about a special rate, please use the corresponding reservation type (all of which have a name that starts with “Memorial Day.”)