

Unlimited Vacation Club Chooses INTUITION To Increase Vacation Club Awareness

Written by Australian Business

ORLANDO, FL, September 26, 2013 **/24-7PressRelease/** -- Unlimited Vacation Club (UVC) by AMResorts, an exclusive travel club, has selected the INTUITION Brand Marketing service by Perspective Group to increase awareness of the benefits of their vacation club products.

The elite members travel club offers preferential rates and benefits at AMResorts properties throughout Mexico and The Caribbean. AMResorts' brands, which include Zoëtry Wellness & Spa Resorts, Secrets Resorts & Spas, Dreams Resorts & Spas, Now Resorts & Spas and Sunscape Resorts & Spas, include a wide variety of upscale travel experiences from adult destinations to wellness resorts and family-oriented properties.

In addition to guaranteed preferred rates, members also benefit from preferred check-in options, welcome privileges and discounts on world-class spa services, hotel services, amenities, tours and activities, providing a truly unmatched experience at some of the most sought after resort locations in the region.

The INTUITION Brand Marketing service will enhance public relations and increase awareness of Unlimited Vacation Club's membership options. Additionally, it will track and analyze online conversations about UVC and all thirty-three club resorts using its own social media monitoring platform, providing the vacation club with valuable insights into consumer perception and brand reputation.

"Unlimited Vacation Club opted to partner with INTUITION to achieve several goals: 1. Guided content awareness analysis from industry experts point of view; 2. Since we have many Hotels, this software offers the possibility to monitor a wider spectrum of Hotels any time, at the same time; 3. Benchmark, innovate and expand through intelligent information provided by the reporting modules." Said Eliana Jones, Corporate Marketing Director, Unlimited Vacation Club. The brand awareness campaign will comprise of a series of print and online advertisements, press releases, magazine editorials and online blog posts that will highlight Ultimate Vacation Club and all that it has to offer. UVC marketing teams and customer services departments will also have access to near real-time data to track marketing campaign performance and customer engagement, enabling them to better serve their members and guests.

"We are delighted to be working with Unlimited Vacation Club on such a comprehensive campaign that includes tracking their whole portfolio of resorts. INTUITION significantly boosts brand visibility and we are looking forward to providing outstanding results." said Paul Mattimoe, President & CEO, Perspective Group.

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Operated by the global leader in Public Relations and Multimedia for the vacation ownership industry, the INTUITION brand marketing service specializes in the promotion and brand reputation management of resort developers and vendors. It offers a unique mix of traditional PR services, print advertising, online marketing and social media marketing, backed with the business intelligence of its own social media monitoring platform, capable of highly complex tracking and competitive analysis.

About Unlimited Vacation Club Exceptional Privileges at Extraordinary Resorts: The Unlimited Vacation Club by AMResorts is an exclusive travel club whose members receive VIP privileges at AMResorts properties in Mexico and the Caribbean including guaranteed preferred rates and special offers. Through a variety of participation levels discerning travelers can earn free nights stays at luxurious resorts and access to exclusive partner offers. In addition, participants can take advantage of preferential rates for a large variety of room types at different AMResorts properties, which include brands such as Zoëtry Wellness & Spa Resorts, Secrets Resorts & Spas, Breathless Resorts & Spas, Dreams Resorts & Spas, Now Resorts & Spas, Sunscape Resorts & Spas and the New Breathless Resorts & Spas.

About INTUITION Operated by Perspective Group, the leading independent PR & Media company globally for the timeshare industry, INTUITION provides a compelling combination of traditional PR, print advertising, online marketing and social engagement tools that assist companies with overall brand visibility, online credibility, customer communication and in-depth strategic marketing analysis. For more information visit <http://www.intuitionbyperspective.com>