

GGP, Rouse brands integrate, target tourists

General Growth Properties acquired The Rouse Co. in November 2004. Its expanded portfolio included many renowned tourism-oriented centers in major travel destinations throughout the U.S., such as New York's South Street Seaport, Boston's Faneuil Hall, Miami's Bayside Marketplace and Las Vegas' Fashion Show.

Recognizing the importance of tourism to incremental sales at these specialized centers, GGP integrated the existing tourism programs of both companies into a single brand called America's Premier Shopping Places. GGP launched a multi-media promotional campaign, funded by the 44 participating centers, and did it in six months, in time for a major travel-industry trade show.

Implementation

The travel industry recognizes shopping as a key part of vacation and business travel itineraries. Travel professionals want to offer added value and unique retail and dining in packages they build for their customers.

The Rouse Co. had promoted its portfolio to travel pros for more than a decade with its "Premier Marketplaces" program. GGP needed to integrate tourism programs from Rouse and GGP and build upon them. It wanted a comprehensive strategy in place in time for the Travel Industry Association's International Pow Wow, the industry's most important trade show and media marketplace; more than 5,000 travel professionals and journalists attend.

GGP held workshops for merchants and marketing managers at the 44 centers included in APSP, encouraging visitor discounts, gift-with-purchase programs, group events, prepaid food-court vouchers, beauty and dining packages and more.

GGP strengthened its presence on www.coachquote.com for group bookings at the centers and registered with travel news agency MediaScoop to gain access to travel journalists requesting information about vacation activities. GGP created a media area on the APSP Web site to give journalists online access to press

releases, media alerts, photos and more. GGP also worked with www.vacationfun.com to develop the industry's first online shopping and dining travel guide.

An online contest encouraged consumers to provide e-mailed information for GGP's marketing database. The company developed a visitor incentive program, "Premier Passport," and distributed 250,000 Passport brochures to travel professionals for their customers.



GGP also increased its presence at travel-industry trade shows, distributing a new press kit, including a CD-ROM version.

Results

Revenues from prepaid food court voucher sales, group site rentals, performance fees and shopping packages from January 2005 through May 2006 totaled about \$980,000, compared with \$626,000 during the same period one year earlier.

In the year before the launch of APSP, information requests totaled 2,705. In the year after it, they reached 4,192.

In the year before the program, GGP's database included 6,430 domestic and international trade and media industry contacts. In the year following it, the number grew to 8,410. Also, 2,512 consumer e-mail addresses were added to the database on www.vacationfun.com.

More than 500 press kits and 1,000 press CD-ROMs were distributed at trade shows and by request. MediaScoop sent an e-mail blast to more than 2,000 travel reporters. More than 275 media inquiries received responses. More than 30 news stories or mentions were tracked through the promotional period, totaling more than 1,000 inches of coverage, with a publicity value of more than \$280,000.

America's Premier Shopping Places

General Growth Properties
Chicago

Expenses: \$646,815

Professional Recognition: Susan Houck, SCMD, vice president, marketing, Kay Standon, CMD, vice president, marketing, Kathy Anderson, SCMD, president, AZ Travel Marketing, Jason Vassallo, director, creative, Jeff Cohn, SCMD, president, The Cohn Marketing Group, James W. Brewster, SCMD, senior vice president, marketing and communications