Mailing List: Frequent travelers
Client: Fairfield Resorts Vacation/Timeshare
Objective: move unsold off-season resort inventory via weekend getaway packages
Focus on staying at condo vs small hotel room
Response Rate: numbers confidential, but client indicated good results from campaign; remailed repeatedly.

So Many Ways to Relax!

Sip fresh steaming coffee and nibble oven-warm croissants in your pajamas! Kick back with a freshly blended daiquiri at the end of a great day! Pop a midnight snack in the microwave...all the conveniences of home are right here in your fully equipped Fairfield condo suite! Full kitchen, including microwave, coffee maker, blender, and other appliances, elegant living area, private bedroom, pull-out living room sofa, washer and dryer, plus much more!

Call Toll-Free 800-786-7161

Fairfield Communities

REQ216[illegible]
**********AUTO**MIXED AADC 331
Sheri Harris
12227 NW 31st St
Sunrise, FL 33323-3003
[illegible]

August, 2000

Dear Sheri:

As a seasoned traveler, you know a great vacation value when you see it...

...and right now there's a wonderful travel opportunity reserved for you that you won't find anywhere else:

You are invited to spend 4 days and 3 nights in fun-filled Orlando, Florida in a beautiful Fairfield condominium suite – for just $149!

Since Orlando is the #1 driving destination in the U.S. it's easy to understand why a vacation like this normally costs at least **$456** – and typically sells out well in advance. But, because we have a limited number of reservations left between now and **November 25, 2000**, we need to fill them quickly.

By calling **1-800-786-7161** now, you'll have the rare opportunity to enjoy the same exceptional trip – for far less than Orlando visitors usually pay.

And what better vacation destination could there possibly be? Orlando is truly the most magical place on earth for the young...*and the young at heart* with exciting new adventures at all the theme parks, plus new shows, and much more!

Best of all, after an action-filled day of thrilling rides, shows, and entertainment, you'll relax in your **private, beautifully furnished condo suite** packed with "at home" amenities like a full kitchen with blender, coffee maker and other appliances; spacious living room with pull-out sleeper sofa; washer and dryer; private bedroom; and too many other comforts to list.

Makes vacationing far more pleasurable than staying in a cramped hotel room!

Special Bonus When You R.S.V.P. by September 16, 2000!

Enjoy full-day passes for two to your choice of any Walt Disney World® or UNIVERSAL Orlando™ theme park!