CASE STUDY: TAWAS BAY BEACH RESORT

OVERVIEW

Tawas Bay Beach Resort integrated our gift and loyalty system with POSitouch, one of the hospitality industry's leading Point of Sale (POS) applications for restaurant table service, quick service, hotels, cafeterias, country clubs, delivery and stadium/arena use. Merchants must be running POSitouch v5.36 or above. The minimum OS required is Windows XP, Windows 7, Windows Server 2003, and Windows Server 2008. Locations must contact their POSitouch dealer to request the enabling of the Gift and/or Loyalty interfaces prior to integration.

Tawas Bay Beach Resort

+ 🔵 http://tawasbaybeachresort.com/

TAWAS BAY BEACH CLUB MEMBERSHIP

Accumulate rewards in the lounge, restaurant and beach bar. Ask about our special Happy Hour Membership program for specials and Happy Hour promos.

ACTIVATE CARD   **LOG IN**

Tawas Bay Beach Resort employs website private labeling to drive patron traffic to their website at tawasbaybeachresort.com. Private labeling enables patrons to activate their loyalty accounts and login to check balances, transaction history and manage profile updates directly through the client's own website and retain a consistent online branding experience.

REWARDS STRUCTURE AND KEY LOYALTY METRICS   * Data displayed as of 12/31/2014

Activation Bonus: $2.00

Birthday Bonus: $5.00

Anniversary Bonus: $10.00

Daily Rewards: 10% Cash Back Rewards

Periodic Promotions: 25% Happy Hours 4PM to 8PM

Total Sales: $110,134.91

Total Redemptions: $8,350.15

Average Ticket: $21.32

 # Registered Patrons: 257

Rewards Breakage: 45.6%