

## CASE HISTORY

**Synopsis:** Strategic partnerships combine to move brand from a “low price” to a “value” positioning, introduce new product and increase revenue per customer

**Client:** **FIRSTOURS (CARLSON TRAVEL GROUP)**

**Situation:** For 60 years, Firstours had marketed low-cost city and event vacation packages to a variety of U.S. destinations with good success, moving roughly 30,000 passengers per year. Firstours then entered the Hawaii market with low-cost packages, and expanded to Mexico a year later. The company suffered two major set-backs: (1) The Hawaii Express, its low-cost airline for Hawaii, went out of business and TV news programs delighted in showing stranded Firstours passengers at the Honolulu airport, and (2) a supplier of Super Bowl tickets ceased operations and, for the second time in a two-week period, Firstours' clients were shown on TV news being stranded without getting what they paid for.

**Action:** I created "The Whole Hawaii Catalog" and worked with Firstours to attain cooperative marketing agreements with United Airlines, Hyatt Hotels and other major, nationally known suppliers – all designed to create a "quality by association" impression, negate past difficulties and move from a “low price” to “value price” positioning. A complete media and promotional program, including broadcast, newspapers, consumer and travel trade magazines, publicity, brochures, direct mail, consumer sweepstakes and others all were designed to link Firstours as closely as possible to the well recognized, highly respected airline and hotel partners. Firstours also followed the my "Whole Hawaii Catalog" recommendation in expanding its product mix to include air-inclusive vacations, "land-only" packages, escorted tours and multi-island vacations.

**Results:** Within one year, Firstours not only retained its base of Hawaii business but increased passenger volume by more than 60 percent and, more importantly, increased sales per passenger with its upgraded product line by 70 percent – which meant a total dollar volume increase of 165 percent! As a result, Firstours became one of the nation's top 10 Hawaii wholesaler vacation companies while operating from only seven gateway markets.

AA American Airlines & Firstours present  
**THE 1985 WHOLE HAWAII CATALOG**  
 Custom design your Hawaii vacation at low package prices

Featuring HCP hotels & condos

Created by Firstours, one of the oldest and largest travel companies in the USA, The Whole Hawaii Catalog™ includes vacations via American Airlines and features hotels and luxury resort condominiums managed by the Hotel Corporation of the Pacific, plus many other outstanding vacation resorts.

Design your vacation to stay from 2 nights to a week. Or even longer! Mix and match HCP hotels and condos on up to 4 islands. On Neighbor Island vacations, we've even included a Dollar Rent A Car for each day and feature Aloha Airlines. Full A-Advantage miles credited and lots of special discounts, too!

Waikiki Gateway 7 nights, lei greeting, transfers, taxes & more. As low as	\$151
Hawaii & Kauai Mender 7 nights, car for a week, taxes & more. As low as	\$238
Kauai & Mander on the Beach 7 nights, car for a week, taxes & more. As low as	\$239
Maui Kaaupali Villas 7 nights, car for a week, taxes & more. As low as	\$332

See The Whole Hawaii Catalog for airfare values from 64 cities served by American. Call your travel agent today. And when you think about Hawaii, think of Firstours first!

See your travel agent for your free full-color brochure or mail coupon today

Yes! Tell me more about Firstours special values and The Whole Hawaii Catalog. Send my free full-color brochure to...

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_

Send agent \_\_\_\_\_  
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**FIRSTOURS**  
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American Airlines  
 Standard Service to Hawaii