

VIP Cards add extra value and extra dollars for Stonewall Hotel

The introduction of print on demand VIP plastic cards using PPC technology is proving a valuable marketing tool for one of Sydney's Gay icon venues, the Stonewall Hotel.

According to Stonewall Hotel's General Manager and Licencee Jonathan Dmoch, the hotel is situated in the middle of Sydney's Gay ghetto at 175 Oxford Street Darlinghurst.

"We trade 7 days a week from 11am until 6am the following morning," he said.

"Stonewall Hotel is a gorgeous three story heritage listed building comprising of three bars. The Public Bar, Cocktail Bar and VIP Bar."

The reputation of the hotel within the global Gay community sees it attract a large number of tourists from all around the world.

Queues outside the venue can be quite long during the most popular hours.

Those lucky enough to be a Stonewall Hotel VIP Card Holder can jump the cue and walk straight in simply by showing their VIP Card at the door.

"To receive a VIP Card the person needs to be nominated by one of the Stonewall Management team," explained Mr. Dmoch.

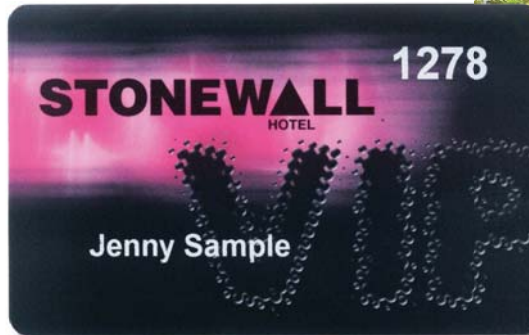
According to Mr. Dmoch the Stonewall Hotel VIP Card has lots of amazing benefits for its 2,000 card holders.

He stated that the VIP Card entitles the holder to cue jump, free room hire for birthdays and each time the VIP Card Holder makes a purchase they receive a 10% discount.

"The 10% discount applies to all purchases made by VIP Card Holders as well as other giveaways throughout the year," he said.

"These include special birthday offers and invitations to VIP Parties.

"We also run weekly cash draws for VIP Card Holders."



Mr Dmoch said that the VIP Card is quite exclusive and is the hotel's way of thanking its customers for their support.

When applying for a VIP Card proof of age identification must be presented.

"When we initially introduced the VIP Card Holder program three years ago we used a card bureau service to supply our plastic cards," he explained.

"Unfortunately it just wasn't satisfactory because of the delay in receiving cards. It was also horrendously expensive when compared to the current in-house plastic card issuance system that we subsequently purchased from PPC about ten months ago".

"PPC came highly recommended to us by another hotel owner and we are glad we heeded his advice."

Mr. Dmoch said that after evaluating their requirements they purchased a P330i plastic card printer.

The printer is able to personalise the hotel's VIP Card with the person's name, membership number and encode the card holder's number onto the magnetic stripe.

While the VIP Card can interface with the existing POS loyalty system enabling

members to accrue and redeem loyalty points in real time, it was decided to offer card holders a simplified 10% discount on all purchases benefit instead.

"We pride ourselves on providing our VIP Card Holders with the quality service including the little details that make for a pleasant experience," he said.

"Being able to issue a new VIP customer with a card on the spot or replace a lost or damaged VIP Card instantly is a great customer relation tool.

"The ability for us to control the issuance of VIP Cards on the spot means that our VIP Card Holders can start spending immediately and know that they are being instantly rewarded with a 10% discount.

"The fact that their name appears on the card also shows to the world that they are proud to be a Stonewall Hotel VIP card holder. That's important to us and undoubtedly to our VIP customers as well.

"PPC product and support has been first rate and we are happy that the VIP Card program has achieved not only our financial goals but also assisted with making the hotel special in the eyes of our valued VIP customers."

